Elevating satisfaction: unleashing the power of ChatGPT with personalization, relevance, accuracy, convenience, and tech familiarity

Eva Novita Sari, Lizar Alfansi

Department of Management, Faculty of Economics and Business, Universitas Bengkulu, Bengkulu, Indonesia

Corresponding author: Eva Novita Sari, evanovitasarii09@gmail.com

Received: November 18th, 2023; Accepted: December 8th, 2023; Published: March 21st, 2024
DOI: http://dx.doi.org/10.24123/jmb.v23i1.739

Abstract

ChatGPT lacks a human supervision system to review and check all its outputs, along the way of its ability, studies found that AI conversation models might have a positive impact on various aspects of the user experience. Therefore, this research aims to investigate the role of technology familiarity as the mediation that accommodates the relation between perceived personalization, perceived relevance, perceived accuracy, and perceived convenience toward overall satisfaction. Structured Equation Modelling analyzed this research based on Partial Least Square (SEM-PLS). They were carrying 318 respondents who were ChatGPT users in Indonesia. The findings of this research indicate that perceived personalization, perceived relevant, perceived accuracy, perceived convenience positively and significantly influence familiarity with technology. Furthermore, familiarity with technology has also positively and significantly influenced overall satisfaction. By then, this research found that familiarity with ChatGPT technology has partially mediated the relationship between exogenous variables on endogenous variables.

Keywords*: familiarity with technology, perceived personalization, perceived relevant, perceived accuracy, perceived convenience, overall satisfaction.*

Introduction

Information presentation has become increasingly vital and complex in the rapidly evolving Artificial Intelligence (AI) era. Amidst the ongoing digital transformation, Chat GPT (Generative Pre-trained Transformer) has emerged as a fascinating innovation. This language model exhibits remarkable capabilities in generating structured and contextual text, playing a crucial role in information presentation in the AI era Mijwil and Aljanabi (2023). ChatGPT is an AI-powered chatbot platform that leverages natural language processing and machine learning algorithms to enable human users to communicate with machines, transforming how humans interact with AI technology (Mijwil & Aljanabi, 2023).

One of the primary roles of Chat GPT is to enhance the user experience (Skjuve, Følstad, & Brandtzaeg, 2023). Across various chat platforms or applications, users can interact with Chat GPT to answer their questions, receive advice, or engage in conversation (Kalla & Smith, 2023). With its intelligence

trained in human language, Chat GPT can provide more natural and relevant responses, creating an interactive, personalized experience that enhances user satisfaction (Kalla & Smith, 2023).

ChatGPT offers several advantages over previous AI tools and has significant potential for application in various fields, including user service, education, healthcare, finance, entertainment, creative writing, digital marketing, e-commerce, and many others (George & George, 2023). Chat GPT aids in delivering real-time information, a crucial factor in providing responsive and effective services (Javaid et al., 2023). For instance, in the hospitality industry, Chat GPT can provide users with information about room availability, prices, or hotel facilities. With Chat GPT, users don't need to wait or access various sources of information, improving efficiency and convenience in obtaining the information they need (Javaid et al., 2023). Moreover, Chat GPT also provides benefits in terms of personalization (El-Ansari & Beni-Hssane, 2023). This model can learn user preferences and provide information tailored to their context. For example, in e-commerce platforms, Chat GPT can offer product recommendations based on user's needs and preferences from previous interactions, making information presentation more personal and relevant, thereby increasing the likelihood of conversions and user satisfaction (El-Ansari & Beni-Hssane, 2023).

However, Chat GPT also has its limitations. It can produce inaccurate, incomplete, misleading, biased, or harmful information (Borji, 2023). Additionally, it may sometimes generate false outputs that are not genuine, eroding trust in citing knowledge. Lastly, it's crucial to note that ChatGPT lacks a human supervision system to review and check all its outputs, which may lead to ethical violations (Kasneci et al., 2023). In prior research, Borji (2023) in his study proclaimed that the use of AI models in marketing and user experience is still limited. Previous studies have focused on the impact of AI models on user satisfaction but have not explored the mediating role of factors such as technological comfort. This study addresses this gap by investigating the moderating role of these factors in the relationship between user experience with ChatGPT and overall satisfaction.

Previous research has also explored the impact of AI conversation models, like Chat GPT, on user experiences, such as perceived benefits, engagement, and anthropomorphism perceptions. These studies found that AI conversation models can positively impact various aspects of the user experience. However, more research is needed to understand specific factors influencing the impact of Chat GPT AI models on user experience. Previous research has been conducted by Arviollisa et al. (2021), who examined the influence of AI in creating user experience. Therefore, based on the background outlined earlier, the author aims to understand the role of user experience with Chat GPT in creating overall satisfaction with comfort and familiarity with technology as mediating variables. Hence, this research endeavors to comprehensively investigate the dynamic interplay between user experience with Chat GPT and overall satisfaction, with a particular emphasis on discerning the moderating effects of technological comfort and the mediating influence of familiarity with technology.

