THE EFFECT OF ARTIFICIAL INTELLIGENCE ON SMART CUSTOMER EXPERIENCE WITH MODERATION OF TECHNOLOGY READINESS (CASE STUDY ON GO FOOD APPLICATION)

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Abstract. Artificial Intelligence in business creates great opportunities in the field of marketing because as it matures Artificial Intelligence makes it easier to identify and understand consumers. In 2015 Gojek launched an online-based food ordering application service under the name GoFood. Consumers can order food using Go Food by selecting the food or drink they want to buy. However, customer satisfaction is also influenced by the community's readiness to adapt to the fast development of technology, which is called Technology Readiness, where everyone has individual personality traits related to their use of technology. This study examines the dimensions of AI explaining the relationship between Artificial Intelligence (AI) stimuli and Smart Customer Experience. This type of research uses quantitative methods. In this research, the moderating variable is Technology Readiness, with the independent variable being AI stimuli and the dependent variable being Smart Customer Experience. There are findings in the research that the two dimensions of Artificial Intelligence (AI) (namely passion and utility) have a significant positive impact on the Smart Customer Experience; the moderating effect of the Technology Readiness dimension (ie optimism and discomfort) is significantly different, the Smart Customer Experience has a significant positive impact on consumer word-of-mouth (WOM) intentions.

Keywords: Artificial intelligence technology stimuli; Smart customer experience; WOM intentions; Technology readiness; Management

I. INTRODUCTION

The rapid development and widespread usage of Artificial Intelligence, which used to be a trend among the younger generation, are now widely accepted by all segments of society. In the context of research, a technology is referred to as 'smart' when it is an electronic device or system that can connect to the internet and be used interactively [1].

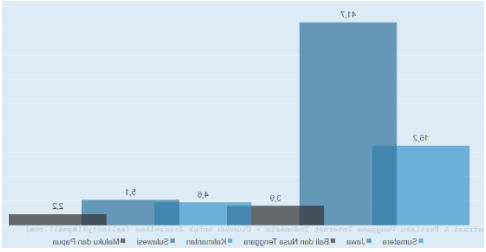

Fig. 1 Internet user in Indonesia
Source : Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 2022

Java Island is the region with the highest number of internet users in Indonesia, according to a survey conducted by Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) in 2022. The Indonesian government is currently developing the concept of a digital province with a focus on information and communication technology (ICT) activities. With an increasingly tech-savvy population and internet usage, people now have the opportunity to experience the efficient services provided by companies [2]. This trend has led consumers to expect good, responsive, and efficient services. Creating an excellent customer experience is expected to be one of the important goals in both offline and online business environments [3].

In 2015, Gojek launched an online food ordering service through their application called GoFood. Customers can place food orders using Go Food by selecting the desired food or beverage items. The merchants then prepare the food, and once it is ready, a driver accepts the order and delivers it to the customer. Payment can be made through cash on delivery or GoPay system. Go Food is a service provided by the Gojek application that offers food delivery [4]. Go Food serves various food and beverages and partners with various food and beverage industries to offer a wide range of options, attracting and serving many driver partners [3]. The food and beverage industry is considered to be able to adapt quickly to digital developments like GoFood by utilizing Artificial Intelligence technology. GoFood has become one of the largest service providers in Indonesia, and the GoFood service offers exciting new options for the Indonesian community. AI within the GoFood system simplifies the selection of the right driver partner to fulfill customer orders, identifies price surges that meet supply and demand criteria, and recommends GoFood. GoFood aims to use AI to build its own customer experiences

with less time and cost [5]. AI stimuli play a significant role in shaping customer experiences by providing innovative and intelligent solutions that enhance convenience, efficiency, personalization, and overall satisfaction. These stimuli aim to improve the interaction between customers and AI systems or services, making the experience more engaging, seamless, and valuable [6].

However, looking at some phenomena in the news and previous research, it is found that consumers still experience several disruptions in using the GoFood feature, including processes handled by AI [7]. According to a report by Kompas, [8] many GoFood users frequently encounter disruptions, causing both users and driver partners to find it difficult and unsatisfied with the service. As reported by Kompas [9] there have been cases of ordering errors between consumers and driver partners that left both parties dissatisfied with the service within GoFood. For instance, there have been cases where consumers placed food orders, but the driver partners did not receive the GoFood order, leading to prolonged waiting time without confirmation, and eventually, the order was rejected and could not proceed [10].

