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A Review of How to Use Chatbots in the Future

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Abstract. The current, rapid advancement of technology across all fields, including services based on artificial intelligence (AI), serves as the driving force for this study. In contrast to other forms of AI technology, chatbots may interact with clients directly and without human intervention. According to the studied research, chatbots have a chance of failing. Additionally, if the "practice" data utilized is not as exact, the dialogue cannot be understood, and last but not least, secure personal data. Chatbots are not a new concept, but they still have room for development. Additionally, it is envisaged that industry participants will gain knowledge of the function of automation so they may use chatbots to boost business profitability and provide efficiency in many operational fields.
Keywords: Perceived ease of use; trusts; continuous intention to use; chatbots; literature review

I. Introduction

At this time the world is experiencing such a big revolution with the presence of increasingly developing technology. One of these technological developments is the presence of Artificial Intelligence (AI) which is developing in various aspects of life around us. The development of AI Marketing practices, especially in the field of advertising, paved the way for marketers to provide unique experiences to customers (Roy & Naidoo, 2021). For example, organizations are effectively using AI-enabled chatbots that support shoppers through their purchasing experiences (Pizzi et al., 2021) AI-enabled information systems have played an important role in growing business in many companies.

Many jobs that used to only be done by humans can now be easily completed with AI technology, for example cleaning the house, processing human language, identifying humans in the form of photos, analyzing cloud data, and searching online (Anthes, 2017). Various service-oriented companies are also starting to incorporate AI technology into their service processes. In addition, the application of AI can increase operational efficiency or effectiveness by reducing individual workloads, thereby reducing costs (Cobos et al., 2016; Marinova et al., 2017; West et al., 2018).

For example, the Shopee company takes advantage of the sophistication of AI technology by presenting a chatbot feature called "Choki" as a service that functions to respond to various questions or complaints published by its consumers. AI chatbot systems are software programs that interact with users using natural language (Ciechanowski et al., 2019, p. 540). AI-Chatbots can communicate with consumers through regular and open-ended questions (McKinsey and Company, 2019).

A chatbot, sometimes known as a virtual assistant, is a tool made to make communication between people and computers simpler. Artificial intelligence (AI) programs known as chatbots can mimic human-to-human discussions with users using messaging services, websites, mobile apps, and the phone. One of the most complex and promising forms of human-machine interaction is chatbots, which are frequently referred to as such. It is possible to program chatbots to appropriately respond to frequently requested inquiries from clients. Chatbots may subtly replace some of the routine tasks performed by customer support representatives.

When used as a shopping assistant on an e-commerce site, a chatbot can help increase sales. Chatbots have the ability to act like salespeople. This technology can introduce buyers to an available product or service, find products that customers want, record customer orders, and much more. Using a chatbot has many advantages for entrepreneurs, this includes ease of business operations. Using chatbot technology will allow business actors to automate various operational needs without having to use large amounts of customer service. The artificial intelligence capabilities in chatbots also provide practicality, speed and responsiveness. Prepared specifically according to needs, chatbots can serve various consumer needs quickly and using easy language as well.

In addition, using a company chatbot can save a small amount of expenditure when compared to human use. In addition, Chatbots are different from other types of AI technology in their ability to communicate directly to customers without a human touch, they work well with shoppers and help them achieve their shopping goals (Pantano & Pizzi, 2020). Thus, chatbots can enable customers to use shoppers' time efficiently and can offer a superior understanding of product availability and performance (Chung et al., 2020; Zhang & Dholakia, 2018).

The diversity of AI applications has facilitated the widespread use of chatbots that use big data to provide customers with 24-hour online customer service. The big challenge is to enable these AI customer

service robots or chatbots to provide customers with the best possible service. However, first, we must identify the factors that influence the extent to which AI customer service robots can drive purchase intention. Such an understanding will make it possible to understand the customer's opinion about the chatbot well in advance. This knowledge can then help online customer service developers to improve the content and quality of their services.