The relationship between perceived personalization, familiarity with technology, and overall satisfaction is pivotal in understanding the dynamics of user experience across various digital platforms (Shin, 2020). Perceived

personalization, referring to users' perceptions of tailored experiences, is crucial in enhancing overall satisfaction. Arviollisa et al. (2021) in their research stated that when users perceive a high degree of personalization in a system or service, they feel a stronger connection and relevance, contributing positively to their satisfaction. Furthermore, the ability of a platform to adapt to individual preferences and needs fosters a more engaging and fulfilling user experience (Arviollisa et al., 2021).

Perceived personalization, encapsulating the subjective sense of tailoring technology to individual preferences, synergizes with familiarity, representing a user's comfort and expertise with technological devices (Tate, Evermann, & Gable, 2015). By fostering the personalization of its users, they will easily be familiar (Bleier, De Keyser, & Verleye, 2018). This relationship often forms a positive feedback loop—a user's growing familiarity with a technology prompts the discovery and utilization of personalized features, fostering an increased perception of personalization (Riegger, Klein, Merfeld, & Henkel, 2021). As users navigate and understand these tailored aspects, their comfort with the technology deepens, contributing to an enriched user experience.

Those with a higher level of familiarity with technology encounter fewer usability challenges, navigating interfaces with greater ease and efficiency (Li & Luximon, 2020). This increased comfort level contributes to a positive user journey by reducing friction and enhancing overall satisfaction (Li & Luximon, 2020). The smooth navigation experienced by technologically familiar users implies a reduced likelihood of encountering obstacles, fostering a more enjoyable interaction with digital systems. Ultimately, the goal is to enhance users' overall satisfaction, and references to studies by Iancu (2020) and Li & Luximon (2020) support the assertion that technological familiarity plays a pivotal role in shaping users' positive experiences.

The combined effect of perceived personalization and familiarity with technology becomes evident when considering overall satisfaction. Higher perceived personalization leads to a more engaging and relevant user experience, while familiarity with technology ensures a smoother and more efficient interaction (Chen, Guo, Gao, & Liang, 2021). The synergy between these factors creates a user-centric environment where individuals find the platform user-friendly and personally tailored to their preferences. In essence, the relationship between perceived personalization, familiarity with technology, and overall satisfaction underscores the importance of creating digital experiences that are both technologically efficient and resonate with users on a personalized level.

H1: Perceived Personalization has a positive significant influence on Overall Satisfaction.
H2: Perceived Personalization has a positive significant influence on Familiarity with Technology.
H3: Familiarity with Technology has a positive significant influence on Overall Satisfaction.
H4: Familiarity mediates the relationship between Perceived Personalization towards Overall Satisfaction.

Perceived accuracy refers to users' subjective assessment of the

correctness and reliability of information presented through technological interfaces. According to Aw et al. (2022), this perception significantly influences users' confidence in their digital interactions. When users perceive information as accurate and reliable, it instils a sense of trust and confidence in the digital experience (Felix & Rembulan, 2023). Felix and Rembulan (2023) explained that trust, in turn, contributes to higher levels of satisfaction, highlighting the importance of delivering precise and reliable information through technological platforms.

Simultaneously, this emphasizes the importance of users' familiarity with technology as another critical factor in shaping the user experience paradigm (Basu, Mandal, Murti, & Makany, 2022). Familiarity with technology ensures users can navigate through digital interfaces seamlessly, reducing potential obstacles and enhancing overall satisfaction. Jung et al. (2022) highlight the interplay between perceived accuracy and familiarity with technology, noting that these factors synergistically impact users' overall satisfaction. A technologically adept platform not only delivers accurate information but also caters to users who are already familiar with the technology, contributing to a positive user experience in the digital realm.

In the broader context of overall satisfaction, it is crucial to highlight the significance of providing technologically advanced platforms. Such platforms focus on delivering accurate information and consider the user's familiarity with technology (Kwon, Park, & Son, 2021). Addressing both aspects, digital platforms contribute to a positive user experience, fostering higher overall satisfaction (Pang, Bao, Hao, Kim, & Gu, 2020). This holistic approach recognizes that the interplay between perceived accuracy and familiarity with technology is essential in creating user-centric digital environments that meet the diverse needs of individuals engaging with technology.

H8: Perceived Accuracy has a positive and significant influence on Overall Satisfaction.

H9: Perceived Accuracy has a positive and significant influence on Familiarity with Technology.

H10: Familiarity mediates the relationship between Perceived Accuracy towards Overall Satisfaction.

Perceived convenience, as highlighted by Bansah and Darko Agyei (2022), represents users' subjective evaluation of how easy and efficient it is to accomplish tasks or access services through technological interfaces. This subjective assessment significantly shapes users' overall satisfaction with their digital experience. Building on this notion, Singh (2023) emphasizes that users with a high familiarity with technology are better equipped to navigate interfaces seamlessly, capitalize on features, and efficiently utilize digital services. This familiarity facilitates users' interaction with technology and contributes to an enhanced perception of convenience, thereby positively influencing overall satisfaction.