Cases like these can be detrimental to both parties. Therefore, if GoFood wants to become the top choice for food delivery services for consumers, the offered service should be user-friendly for all segments of society and provide transaction certainty [11]. Based on the background description provided, this study aims to examine the impact of implementing Artificial Intelligence on the Smart Customer Experience of GoFood.

A. Marketing Theory

Marketing is the process by which a business attracts customers, builds strong customer relationships, and creates value for customers to retain their loyalty [12]. Marketing serves as a driver to increase sales in order to achieve the company's goals, and it acts as a bridge between the company and its customers [13].

B. Artificial Intelligent Stimuli Theory

AI stimuli is an external variable. As an external influence [14], AI stimuli have important effects on consumer psychology and behaviour [6]. Artificial Intelligence (AI) stimuli refer to the elements or factors related to AI technology that can stimulate or influence customer experiences [15].

C. Technology Readiness Theory

Technology Readiness (TR) is conceptualized as a moderation of the relationship between technology and users. TR is a multidimensional structure that captures users' positive and negative mental readiness for technology innovation [16]. With the emergence of the internet and social media, Word of Mouth has become an important part of company services [17].

Technology readiness refers to an individual's or organization's preparedness or willingness to adopt and effectively utilize technology. It encompasses the psychological and behavioural aspects that influence the acceptance, adoption, and use of technology [18].

D. Smart Customer Experience Theory

Smart Customer Experience refers to the cognitive tendencies of consumers using AI technology [16]. Compared to Customer Experience, Smart Customer Experience is an intelligent customer experience that can be achieved through the application of technology and is closely related to the cognitive, emotional, and behavioural dimensions of the customer experience is the process by which a business attracts customers, builds strong customer relationships, and creates value for customers to retain their loyalty [12].

E. Word-of-Mouth Theory

Word of mouth (WOM) refers to the process of individuals sharing information, opinions, recommendations, or experiences about a product, service, or brand with others [19]. It is a form of communication that occurs between consumers and plays a significant role in shaping consumer behaviour and influencing purchasing decisions [20].

Therefore, in the context of AI, this paper proposes the following hypotheses:

1. H1a. Passion has a positive impact on smart customer experience.
   H1b. Usability has a positive impact on smart customer experience.
2. H2a. Optimism has a positive moderating effect on the relationship between passion and smart customer experience.
   H2b. Optimism has a positive moderating effect on the relationship between usability and smart customer experience.
3. H3a. Discomfort has a negative moderating effect on the relationship between passion and smart customer experience.
   H3b. Discomfort has a negative moderating effect on the relationship between usability and smart customer experience.
4. H4. Smart customer experience positively influences Word of Mouth (WOM).

II. RESEARCH METHODS

Quantitative Analysis

The study adopts a quantitative approach based on causal research [21]. To collect data, the researcher employs a survey method, and the research involvement aspect is non-intervening in nature [22]. The survey population consists of Indonesian individuals who have used the GoFood service. The sampling method used is non-probability purposive sampling. Several characteristics of the sample to be studied include GoFood consumers who have previously used the GoFood service in Indonesia [23].

Below is the conceptual framework used in this research:

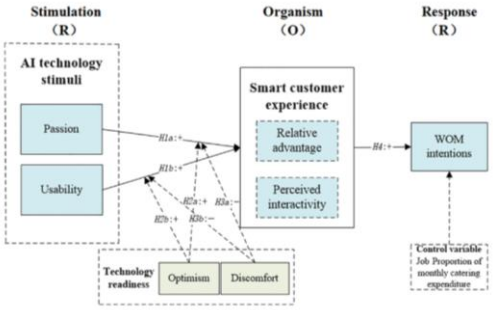

Fig. 1 Research Model

Moderated Regression Analysis

This study incorporates a moderating variable, and therefore, the researcher employs the MRA (Moderated Regression Analysis) procedure to measure the moderating variable [24]. Moderation regression analysis is an analytical approach used to control the influence of a moderator variable on the relationship between an independent variable and a dependent variable. In this study, the moderating variable is Technology Readiness, with AI stimuli as the independent variable and Smart Customer Experience as the dependent variable. This research use SPSS 26 to analyse the data [25]. The regression equation for the following model is as follows:

$$\hat{Y} = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X1X2 + \in$$

$\hat{Y}$ = Smart Customer Experience
α = constant
$\beta 1$- $\beta 3$ = regression coefficients
X1 = *Artificial Intelligence Stimuli*
X2 = *Technology Readiness*
X1.X2 = Interaction between *Artificial Intelligence Stimuli* dengan *Technology Readiness*
ε = error term