Most research on online customer trust has concentrated on the general concept of trust, which is built between organizations and consumers after repeated experiences over time (Koufaris & Hampton-Sosa, 2004). For example, many researchers have previously explored predictors and trust outcomes in general in various e-commerce and traditional (Corritore et al., 2003; Lu et al., 2016; Pi et al., 2012), and M-commerce (Marriott & Williams, 2018; Nel & Boshoff, 2017). However, the factors driving online trust may differ across platforms and communication techniques (Sarkar et al., 2020), especially with chatbots, which differ from other types of non-AI technologies in terms of unique features such as humans (Patano & Pizzi, 2020). As in the use of financial technology e-wallets carried out on students, it was found that perceived ease of use needs to be moderated with attitude to affect intention to use (Mawardi and Sholihah, 2021).

Based on the explanation in the introduction, the author determined the research question was to see the relationship between the perception of ease of use and the intention to use chatbots continuously by adopting the Theory Acceptance Model (TAM) and various previous literature sources.

II. Literature Review

Perceived Ease Of Use

Perceived ease of use is referred to as individuals' likelihood to believe that using a new system would be effortless (Davis, 1989). Effort expectancy, as introduced by the UTAUT (Venkatesh et al., 2003), is used interchangeably with perceived ease of use from TAM (Davis, 1989), but most of the studies on technology have adopted perceived ease of use as the study variable (Sarkar et al., 2020; Lai et al., 2011; Nel and Boshoff, 2017). Previous studies have emphasized a significant impact of ease of use toward enhancing trust, in particular, the initial trust of users toward technology forms (Zhou, 2018; Gefen et al., 2003). Sarkar et al. (2020) postulate that the challenges presented by any technology can be diminished by enhancing the perceived ease of use. in addition, Robey (1979) posits that new technologies that do not assist individuals while performing their tasks are less likely to be favorably accepted despite the deliberate implementation efforts. Moreover, individuals must also be able to use any technology appropriately with a slight chance of doing mistakes, as this, in turn, impacts the trust toward this technology (Zhou, 2018), the chatbot in our case.

Trust

Trust aims to measure the success of using the system. Without customers' trust, the system will not be used. Therefore, trust must be analyzed. It can be measured with several indicators (Sembiring & Aruan, 2020). First, system security is the main indicator of measuring the level of user confidence in using the system because some information system requires users' privacy or identity data. Second, reputation can give confidence to other parties in the ability and integrity of an information system company. Reputation is an essential factor in increasing customers' trust. Having a good reputation can help to convince others to trust the company even if they have never interacted with it before. The results indicate no relationship between trust and customer satisfaction. The results of previous studies showed no relationship between trust and customer satisfaction. Some people are worried about the possibility of personal information and data theft. Therefore, the development of a quality security system is very important to play a role in increasing trust in chatbot service.

Continuous Intention To Use

Previous literature on trust portrayed a close connotation between consumers' beliefs on specific perceived attributes of certain technologies and intention to participate in trust-related actions (Kim and Ko, 2012; Zhou and Tian, 2010). Moreover, if individuals believe that the other party is trustful and honest, then they will be more willing to shape a trusting intention concerning that party (Kaabachi et al., 2017). Several studies in the realm of technology adoption emphasized the prominence of trust as an essential tool in enhancing customer relationships with new technologies (Liébana-Cabanillas et al., 2017). In addition, previous studies have reinforced that intentions to patronize advanced technologies such as mobile banking and online shopping services depend on customers' trusting beliefs toward this new technology (Kaabachi et al., 2017; Kim et al., 2009). Similarly, Singh and Sinha (2020) highlighted that the customer's willingness to take part in new technologies is highly dependent on his level of trust.

III. Research Methods

In this literature review, the author tries to find out the antecedents of perceived ease of use, trust, and continuous intention to use of chatbots. Then the next step the author determines the type of study to be presented in accordance with the table format proposed by Loureiro et. al. (2019) which can be seen in Table 1.