Moreover, the interplay between perceived convenience and familiarity with technology is emphasized by Kim et al. (2019), who argue that these factors synergistically impact overall satisfaction. When users perceive a digital platform as convenient, reflecting attributes such as ease of use and efficiency, it creates

a positive reinforcement loop that enhances their overall satisfaction (Shin, 2020). Simultaneously, familiarity with technology ensures that users can effectively exploit these conveniences, fostering a positive and satisfactory digital experience. In the broader context of overall satisfaction, the integrated approach of designing digital interfaces that are both user-friendly and offer seamless and efficient functionalities becomes crucial (Tamara, Tumbuan, & Gunawan, 2023). This approach aligns with users' technological proficiency, ultimately increasing overall satisfaction.

In conclusion, the relationship between perceived convenience, familiarity with technology, and overall satisfaction is multifaceted. It involves users' subjective assessments of ease, efficiency, and technological understanding to create a positive and reinforcing digital experience (Shin, 2023). This emphasizes the importance of designing interfaces that cater to both user-friendly interactions and efficient functionalities, acknowledging the significance of this integrated approach in ensuring high levels of overall satisfaction in the digital landscape.

H11: Perceived Convenience has a positive and significant influence on Overall Satisfaction.

H12: Perceived Convenience has a positive and significant influence on Familiarity with Technology.

H13: Familiarity mediates the relationship between Perceived Convenience towards Overall Satisfaction.

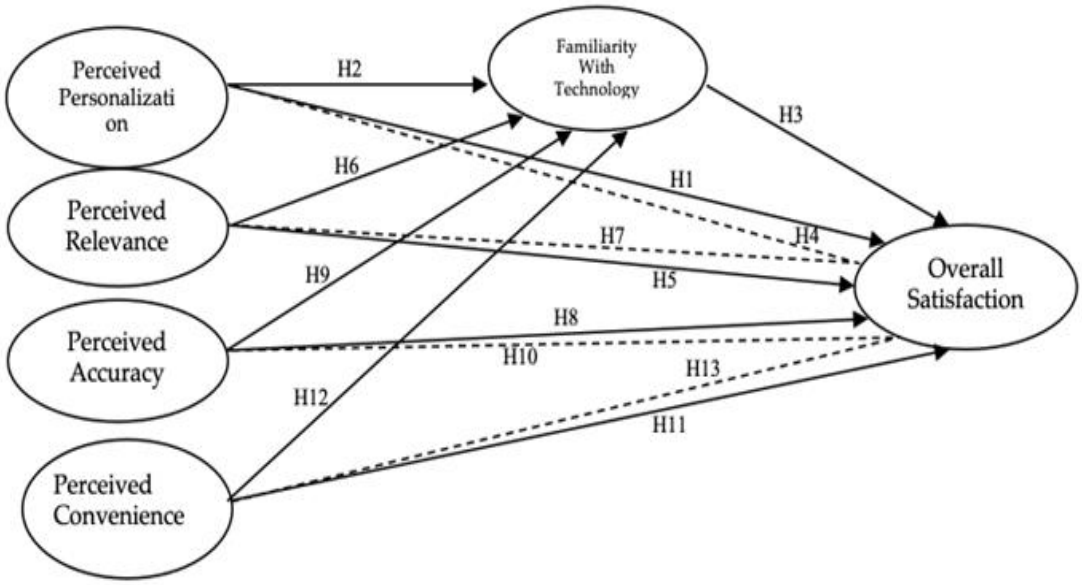

Figure 1. Research Framework

Research Methods

The sampling method used in this study is non-probability sampling because the researcher does not have precise data about the population size and complete information on each population element. The primary data was obtained by distributing an online questionnaire through Google Forms. The researcher disseminated the questionnaire link through social media, and the total number of collected questionnaires was 318 respondents with Hair et al. (2019) formula calculated from factors multiple with 5, 10, 15, 20. Criteria for

respondent selection include individuals residing in Bengkulu Province, aged at least 17 years, and having experience using ChatGPT for at least six months. A Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used for questionnaire responses.

Table 1. List of Indicators Employed to This Study

Variable	Indicator	References
Perceived Personalization	The information offered by ChatGPT was tailored to suit my requirements. ChatGPT exhibited comprehension of my preferences and requirements. ChatGPT presented pertinent recommendations and suggestions aligned with my needs.	Li, C. (2016)
Perceived Relevance	The data presented by ChatGPT applied to my requirements. ChatGPT supplied me with valuable and informative information. ChatGPT presented pertinent choices and alternatives.	Markrakis, V. (1997)
Perceived Accuracy	The information offered by ChatGPT was precise and dependable. ChatGPT furnished me with accurate and current information. I am confident in the information provided by ChatGPT.	Ullah et al. (2021)
Perceived Convenience	ChatGPT was user-friendly and easy to navigate. ChatGPT promptly and efficiently addressed my inquiry. ChatGPT saved me time and effort compared to alternative interaction methods.	Chang et al. (2012)
Familiarity with Technology	I feel at ease utilizing technology for interactions with businesses. I perceive myself as knowledgeable about the technology employed in digital marketing. I am confident in using ChatGPT for digital marketing purposes.	Arts & Veugelers (2015)
Overall Satisfaction	I am content with my interaction experience with ChatGPT. I would suggest ChatGPT to others. I would utilize ChatGPT again in the future.	Jones & Suh (2000)

The structural model, also known as the inner model, illustrates the cause-and-effect relationships between latent variables and is based on theoretical foundations (Hair et al., 2019). The data analysis method used is the Structural Equation Model - Smart Partial Least Squares (SEM-PLS). The calculation algorithm tests the measurement model (outer model), followed by examining the structural model. This involves structural testing and subsequent hypothesis testing. The significance of the estimated parameters provides valuable information about the relationships or influences among the research variables.