Sobel test is used to test hypotheses where the relationship between the independent variable (X) and the dependent variable (Y) is mediated/affected by a third variable (M); that is, X and Y have an indirect relationship. The steps of the Sobel test are as follows:

$$Z = \frac{a * b}{\sqrt{(b^2 * S_a^2 + a^2 + S_b^2}}$$

III.RESULTS AND DISCUSSION

Validity and Reliability Test

Validity Test

Table 1 Validity Test Result

Variable	No. Item	CI-Correlation	RTabel	Index
Artificial Intelligence Stimuli	ASP1	0,795	0,361	Valid
	ASP2	0,713	0,361	Valid
	ASP3	0,634	0,361	Valid
	ASU1	0,618	0,361	Valid
	ASU2	0,746	0,361	Valid
	ASU3	0,76	0,361	Valid
Smart Customer Experience	SCER1	0,503	0,361	Valid
	SCER2	0,681	0,361	Valid
	SCEI1	0,534	0,361	Valid
	SCEI2	0,534	0,361	Valid
Technology readiness	TRO1	0,584	0,361	Valid
	TRO2	0,729	0,361	Valid
	TRO3	0,572	0,361	Valid
	TRD1	0,699	0,361	Valid
	TRD2	0,699	0,361	Valid

Source : Data Analysis, 2023

Based on Table 1, it can be observed that the validity test results indicate that all items of the Artificial Intelligence Stimulus, Smart Customer Experience, and Technology Readiness variables are considered valid.

Reliability Test

Table 2 Reliability Test Result

Variable	Cronbach's Alpha	Keterangan
Artificial Intelligence Stimuli	0,845	Realibel
Smart Customer Experience	0,737	Reliabel
Technology Readiness	0,716	Realibel

Source : Data Analysis, 2023

According to Table 2, the Artificial Intelligent Stimuli, Smart Customer Experience, and Technology Readiness variables are considered reliable because the Cronbach's alpha values for all three variables are above the threshold of 0.6.

Methode Of Succesive Interval (MSI)

This research utilizes an ordinal scale. However, in order to proceed with further calculations that require interval data, the ordinal scale needs to be converted into interval data using the Method of Successive Intervals (MSI). To convert ordinal data into interval data, the researcher can make use of Microsoft Excel as a tool.

Classical Assumption Tests

Normality Test

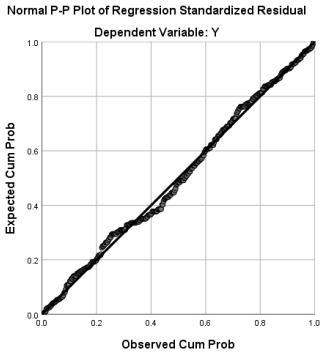

Figure 3 Normality Test Graph
Source: Processed data, 2023

Based on the Normality P-Plot graph, it can be observed that the data points follow the diagonal line. Therefore, it can be concluded that the research data is normally distributed.

Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-.096	.803		-.120	.905		
	TOTALX1	.566	.062	.349	9.131	.000	.794	1.260
	TOTALX2	.410	.050	.327	8.231	.000	.736	1.358
	TOTAL_Z1	.137	.041	.138	3.357	.001	.684	1.462
	TOTAL_Z2	.254	.042	.250	6.094	.000	.691	1.447

Figure 4 Multicollinearity Test
Source: Processed data, 2023

From the table, the tolerance values for both X variables are 0.794 and 0.736, with VIF values of 1.260 and 1.358, respectively. The moderation variable (Z) obtains tolerance values of 0.683 and 0.691, with VIF values of 1.462 and 1.447. These results indicate that the tolerance values are >0.1 and VIF values are <10, indicating the absence of multicollinearity in the model.

Heteroscedasticity Test

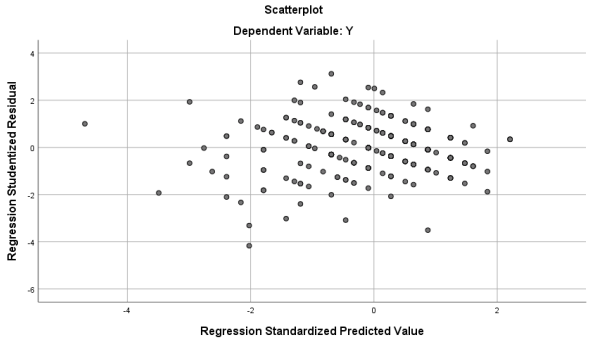

Figure 5 Scatter Plot Test
Source: Processed data, 2023

Based on the scatter plot graph, it can be observed that the data points are not clustered in one area. Therefore, it can be concluded that there is no heteroscedasticity in the research data.

Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.782[a]	.611	.606	1.01704	.778

Figure 6 Coefficient of Determination Test
Source: Processed data, 2023

From the coefficient of determination test results in the model summary, an adjusted R-squared value of 0.606 or 60.6% is obtained, indicating that 60.6% of the variation in Smart Customer Experience (Y) can be explained by the Artificial Intelligence variable (X) through the moderation of Technology Readiness (Z). The remaining 39.4% is influenced by variables outside the model.

Simple Linear Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728[a]	.530	.529	1.11244

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.780	.839		.930	.353
	X	.643	.033	.728	19.541	.000

Figure 7 Simple Linear Regression Test
Source: Processed data, 2023

Based on the R-squared value of 0.530 or 53%, it means that 53% of the variation in Smart Customer Experience can be explained by Artificial Intelligence Stimuli, while the remaining 47% is explained by other factors outside the model. From the table, the regression equation can be derived as follows:

$$\hat{Y} = 0{,}78+0{,}643X1 + \epsilon$$

Moderated Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790[a]	.624	.621	.99860

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-16.561	3.874		-4.275	.000
	X	1.166	.160	1.321	7.297	.000
	Z	.937	.168	1.584	5.571	.000
	TOTAL_XZ	-.030	.007	-1.836	-4.460	.000

Figure 8 Moderated Regression Test
Source: Processed data, 2023

Based on the R-squared value of 0.624 or 62.4%, it means that 62.4% of the variation in Smart Customer Experience can be explained by the variables Artificial Intelligence Stimuli with the moderation of Technology Readiness, while the remaining 37.6% is explained by other factors outside the model. From the table, the regression equation can be derived as follows:

$$\hat{Y} = -16{,}561+1{,}166X1 +0{,}937X2 -0{,}3X1X2+ \epsilon$$

Sobel Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.780	.839		.930	.353
	X	.643	.033	.728	19.541	.000

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.383	.775		.495	.621
	X	.472	.038	.535	12.594	.000
	Z	.195	.025	.330	7.759	.000

b = 0,195 ; Sa =0,033; a =0,643 ; Sb =0,025

Figure 9 Sobel Result
Source: Processed data, 2023

$$Z = \frac{a * b}{\sqrt{(b^2 * S_a^2) + (a^2 * S_b^2)}}$$
$$Z = \frac{0{,}643 * 0{,}195}{\sqrt{(0{,}195^2 * 0{,}033^2) + (0{,}643^2 * 0{,}025^2)}}$$
$$Z = \frac{0{,}1254}{\sqrt{0.000041 + 0.00025}}$$
$$Z = \frac{0{,}1254}{\sqrt{0.00029}}$$
$$Z = \frac{0{,}1254}{0.0173}$$
$$Z = 7{,}2472$$

Based on the result, the obtained z-score is 7.2472. Knowing that the z-table value for alpha 0.05 is 1.96, it can be concluded that the calculated z-score is greater than the critical value from the table. This result indicates that the variable Technology Readiness (Z) is capable of moderating the influence between the variables Artificial Intelligence Stimuli (X) and Smart Customer Experience (Y).

Partial Significance Test (t-test)

Effect of Usability and Passion on Smart Customer Experience

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.916	.975		-.939	.348
	TOTAL_AU	.835	.063	.521	13.183	.000
	TOTAL_AP	.581	.052	.440	11.142	.000

Figure 10 t-test for Usability and Passion on Smart Customer Experience
Source: Processed data, 2023

The t-test conducted is aimed at determining the influence of Usability and Passion on Smart Customer Experience. Based on the results in the table, it can be concluded that the variable Usability has a calculated t-value of 13.184, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. Therefore, H1a is accepted. The variable Passion has a calculated t-value of 11.142, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. Therefore, H1b is accepted. This means that Passion and Usability have a positive impact on smart customer experience.

