



Smart Minds, Human Touch: Roles of Perceived Intelligence and Anthropomorphism in E-Commerce Chatbot Continuance Intention

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ABSTRACT

The rise of chatbot technology in e-commerce platforms has transformed consumer interactions, particularly in emerging markets such as Indonesia. This study examines how users' perceptions of chatbot intelligence and anthropomorphism affect their intention to continue using chatbot services in e-commerce. By integrating Social Response Theory and the Expectation Confirmation Model (ECM), the study presents a comprehensive model that reflects cognitive, affective, and conative psychological processes. A survey was conducted with 224 chatbot users in Indonesia using a quantitative approach, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that perceived intelligence influences perceived anthropomorphism, confirmation, and perceived usefulness. Both perceived anthropomorphism and confirmation positively impact perceived usefulness, enhancing user satisfaction and strongly predicting continuance intention. These results emphasize the critical role of users' cognitive evaluations and emotional responses in shaping their long-term behavioral intentions toward chatbot services. This study contributes to the literature by integrating two well-established theories and provides empirical insights from the Southeast Asian e-commerce environment, which remains underexplored in chatbot research. The findings highlight the crucial role of designing intelligent, efficient, responsive, and humanlike chatbots. These attributes are essential for creating socially engaging interactions, boosting user satisfaction, and fostering sustained use in e-commerce platforms.

Keywords: expectation-confirmation model, human-chatbot interaction, service chatbot, social response theory, user perception