The basis for hypothesis testing is the values found in the output path coefficients from bootstrapping. In statistical testing using SmartPLS 4, each connection is simulated through bootstrapping to the sample. Bootstrapping testing is also intended to minimize data abnormalities in problematic research.

Result and Discussions

The structural model is a model that has been constructed based on the formulation of the research problem. This model is then illustrated in PLS and connected using arrows that indicate the influence of variables to be tested in this study. Once the structural model is depicted in PLS, it is computed and analyzed for several outputs, such as path coefficients and R-Square of the dependent variables in the research. The results of the structural model calculation in this study can be seen in Figure 2 as follows:

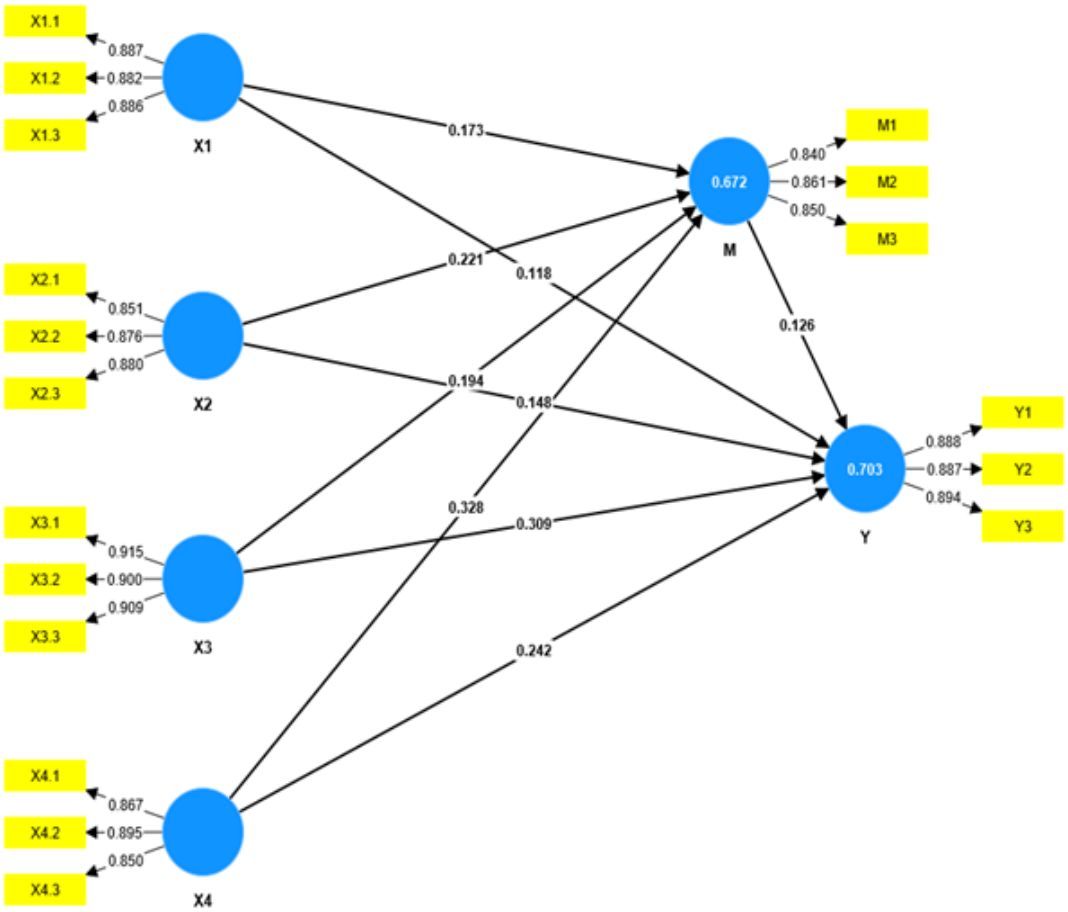

Figure 2. Output Calculate Algorithm

Table 1 indicates that the reflective measurement in this study achieves a high level of validity. This is evident from the correlation values of each item on all variable indicators, which have factor loading values > 0.60 with the measured constructs. Therefore, it can be concluded that all items in this study are valid and exhibit high correlations. The results of this validity test are further supported by the AVE (Average Variance Extracted) test results. Indicators in this study are considered valid if the AVE value is more significant than 0.50, following the

established guidelines (Hair et al., 2019; Ghozali & Latan, 2012). All variables in this study, such as service quality, product innovation, user satisfaction, and user loyalty, have AVE (Average Variance Extracted) values greater than 0.50, thus leading to the conclusion that these variables are valid.