Moderation of Optimism on the Relationship between Passion and Smart Customer Experience

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.694	.690		9.698	.000
	TOTALX2	.546	.060	.435	9.139	.000
	TOTAL_Z1	.303	.047	.305	6.414	.000

Figure 11 t-test of Optimism on the Relationship between Passion and Smart Customer Experience
Source: Processed data, 2023

The t-test conducted provides results to determine the influence of optimism moderation on the relationship between passion and smart customer experience. Based on the results, it can be concluded that the variable Passion has a calculated t-value of 9.139, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. The optimism moderation variable has a calculated t-value of 6.414, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. Therefore, H2a is accepted. This means that optimism has a positive moderating effect on the relationship between Passion and smart customer experience.

Moderation of Positive Optimism on the Relationship between Usability and Smart Customer Experience

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.696	.875		3.083	.002
	TOTALX1	.770	.068	.474	11.337	.000
	TOTAL_Z1	.363	.042	.366	8.738	.000

Figure 12 t-test of Positive Optimism on the Relationship between Usability and Smart Customer Experience
Source: Processed data, 2023

The t-test conducted provides results to determine the influence of optimism moderation on the relationship between usability and smart customer experience. Based on the results in the table, it can be concluded that the variable Usability has a calculated t-value of 11.337, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. The optimism moderation variable has a calculated t-value of 8.738, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. Therefore, H2b is accepted. This means that optimism has a positive moderating effect on the relationship between usability and smart customer experience.

Moderation of Discomfort on the Relationship between Passion and Smart Customer Experience

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.296	.666		7.947	.000
	TOTAL_Z2	.432	.043	.425	10.159	.000
	TOTALX2	.530	.052	.422	10.103	.000

Figure 13 t-test of Discomfort on the Relationship between Passion and Smart Customer Experience
Source: Processed data, 2023

The t-test conducted provides results to determine the influence of discomfort moderation on the relationship between passion and smart customer experience. Based on the results in the table, it can be concluded that the variable Passion has a calculated t-value of 10.159, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. The discomfort moderation

variable has a calculated t-value of 10.103, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. Therefore, H3a is accepted. This means that discomfort has a negative moderating effect on the relationship between passion and smart customer experience.

Moderation of Discomfort on the Relationship between Usability and Smart Customer Experience

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.344	.846		3.951	.000
	TOTAL_Z2	.411	.044	.405	9.303	.000
	TOTALX1	.672	.071	.415	9.531	.000

Figure 14 t-test of Discomfort on the Relationship between Usability and Smart Customer Experience
Source: Processed data, 2023

The t-test conducted provides results to determine the influence of discomfort moderation on the relationship between usability and smart customer experience. The results in the table show that the variable Usability has a calculated t-value of 9.303, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. The discomfort moderation variable has a calculated t-value of 9.531, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. Therefore, H3b is accepted. This means that discomfort has a negative moderating effect on the relationship between usability and smart customer experience.

Effect of Smart Customer Experience on Word of Mouth (WOM)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-149.791	38.338		-3.907	.000
	Y	44.990	2.229	.739	20.184	.000

Figure 15 t-test of Smart Customer Experience on Word of Mouth (WOM)
Source: Processed data, 2023

The t-test conducted provides results to determine the influence of smart customer experience on word of mouth (WOM). Based on the results in the table, it can be concluded that the variable Smart Customer Experience has a calculated t-value of 20.184, which is greater than the critical t-value of 1.968 (sig. α=0.05 and df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. Therefore, H4 is accepted. This means that smart customer experience positively influences word of mouth (WOM).

Simultaneous Significance Test (F-test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	601.330	3	200.443	144.393	.000[b]
	Residual	535.839	386	1.388		
	Total	1137.169	389			

Figure 16 Simultaneous Significance Test (F-test)
Source: Processed data, 2023

The simultaneous test can be seen from the results in the table, which shows a calculated F-value of 144.393, which is greater than the critical F-value of 3.037 (df = k-1, i.e., 3-1=2 and df2 = n-k, i.e., 390-3=387) with a probability of 0.000 < 0.05. This result indicates that the variable Artificial Intelligence Stimuli (X) has a simultaneous effect on Smart Customer Experience (Y) through the moderation of Technology Readiness (Z).

Discussion

Passion and Usability (Artificial Intelligence Stimuli) on Smart Customer Experience

The hypothesis in this study is that Passion and Usability have a positive influence on Smart Customer Experience. The analysis results show that both dimensions of the Artificial Intelligence Stimuli variable have a positive influence on Smart Customer Experience, thus supporting the first hypothesis. This indicates that the better the Artificial Intelligence Stimuli in the service, the more impact it has on the level of Smart Customer Experience.

