ABSTRACT

The growing adoption of artificial intelligence (AI)-based chatbots for customer service reflects a global trend in the digital age. Data indicates a high level of interest among companies worldwide in implementing generative AI technology, including chatbots and virtual assistants into their business processes. However, ensuring customer acceptance of this technology remains a key challenge. While well-designed and implemented chatbots offer significant potential for improved customer service, their success hinges on user acceptance, positive perceptions, and building trust.

This study aims to examines the three stages of customer's acceptance and objection towards AI-powered chatbots. These stages include primary appraisal, secondary appraisal, and outcome stage as well as the six antecedents (social influence, hedonic motivation, anthropomorphism, performance expectancy, effort expectancy, and emotion).

Data were analyzed using covariance-based structural equation modeling (CB-SEM) by utilizing Jamovi. Primary data was collected through questionnaires distributed to respondents, while secondary data were derived from prior research.

The findings of this study are expected to contribute to the broader understanding of customer acceptance of AI-based chatbot technology in customer service processes. Additionally, this research can serve as a guide for companies, including Telkomsel, in developing more effective strategies for integrating chatbot technology into their customer service.

***Keywords**: chatbot, artificial intelligence, customer service, customer's acceptance*