Table 1. Study Criteria

Field of study	Business, Management,
Study Type	Study of literature
Language	English
Scope Literature	Consumer Behavior, Business Management, Artificial Intelligence, E-Commerce
Year Limit Literature	2020 - 2022
Relevance	*a.* Explaining the causal relationship between perceived ease of use, trust, and continued intention to use chatbot b. Analysis Level: can make additional contributions inDevelopments in the field of hospitality, tourism, and health services, especially in terms of factors that influence the intention to visit again in the future,

Source: Processed Data, 2022

This study uses a systematic review method or a systematic literature review, which is a literature review method that identifies, assesses, and interprets all findings on a research topic to answer predefined research questions. A systematic literature review attempts to identify the main scientific contributions in a particular field and builds evidence that goes beyond a single research parameter.

This literature review was conducted using several articles by utilizing reputable journal provider sites, such as Science Direct and Emerald Insight. In conducting a literature search, the author uses several keywords such as perceived ease of use, trust, and continued intention to use chatbots. Keywords are arranged in 15 search strings which are then used in other scientific articles that mention at least two orientations in the abstract, keyword, or title. The second stage is to review the article then the main topics, data, results and conclusions are recorded on an MS Excel spreadsheet to get the articles to be inspected in depth through analysis of exclusion criteria. In the third stage, we carried out research writing complete with reading notes,

Based on the search results on the journal provider site, the authors found as many as eleven articles used to examine the effect of perceived ease of use, trust, and continued intention to use chatbots. Then the author summarizes the related theories from the eleven articles into a study finding. This is in line with what was stated by Juntunen & Lehenkari (2019). In their article, Juntunen & Lehenkari (2019) stated that analyzing the literature review refers to collecting and rearranging scattered data from various literatures relevant to the study topic. Then Briner & Denyer (2012) argue that one of the main principles in conducting a literature review is to unify the results of a structured review by summarizing the theories from articles related to the research question.

Table 2. Details of the articles used

Journal Name	**Amount Article**
Electronic commerce research and applications	1
Computers in Human Behavior	1
The TQM Journal	1
European Journal of Marketing	1
Telematics and Informatics	1
Hi Tech Library	1
Technology In Society	1
International Journal of Contemporary Hospitality Management	1
Journal Of Retailing And Consumer Services	1

Journal of Innovation & Knowledge	1

Source: Author, 2022

IV. Results and Discussion

During the review process and literature review, it became clear that the many measurement constructs found in the study would create a conclusive picture map of the relationship between perceived ease of use, trust, and continuous intention to use of chatbot. In addition, the literature review only produces an overview where the studied perceived ease of use, trust, and continuous intention to use affect each other directly and through other constructs.

The starting point for seeing the complementary combination of perceived ease of use, trust, and continuous intention to use is that these 3 things are different and support each other in the same way. It is possible that one variable precedes the other in the order of development (sequential) or that one is required to transmit the effects of the other (mediation) or to modify the effects (moderation). The results of a systematic literature review from this study can be seen in Table 3

Table 3. Variables investigated per article

No	year	Author	Investigated Variables
1	2022	Kwangsawad & Jattamart,	Perceived ease of use, perceived risk, attitudes, openness to experience and continued intention to use chatbots.
2	2022	Aslam et al	perceived usefulness, perceived ease of use, perceived social interactivity, hedonic motivation, symbolic motivation, acceptance of chatbots, and trust
3	2022	Murtareli et al	Perceived ease of use (PEOU), perceived usefulness (PU) of chatbots, attitude, intention to use chatbots, perceived trust and perceived risk
4	2022	K. Liu & Tao	perceived ease of use, trust, perceived usefulness, and personalization, intention to use
5	2022	Cheng, Zhang, Cohen, et al.,	the anthropomorphic attributes of perceived warmth, perceived competence, perceived trust, norms, trust, intention to use
6	2021	Mostafa & Kasamani	Performance expectancy, compatibility, perceived ease of use, social influence, initial trust in chatbots, intention to use chatbots, and engagement.
7	2021	Hsiao & ChenChen	service quality, trust, satisfaction, and continuance intention to use
8	2020	Ashfaq et al	information quality (IQ), service quality (SQ), satisfaction, perceived enjoyment (PE), perceived usefulness (PU), perceived ease of use (PEOU), continuance intention (CI).
9	2020	Kasilingam	attitude, perceived usefulness, perceived ease of use, perceived enjoyment, price consciousness, perceived risk, personal innovativeness, intention to use, and trust
10	2020	Pillai & Sivathanu	chatbot adoption intention (AIN), perceived ease of use, perceived usefulness, perceived trust (PTR), perceived intelligence (PNT), anthropomorphism (ANM), Technological anxiety (TXN), and actual usage (AUE)

