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Conversational AI and User Satisfaction in Customer Services: A Literature Review

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Abstract
Customer-service chatbots are being used more and more to resolve customer queries, to guide transactions or to address service issues; however, it is not enough that they are available and respond promptly to ensure customer satisfaction. Users assess the quality of the information, its reliability, usefulness, usability, task resolution, conversational quality, trust, privacy, and potential for human assistance. This review consolidates the research on customer satisfaction assessment of customer-service chatbots, focusing specifically on customer-service environments in India and the thesis's aims. The review is carried out according to the logic of a bibliometric-systematic literature review (B-SLR): a defined review perimeter, transparency in the eligibility criteria, the mapping of the candidates to the corpus, the thematic synthesis and theory formation. The evidence base includes six full articles from the user, a 44-record candidate bibliography compiled by the author and the user's thesis chapters. Four key takeaways come to light. First, the satisfaction of the chatbot is a multi-dimensional construct: Information and service quality, perceived usefulness and conversational/service recovery quality are repeatedly linked to satisfaction. Second, satisfaction is a key step in the process leading to continuance and loyalty, but it is a mistake to view continuance, recommendation and loyalty as synonymous. Third, trust, human like cues, transparency, privacy and access to human service are contingent mechanisms and not always positive design elements. Fourth, the banking evidence in India provides a good starting point, but further cross-sector and multilingual validation is needed. The integrative framework proposed is a connection between system, information, functional service and interaction quality with satisfaction, mediated by or as boundary conditions, trust, technology anxiety, disclosure and need for human interaction, and satisfaction is connected to continuance intention and loyalty. The primary-study synthesis resulted in 44 candidate records being included in the preliminary screening; of these, seven of the papers were review papers which are excluded from the primary-study synthesis, six were theory/method papers which were retained for conceptual or methodological support, one was an incomplete citation that was held for verification, and the remaining 30 were primary-study candidates for full-text eligibility screening. These are preliminary PRISMA counts. The paper offers a comprehensive evidence-informed manuscript and a completion protocol to repeat, and clearly separates the source-level statements that have been verified from those concerning claims that were not resolved at the source level.
Keywords: conversational AI; customer-service chatbots; customer satisfaction; service quality; trust; continuance intention; loyalty; India; bibliometric-systematic literature review

1. Introduction

Customer-service chatbots are now a feature that is visible in the digital service infrastructure of businesses. They can offer 24/7 information and be able to direct customers to the appropriate services, as well as deal with the

common complaints on a large scale. Operational benefits, such as availability, response time and possible cost savings are not enough to assess service success. A chatbot can answer quickly but give the wrong answer, provide incorrect information, not be able to solve a problem, and even make a user feel uncomfortable with the information it provides or the way it interacts. Satisfaction thus means an evaluation by a user of the outcome of the task and the interaction used to achieve it. Literature about the satisfaction of chatbots is spread throughout the e-service quality, information-systems success, technology acceptance, expectation-confirmation, self-service technology, trust, and human–computer interaction and customer relationship literature. These are streams but they do not assess the same construct. System quality relates to the reliability of the technology; information quality relates to the accuracy, relevance and completeness of information; service quality relates to the responsiveness, reliability and recovery of the technology; interaction quality relates to technology coherence and conversational appropriateness; trust relates to the willingness to rely on the agent or organization; satisfaction is a general assessment; continuance intention is about future use; and loyalty entails attitudinal preference, recommendation and repeat patronage. The difference is significant because one intervention that enhances one construct may not enhance another. The review is based on the B-SLR approach proposed by Marzi et al. (2025) that relies on the combination of bibliometric analysis, systematic synthesis and theory development. It is also based on the systematic review of chatbot loyalty by Jenneboer et al. (2022) and the review of AI-empowered conversational agents by Mariani et al. (2023).

What is meant of the contribution is not a mere list of attributes of the chatbots. It is an integrated explanation of how the dimensions of service quality can explain satisfaction, how the relationships between service dimensions and satisfaction can be moderated by the presence of trust and interaction characteristics, and how satisfaction is related to post-adoption outcomes in a context in which service sectors, language preferences and digital confidence levels differ.

The Indian context is more pertinent in the light of the author's thesis, which aims to identify the dimensions of the evaluation of the perception, overall satisfaction, the relationship between satisfaction and intention and the differences in the satisfaction of demographic groups. A validated framework and disclosure and technology anxiety also are raised in the thesis literature chapter. The objectives in the two thesis chapters are not one and the same since this review does not obscure the original objectives and does not replace disclosure and technology anxiety in the objectives as if they were extensions.