Table 2. Validity and Reliability

Variables	Items	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE	Interpretation
Perceived	X1.1	0.887	0.861	0.915	0.783	Valid
Personalizati	X1.2	0.882				Valid
on	X1.3	0.886				Valid
Perceived	X2.1	0.851	0.838	0.902	0.755	Valid
Relevance	X2.2	0.876				Valid
	X2.3	0.880				Valid
Perceived	X3.1	0.916	0.894	0.934	0.825	Valid
Accuracy	X3.2	0.900				Valid
	X3.3	0.900				Valid
Perceived	X4.1	0.867	0.841	0.904	0.759	Valid
Convenience	X4.2	0.895				Valid
	X4.3	0.850				Valid
Familiarity	Z1.1	0.888	0.868	0.919	0.791	Valid
with	Z1.2	0.887				Valid
Technology	Z1.3	0.894				Valid
Overall	Y1.1	0.840	0.808	0.887	0.723	Valid
Satisfaction	Y1.2	0.861				Valid
	Y1.3	0.850				Valid

In statistical testing with PLS, each hypothesized relationship is examined using simulations. Hypothesis testing is carried out by bootstrapping calculations in SmartPLS (v.4). Bootstrapping tests are intended to minimize issues of data non-normality in the research. Bootstrapping is a resampling-based method with the expectation that the sampled data can better represent the actual population data (Hair, 2019). Bootstrapping also aims to stabilize the processed data, resulting in more accurate hypothesis testing results. Bootstrapping allows for statistical inference without making accurate distribution assumptions and does not require analytical formulations for the sampling distribution of an estimator. Instead, bootstrapping uses empirical distribution to estimate the sampling distribution. The results of bootstrapping for hypothesis testing in this study can be seen in Table 1.

Hypothesis testing was conducted to determine the acceptance or rejection of hypotheses. The significance level for hypothesis testing was set at 5%, represented by a significance level of probability (α) ≤ 0.05. Table 1 outlines the results, indicating that the significance values for the impact of Perceived Personalization (X1), Perceived Relevance (X2), Perceived Accuracy (X3), Perceived Convenience (X4), Familiarity with Technology (Z) on Overall Satisfaction (Y) are 0.022 < 0.05 (H1); 0.000 < 0.05 (H5); 0.000 < 0.05 (H8); 0.001 < 0.05 (H11); 0.047 < 0.05 (H3), resulted that H1, H5, H8, H11, and H3 are Supported. The findings for the influence of Perceived Personalization (X1), Perceived Relevance (X2), Perceived Accuracy (X3), Perceived Convenience (X4) on Familiarity with Technology (Z) are 0.020 < 0.05 (H2); 0.005 < 0.05 (H6);

0.007 < 0.05 (H9); 0.000 < 0.05 (H12) are resulting that H2, H6, H9, and H12 are Supported. Additionally, the mediation test results for Familiarity with Technology (Z) indicate that can serve as mediator in the relationship among Perceived Personalization (X1), Perceived Relevance (X2), Perceived Accuracy (X3), Perceived Convenience (X4) towards Overall Satisfaction (Y) are, 0.003 < 0.05 (H4); 0.000 < 0.05 (H7); 0.000 < 0.05 (H10); 0.000 < 0.05 (H13) are Supported.

Table 3. Hypotheses Result

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Explanation
X1 -> Y	0.118	0.123	0.077	1.547	0.022	Supported
X1 -> Z	0.173	0.163	0.074	2.335	0.020	Supported
Z -> Y	0.126	0.127	0.063	1.988	0.047	Supported
X1 -> Z -> Y	0.221	0.226	0.073	3.017	0.003	Supported
X2 -> Y	0.148	0.153	0.065	2.279	0.023	Supported
X2 -> Z	0.221	0.229	0.078	2.840	0.005	Supported
X2 -> Z -> Y	0.328	0.324	0.073	4.520	0.000	Supported
X3 -> Y	0.309	0.301	0.073	4.250	0.000	Supported
X3 -> Z	0.194	0.194	0.072	2.692	0.007	Supported
X3 -> Z -> Y	0.538	0.535	0.057	0.375	0.000	Supported
X4 -> Y	0.242	0.235	0.073	3.305	0.001	Supported
X4 -> Z	0.328	0.327	0.068	4.841	0.000	Supported
X4 -> Z -> Y	0.452	0.448	0.052	8.654	0.000	Supported

The result sheds light on the intricate dynamics between perceived personalization, familiarity with technology, and overall satisfaction in interactions with advanced language models like ChatGPT. First and foremost, acknowledging a positive relationship between perceived personalization and overall satisfaction underscores the pivotal role of tailored experiences in shaping users' contentment. Moreover, this result, in line with Arviollisa et al. (2021), confirmed the connection between perceived personalization and familiarity with technology, suggests that personalized interactions contribute to users' enhanced familiarity with the technological platform, fostering a sense of ease and comfort (Arviollisa et al., 2021). Furthermore, the positive relationship established between familiarity with technology and overall satisfaction shares the same light as that of Qing et al. (2023), who emphasize the importance of users' proficiency with the technology in influencing their overall contentment. Lastly, the acceptance of the hypothesis regarding the mediating role of familiarity with technology signifies the intertwined nature of these factors, supported by prior research conducted by Hoyer et al. (2020), which indicates that when users are both familiar with the technology and perceive a high degree of personalization, their overall satisfaction experiences a synergistic boost. On the bottom line, these findings advocate for user-centric strategies that prioritize personalization and promote familiarity with technology to optimize user satisfaction in digital interactions.