Moderation effect of Optimism on the relationship between Artificial Intelligence Stimuli and Smart Customer Experience

Hypothesis H1b in this study is that Optimism has a positive effect on the relationship between Artificial Intelligence Stimuli and Smart Customer Experience. The analysis results show that the optimism dimension of the Technology Readiness variable has a positive influence on the relationship between Artificial Intelligence Stimuli and Smart Customer Experience, thus supporting the second hypothesis. This result indicates the significant influence of optimism in the use of GoFood services on customer satisfaction.

Moderation effect of Discomfort on the relationship between Artificial Intelligence Stimuli and Smart Customer Experience

The hypothesis proposed in this study is that Discomfort has a negative effect on the relationship between Artificial Intelligence Stimuli and Smart Customer Experience. The analysis results show that the discomfort dimension of the Technology Readiness variable has a negative and significant influence on the relationship between Artificial Intelligence Stimuli and Smart Customer Experience, thus supporting the third hypothesis. This indicates a significant influence of Discomfort in the relationship between Artificial Intelligence Stimuli during the use of GoFood services on customer satisfaction.

The influence of Smart Customer Experience on Word of Mouth (WOM)

The hypothesis in this study is that Smart Customer Experience has a positive effect on Word of Mouth (WOM). The analysis results show that the Smart Customer Experience variable has a positive influence on Word of Mouth (WOM), thus supporting the fourth hypothesis. This result is consistent with previous research by [16] which suggests a positive relationship between Smart Customer Experience and WOM intention. This indicates that customer satisfaction with AI technology in GoFood services will create a positive influence on Word of Mouth (WOM) or the spread of information about the service technology by customers. Customer satisfaction and the spread of information about their satisfaction can enhance the image of GoFood's AI technology implementation.

IV. CONCLUSION

Based on the study, the following conclusions can be drawn:

Both dimensions of Artificial Intelligence Stimuli (Passion and Usability) have a positive effect on Smart Customer Experience. This indicates the importance of considering relevant Artificial Intelligence Stimuli in enhancing customer experience.

Both dimensions of Technology Readiness (Optimism and Discomfort) have different moderating effects on the relationship between Artificial Intelligence Stimuli and Smart Customer Experience. Specifically, optimism related to Technology Readiness has a positive moderating effect on the relationship between Passion and Usability with Smart Customer Experience. The Discomfort dimension related to Technology Readiness has a negative moderating effect on the relationship between Usability and Passion with Smart Customer Experience. Smart Customer Experience has a positive impact on WOM intention.

Practical Implications

The study indicates that companies should pay full attention to Passion and Usability stimulated by AI technology, which plays a crucial role in enhancing Smart Customer Experience. In terms of Passion, companies can consider improvements in AI technology design and promotions. This is vital to enhance perceived interactivity and the competitive advantage of the AI technology the company possesses. Regarding Usability, to improve the practicality of AI technology, usage methods can be simplified so that consumers feel that all aspects of the technology are easy to understand, use, and control, ultimately enhancing the customer experience.

According to the research findings, companies should focus on consumer psychological characteristics and understand consumer attitudes towards AI technology. When consumers have positive Technology Readiness, marketing activities should be tailored to the positive feelings and responses brought by customers. When consumers have negative Technology Readiness, companies should guide them to develop positive Technology Readiness to enhance comfort, control, efficiency, and ease of use of AI technology.

In practice, it is recommended that companies pay attention to the quality of customer experience, utilize customer experiences to promote customers' WOM intention, and strengthen the reputation and competitiveness of the company. Furthermore, companies can enhance AI technology to quickly respond to individual consumer needs, and they should control consumer interactions with the technology, as well as the content and frequency of interactions, to improve the user experience and consumers' willingness to share positive experiences.

Theoretical Implications

This study contributes to the literature on AI technology and customer experience by identifying the dimensions of Artificial Intelligence Stimuli and the positive effects of Artificial Intelligence Stimuli on Smart Customer Experience. In this study, Artificial Intelligence Stimuli is divided into two dimensions. The empirical findings show a positive correlation between Artificial Intelligence Stimuli and Passion and Usability with Smart Customer Experience. This study divides Technology Readiness into two dimensions: optimism and discomfort. Different dimensions of Technology Readiness have different moderating effects on the relationship between Artificial Intelligence Stimuli and Smart Customer Experience. The findings deepen the understanding of the moderating effects of Technology Readiness on Smart Customer Experience, revealing that different dimensions play different roles.

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