

ABSTRACT

This study examines the influence of AI (Artificial Intelligence) features and Bixby Virtual Assistant on customer satisfaction and customer loyalty in the Samsung ecosystem in Indonesia. With the rapid development of AI technology and virtual assistants, understanding their impact on customer perception and retention is crucial. This study specifically aims to analyze the direct influence of AI features and Bixby Virtual Assistant on customer satisfaction, the impact of customer satisfaction on customer loyalty, and the mediating role of customer satisfaction in the relationship between AI features/Bixby Virtual Assistant and customer loyalty. In addition, this study also compares the differences in influence between AI features and Bixby Virtual Assistant on customer satisfaction. Using a quantitative approach with a case study on the Samsung ecosystem in Indonesia, this study is expected to provide a strategic contribution to Samsung Indonesia in increasing customer satisfaction and loyalty through optimization of AI features and Bixby Virtual Assistant.

Keywords: AI Features, Bixby Virtual Assistant, Customer Satisfaction, Customer Loyalty, Samsung Ecosystem.