

ABSTRAK

Penelitian ini bertujuan untuk menguji peran AI Powered Customer Service dalam meningkatkan customer loyalty PT Applikanusa LintasArta. Penelitian ini termasuk penelitian survei dengan metode analisis deskriptif dengan mengambil sampel dan menggunakan kuesioner sebagai data utama. Model tersebut diuji dengan menggunakan sampel 165 responden yang telah terscreening pernah menggunakan layanan AI dari LintasArta, survei dalam penelitian ini dilakukan menggunakan metode *cross-sectional*. Responden dipilih dengan teknik *purposive sampling*. Hasil analisis dalam penelitian ini diuji menggunakan *Structural Equation Modeling (SEM) SmartPLS*. Hasil penelitian ini menunjukkan bahwa ada lima dari enam hipotesis yang diujikan dalam penelitian ini terbukti secara signifikan memiliki pengaruh sedangkan satu hipotesis lainnya tidak terbukti memiliki pengaruh dalam penelitian ini.

Kata kunci: AI Powered Customer Service, Perceived Value, Perceived Efficiency, Customer Loyalty, Customer Satisfaction

ABSTRACT

This study aims to test the role of AI Powered Customer Service in increasing customer loyalty of PT Applikanusa LintasArta. This research includes survey research with a descriptive analysis method by taking samples and using questionnaires as the main data. The model was tested using a sample of 165 screened respondents who had used AI services from LintasArta, the survey in this study was conducted using a cross-sectional method. Respondents were selected using the purposive sampling technique. The results of the analysis in this study were tested using SmartPLS Structural Equation Modeling (SEM). The results of this study show that five of the six hypotheses tested in this study are proven to have a significant influence while the other hypothesis is not proven to have an influence in this study.

Keyword: AI Powered Customer Service, Perceived Value, Perceived Efficiency, Customer Loyalty, Customer Satisfaction