Source: Author, 2022

Perceived ease of use appears in 8 articles. Meanwhile, trust appears in 5 articles. Furthermore, continuous intention to use is found in 9 articles. As for when examined in terms of a combination of at least 2 variables, the following results are obtained, namely perceived ease of use and trust in 3 articles, trust and continuous intention in 5 articles. Then when examined in terms of a combination of at least 3 variables, the results obtained are perceived ease of use, trust, and continuous intention to use in 2 articles. In several previous studies that examined the application of chatbots related to perceived ease of use, trust, and continuous intention to use added relationships with other variables. Such as perceived risk, attitudes, engagement, service quality, norms, perceived usefulness, perceived enjoyment and satisfaction.

Table 4. Contribution of Systematic Literature Review

No	Investigated Variables	Number of Articles	Article
1	Perceived ease of use and trust	3	Kasilingam, 2020;Aslam et al 2022;K. Liu & Tao, 2022;
2	Perceived ease of use and continuous intention	7	Kwangsawad & Jattamart 2022;Kasilingam 2020;Murtareli et al 2022; K. Liu & Tao 2022;Ashfaq et al 2020; Mostafa & Kasamani 2021; Pillai et al 2020;
3	Trust and continuous intention	5	Kasilingam, 2020;K. Liu & Tao, 2022;Cheng, Zhang, Cohen, et al., 2022; Hsiao & Chen Chen, 2021;Mostafa & Kasamani, 2021;
4	Perceived ease of use, trust and continuous intention	2	Kasilingam, 2022;Mostafa & Kasamani, 2021;

Source: Processed by the Author, 2022

The results of a literature review on perceived ease of use, trust and intention to continue using chatbots illustrates that perceived ease of use (PEOU) is a significant predictor of continued intention (CI). In addition, perceived ease of use is an important determinant of public acceptance of the services of a company or industry that relies on artificial intelligence. Where in this case the role is fully or partially mediated by trust. The results of this literature review also show that trust directly determines behavioral intentions to use chatbot artificial intelligence services. This finding also reveals that satisfaction with the chatbot's electronic service is a strong determinant and predictor of users' ongoing intentions towards chatbots.

V. Conclusion

In this era, more companies have implemented chatbots. Various kinds such as changes in consumer behavior and lifestyles, customers who are increasing their understanding of technology by switching to digital channels, and customers who want fast and easy solutions delivered through devices in their hands. However, many chatbots still seem rigid, and need a lot of "practice". Especially if the chatbot is placed in a customer service position. Chatbots work by analyzing words sent by users through message channels. Then the words are sent and matched with the existing system to then provide a predetermined response. In some cases, many chatbots cannot recognize the sentence in question, this happens because the sentence does not use the language/word recorded from the system or the vocabulary in the system is incomplete.

Adopting from the Technology Acceptance Model (TAM) framework model in this article by using variables such as perceived ease of use, trustworthiness, and ongoing intention to use chatbots. Chatbots hold opportunities for failure. Moreover, if the data used as "practice" is less or accurate, cannot understand the conversation well, and last but not least, protect personal data. Although not something new, chatbots still have the potential to grow.

Based on the literature that has been reviewed, it is known that perceived ease of use significantly increases customer trust in chatbots. In addition, trust increases the intention to use chatbots and drives customer engagement. The results of this literature review recommend that companies develop chatbot technology services such as ease of use to increase customer trust and intention to continue using chatbots.

In addition, it is hoped that industry players can learn the role of automation to be able to increase company profits and provide efficiency in many operational sectors through chatbots.

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