The result of the hypotheses about perceived relevance, familiarity with

technology, and overall satisfaction unravel essential insights into the intricate relationships governing user experiences with advanced technological systems, particularly in the realm of ChatGPT. The positive correlation between perceived relevance and overall satisfaction is similar to prior research conducted by Askari et al. (2021), which underscores the significance of tailored and contextually fitting information in elevating users' contentment levels. This implies that when users perceive the information provided as relevant to their needs, it positively influences their overall satisfaction with the interaction. On the other hand, this result is similar to Uzir et al. (2021), which confirmed the association between familiarity with technology and overall satisfaction. It indicates the pivotal role of users' comfort and proficiency with the technological interface in shaping their satisfaction levels. This suggests that users who are more familiar with the technology will likely experience higher satisfaction levels.

Furthermore, the accepted hypothesis regarding the mediating role of familiarity with technology implies that familiarity acts as a bridge, influencing how perceived relevance translates into overall satisfaction. In other words, users who are both familiar with the technology and perceive high relevance are likely to derive greater satisfaction from their interactions (Akdim, Casaló, & Flavián, 2022). In conclusion, these findings emphasize the importance of designing technological interfaces that prioritize perceived relevance and foster user familiarity to enhance overall satisfaction. Such insights are crucial for developers and designers seeking to optimize user experiences in the ever-evolving landscape of technological interactions.

The accepted hypotheses in the context of perceived accuracy, familiarity with technology, and overall satisfaction shed light on the intricate dynamics of user experiences, particularly within the framework of ChatGPT. First and foremost, previous research by Shin (2020) supported the result of this research, in which there is a positive correlation between perceived accuracy and overall satisfaction. It highlights the importance of users' perceptions of the system's precision and correctness in influencing their overall satisfaction. When users perceive the information provided by ChatGPT as accurate, it positively contributes to their satisfaction levels. Secondly, the confirmed association between familiarity with technology and overall satisfaction underscores the crucial role of users' comfort and expertise with the technological platform in shaping their satisfaction (Shin, 2020). This suggests that users who are more familiar with the technology will likely experience higher satisfaction.

Furthermore, the accepted hypothesis regarding the mediating role of familiarity with technology implies that familiarity is a conduit influencing how perceived accuracy translates into overall satisfaction. In other words, Forster et al. (2020) stated that users who are both familiar with the technology and perceive high accuracy are likely to derive greater satisfaction from their interactions. In conclusion, these findings underscore the significance of prioritizing perceived accuracy and fostering user familiarity in designing technological interfaces to optimize overall user satisfaction.

The accepted hypotheses offer insightful perspectives on the relationships between perceived convenience, familiarity with technology, and overall satisfaction within interactive services like ChatGPT. The positive correlation between perceived convenience and overall satisfaction suggests that users

highly value convenience in terms of accessibility, ease of use, and responsiveness when interacting with technology, which is in line with the research conducted by Bansah and Agyei (2022). This aligns with the expectation that a convenient user experience positively influences overall satisfaction. Moreover, confirming the hypothesis linking perceived convenience to familiarity with technology indicates that users find convenience contributes to their comfort and familiarity with the underlying technological aspects of services like ChatGPT (Bansah & Agyei, 2022). This emphasizes the role of convenience in shaping users' technological proficiency.

Furthermore, the positive association between familiarity with technology and overall satisfaction highlights the significance of users' technological expertise in influencing their overall satisfaction. The accepted hypothesis concerning the mediation effect of perceived convenience, supported by Prasetyo et al. (2021), suggests that when users are both familiar with the technology and perceive the service as convenient, it significantly enhances overall satisfaction. These findings collectively underscore the importance of perceived convenience and technological familiarity in shaping a positive and satisfying user experience.

Conclusion

The research findings provide a nuanced understanding of the intricate dynamics governing user experiences with advanced language models, particularly ChatGPT. The positive relationships identified between perceived personalization, familiarity with technology, perceived relevance, perceived accuracy, perceived convenience, and overall satisfaction underscore the pivotal role of tailored experiences, user comfort with technology, and the perceived quality of information in shaping user contentment. In the realm of perceived personalization, the study aligns with previous research, emphasizing the positive relationship between personalized interactions and overall satisfaction. This connection is further fortified by confirming the link between perceived personalization and familiarity with technology. This indicates that personalized interactions enhance users' familiarity with the technological platform, fostering ease and comfort.

