

ABSTRACT

Digital transformation encourages e-commerce platforms to provide fast and responsive services, one of which is through chatbots. Tokopedia utilizes chatbots to enhance user efficiency and convenience when interacting with the platform.

However, user satisfaction with chatbots is influenced by several factors, such as authenticity of conversation, perceived enjoyment, privacy concerns, and service quality. These factors shape users' perceptions of their interaction experience.

*This study aims to examine the influence of those four factors on user satisfaction with Tokopedia's chatbot. The research adopts the **Uses and Gratifications Theory** with a quantitative descriptive method. Data were collected through online questionnaires distributed to 110 Tokopedia chatbot users aged over 17, using purposive sampling.*

The research instruments were tested for validity and reliability. Data were analyzed using multiple linear regression through SPSS 27 to determine the partial and simultaneous effects of each independent variable on user satisfaction.

The results show that authenticity of conversation, perceived enjoyment, and service quality have a positive and significant effect on user satisfaction. In contrast, privacy concerns do not have a significant effect. Simultaneously, the four variables significantly influence user satisfaction, with an R^2 value of 45.1%, indicating that authentic interaction, enjoyable experiences, and high-quality service are key drivers of chatbot satisfaction on Tokopedia.

Keywords: *Chatbot, Uses and Gratifications, Authenticity of Conversation, Perceived Enjoyment, Privacy Concerns, Service Quality, User Satisfaction.*