The findings related to perceived relevance echo the significance of tailored and contextually fitting information in elevating users' contentment levels. Moreover, the positive correlation between perceived convenience and overall satisfaction underscores the value users place on accessibility, ease of use, and responsiveness when interacting with technology. In the context of perceived accuracy, the positive relationship between users' perceptions of the system's precision and correctness and overall satisfaction reinforces the importance of accurate information in influencing user contentment. This association is complemented by confirming the link between familiarity with technology and overall satisfaction, highlighting the critical role of users' comfort and expertise with the technological platform.

The acceptance of hypotheses regarding the mediating role of familiarity with technology across various dimensions signifies its role as a crucial bridge influencing how perceived personalization, relevance, accuracy, and convenience translate into overall satisfaction. This emphasizes the

interconnected nature of these factors, contributing to a synergistic boost in user satisfaction when users are both familiar with the technology and perceive high degrees of personalization, relevance, accuracy, and convenience. In conclusion, these research findings advocate for user-centric strategies that prioritize personalization, relevance, accuracy, and convenience while promoting familiarity with technology. By prioritizing these aspects in designing and implementing technological interfaces, developers and designers can optimize overall user satisfaction in the ever-evolving landscape of technological interactions. These insights are invaluable for refining user experiences and contributing to the ongoing improvement of advanced language models like ChatGPT.

Limitations of this study include potential issues with generalizability and reliance on self-reported data, necessitating future research with diverse populations and alternative methodologies. The study's static focus may also overlook temporal dynamics, prompting a call for longitudinal investigations into evolving user perceptions. Implications highlight the need for prioritizing personalized features, relevant content, and convenient interfaces in user interface design. Educational initiatives for enhanced digital literacy and familiarity can positively impact user comfort. Developers should refine content curation algorithms to improve information precision, fostering user trust. Suggestions for future research include conducting longitudinal and cross-cultural studies, utilizing experimental manipulations to explore causal relationships, and integrating qualitative analyses for a more nuanced understanding. Addressing these aspects will comprehensively understand user interactions with advanced language models and inform ongoing interface refinement.

Acknowledgments

The researcher expresses gratitude to Allah SWT, Prophet Muhammad SAW, and acknowledges the completion of the journal/article titled "Elevating satisfaction: unleashing the power of ChatGPT with personalization, relevance, accuracy, convenience, and tech familiarity" for the Management Program at the Faculty of Economics and Business, University of Bengkulu. Special thanks to Prof. Lizar Alfansi, S.E., MBA., Ph.D., for guidance, and to parents, Mr. Iskandar and Mrs. Desmawati, for unwavering support. Thanks to the extended family, brothers (Irvan Diska Saputra), and partner (Robert Haber Aldo). Appreciation to friends and comrades for their encouragement. The researcher hopes this work benefits others and expresses gratitude for the blessings.

References

Akdim, K., Casaló, l. V., & Flavián, C. (2022). The role of utilitarian and hedonic aspects in the continuance intention to use social mobile apps. *Journal of Retailing and Consumer Services*, 66, 102888.

Arviollisa, P. A. D., Chan, A., & Nirmalasari, H. (2021). Pengaruh artificial intelligence terhadap customer experience (studi pada pengguna gojek bandung, jawa barat). *Adbispreneur: jurnal pemikiran dan penelitian administrasi bisnis dan kewirausahaan*, 6(2), 115-124.

Askari, S., Peiravian, F., Tilahun, N., & Yousefi Baseri, M. (2021). Determinants of users' perceived taxi service quality in the context of a developing country.

Transportation letters, 13(2), 125-137.
Aw, E. C. X., Tan, G. W. H., Cham, T. H., Raman, R., & Ooi, K. B. (2022). Alexa, what's on my shopping list? Transforming customer experience with digital voice assistants. *Technological Forecasting and Social Change*, 180, 121711
Bansah, A. K., & Darko Agyei, D. (2022). Perceived convenience, usefulness, effectiveness and user acceptance of information technology: evaluating students' experiences of a learning management system. *Technology, pedagogy and education*, 31(4), 431-449.
Basu, A., Mandal, P. C., Murti, A. B., & Makany, T. (2022). Shaping OTT movie consumption through immersive cinema: a qualitative investigation of consumer perspectives. *Vision*, 09722629221138375.
Bleier, A., De Keyser, A., & Verleye, K. (2018). Customer engagement through personalization and customization. *Customer engagement marketing*, 75-94.
Borji, a. (2023). A categorical archive of chatgpt failures. Arxiv preprint arxiv:2302.03494.
Chen, T., Guo, W., Gao, X., & Liang, Z. (2021). Ai-based self-service technology in public service delivery: user experience and influencing factors. *Government Information Quarterly*, 38(4), 101520.
El-Ansari, A., & Beni-Hssane, A. (2023). Sentiment analysis for personalized chatbots in e-commerce applications. *Wireless Personal Communications*, 129(3), 1623-1644.
Felix, A., & Rembulan, G. D. (2023). Analysis of key factors for improved customer experience, engagement, and loyalty in the e-commerce industry in Indonesia. *Aptisi Transactions on Technopreneurship (ATT)*, 5(2sp), 196-208.
Forster, Y., Hergeth, S., Naujoks, F., Krems, J. F., & Keinath, A. (2020). What and how to tell beforehand: the effect of user education on understanding, interaction, and satisfaction with driving automation. *Transportation research part f: traffic psychology and behaviour*, 68, 316-335.
George, A. S., & George, A. H. (2023). A review of chatgpt ai's impact on several business sectors. *Partners Universal International Innovation Journal*, 1(1), 9-23.
Ghozali, I., & Latan, H. (2012). *Partial least square: Konsep, teknik dan aplikasi SmartPLS 2.0 M3*. Semarang: Badan Penerbit Universitas Diponegoro.
Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24.
Hoyer, W. D., Kroschke, M., Schmitt, B., Kraume, K., & Shankar, V. (2020). Transforming the customer experience through new technologies. *Journal Of Interactive Marketing*, 51(1), 57-71.
Iancu, I., & Iancu, B. (2020). Designing mobile technology for elderly. A theoretical overview. *Technological Forecasting and Social Change*, 155, 119977.
Javaid, M., Haleem, A., & Singh, R. P. (2023). A study on ChatGPT for Industry 4.0: Background, potentials, challenges, and eventualities. *Journal of Economy and Technology*, 1, 127-143.
Jung, Y., Kim, H. L., & Hyun, S. S. (2022). The impact of airline's smart work system on job performance of cabin crew. *International Journal of Environmental Research And Public Health*, 19(19), 12414.
Kalla, D., & Smith, N. (2023). Study and analysis of chat gpt and its impact on different fields of study. International Journal of Innovative Science and Research Technology, 8(3).
Kasneci, E., Seßler, K., Küchemann, S., Bannert, M., Dementieva, D., Fischer, F., Hüllermeier, E. (2023). Chatgpt for good? On opportunities and challenges of large language models for education. *Learning and Individual Differences*, 103, 102274.
Kim, R. B., Matsui, T., Park, Y., & Okutani, T. (2019). Perceived consumer value of omni-channel service attributes in Japan and Korea. *Engineering Economics*, 30(5),

621-630.
Kwon, Y., Park, J., & Son, J.-Y. (2021). Accurately or accidentally? Recommendation agent and search experience in over-the-top (OTT) services. *Internet Research*, 31(2), 562-586.
Li, Q., & Luximon, Y. (2020). Older adults' use of mobile device: usability challenges while navigating various interfaces. Behaviour & Information Technology, 39(8), 837-861.
Mijwil, M., & Aljanabi, M. (2023). Towards artificial intelligence-based cybersecurity: the practices and chatgpt generated ways to combat cybercrime. *Iraqi Journal for Computer Science and Mathematics*, 4(1), 65-70.
Pang, S., Bao, P., Hao, W., Kim, J., & Gu, W. (2020). Knowledge sharing platforms: an empirical study of the factors affecting continued use intention. *Sustainability*, 12(6), 2341.
Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C., Young, M. N., Persada, S. F., . . . Redi, A. A. N. P. (2021). Factors affecting customer satisfaction and loyalty in online food delivery service during the COVID-19 pandemic: its relation with open innovation. Journal of Open Innovation: Technology, Market, And Complexity, 7(1), 76.
Qing, W., Amin, M. B., Gazi, M. A. I., Khan, W., Al Masud, A., & Alam, M. N. (2023). Mediation effect of technology adaptation capabilities between the relationship of service quality attributes and customer satisfaction: an investigation on young customers perceptions toward e-commerce in China. Ieee Access, 11, 123904-123923.
Riegger, A.-S., Klein, J. F., Merfeld, K., & Henkel, S. (2021). Technology-enabled personalization in retail stores: understanding drivers and barriers. Journal of Business Research, 123, 140-155.
Shin, D. (2020). User perceptions of algorithmic decisions in the personalized AI system: perceptual evaluation of fairness, accountability, transparency, and explainability. Journal of Broadcasting & Electronic Media, 64(4), 541-565.
Shin, H., Oh, C., Kim, N. Y., Choi, H., Kim, B., & Ji, Y. G. (2023*). Evaluating and Eliciting Design Requirements for an Improved User Experience in Live-Streaming Commerce Interfaces*. Available at SSRN 4498305.
Singh, A. (2023). *Evaluating user-friendly dashboards for driverless vehicles: evaluation of in-car infotainment in transition*. Purdue university.
Skjuve, M., Følstad, A., & Brandtzaeg, P. B. (2023). The user experience of chatgpt: findings from a questionnaire study of early users. Paper presented at the proceedings of the *5th International Conference On Conversational User Interfaces*.
Tamara, C. A. J., Tumbuan, W. J. A., & Gunawan, E. M. (2023). Chatbots in e-commerce: a study of Gen Z customer experience and engagement–friend or foe? Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 11(3), 161-175.
Tate, M., Evermann, J., & Gable, G. (2015). An integrated framework for theories of individual attitudes toward technology. *Information & Management*, 52(6), 710-727.
Uzir, M. U. H., Al Halbusi, H., Lim, R., Jerin, I., Hamid, A. B. A., Ramayah, T., & Haque, A. (2021). Applied artificial intelligence and user satisfaction: smartwatch usage for healthcare in Bangladesh during COVID-19. *Technology in Society*, 67, 101780.