1.1 Examine the importance of the learning objectives and questions Identify and categorize dimensions measured to assess quality of customer-service chatbots (functional, informational, interactional and experiential dimensions).

- Integrate the evidence of the relationship between customers' perceptions of the quality of the chatbot service and the customers' satisfaction.
- Discuss satisfaction and its relationship with continuance intention and the differences between continuance, loyalty, recommendation and repurchase.
- Evaluate the role of trust, privacy, disclosure, technology anxiety, anthropomorphic, empathy and human assistance as mechanisms or boundary conditions.
- Identify contextual and methodological gaps in relation to an India-based framework for evaluation, including the sector and demographic heterogeneities.

RQ1. What criteria do people use to assess the quality of a customer-service chatbot?

RQ2. What evidence connects system, info, quality of services and conversational quality with satisfaction?

RQ3. What is the influence of trust, privacy, disclosure, technology anxiety and human-like interaction on satisfaction?

RQ4. How does satisfaction relate to continuance intention as well as to the broader customer outcomes?

RQ5. What are the gaps in evidence and measurement for an India-relevant framework, such as sector/language differences and demographic differences?

2. Theoretical Foundations

2.1The success of information-systems and e-service quality.

The DeLone and McLean (2003) model of the success of information systems separates system quality and information quality from use, user satisfaction and net benefits. This gives a good indication of how chatbots can be assessed: The satisfaction is the user level outcome; the technically stable interface and accurate content are

necessary. A survey of 370 real users of chatbots conducted by Ashfaq et al. (2020) revealed that the quality of information and quality of services were positively related to the satisfaction. They come to the conclusion that if the customer is not satisfied with the service provided and the answer given is not helpful, then it is not enough to have a flattering conversation.

E-service quality goes beyond the technology to include the delivery of the service. These are the qualities of reliability, responsiveness, assurance, convenience and a capacity to recover from failure. It is not only the best case scenario that ought to be tested for a chatbot, but also its reply in cases where the request is not understood, when information is missing, or when a user wants a refund, correction or escalation. Hsu and Lin (2023) conducted a study of 219 users and found that the quality of Chatbot's service recovery and the quality of conversational AI significantly affect the customers' satisfaction. This discovery indicates that quality encompasses not only the conversation, but also what happens when that conversation does not go as expected.

2.2 Technology acceptance and expectation-confirmation.

According to the Technology Acceptance Model (Davis, 1989) two factors that influence technology acceptance are perceived usefulness and perceived ease of use. The expectation-confirmation theory, as originally applied to information-systems continuance by Bhattacherjee (2001), addresses the issue of the importance of post use evaluations and satisfaction for future use. These theories apply to different stages, with ease of use and usefulness having an impact on initial evaluations; confirmation of expectations and satisfaction on intentions to use.

The results of Ashfaq et al. (2020) are in line with this difference: satisfaction was found to be positively related to both information and service quality, whereas perceived enjoyment, usefulness and ease of use were found to be significant predictors of continuance intention, and satisfaction was also a strong predictor of continuance intention. In a survey of 150 chatbot users in Indonesia, Amelia et al. (2024) revealed that perceived usefulness and perceived ease of use are determinants of the satisfaction of the chatbot users and the perceived ease of use was more influential in their model. Their finding corroborates with a task-based interpretation: when customers can get the task done with the help of the chatbot, they are more satisfied. The findings of one national sample should not be taken as representative of India without validation, however.

2.3 Trust and the human–AI service boundary Trust does not equal satisfaction.

A user may be happy with an answer, but not trust the company's handling of the data; a user may trust the company but not be happy with a failed transaction. Trust is best viewed as another construct that is related to it and depends on the task, perceived risk and service context. How interactions with a human service worker affect responses to chatbot performance is another aspect that can influence reactions. Ashfaq et al. (2020) reported that the need for employee interaction was a moderator between the perceived ease of use and the perceived usefulness and satisfaction. This bolsters a blend service perspective: chatbots do not have to be a replacement for human assistance in every service scenario and escalation can be a good sign of a well-designed service, not a failure of it. Human-like cues like anthropomorphism, empathy language, emoji and social presence can lead to a more natural interaction, but the impact of these cues depends on the context. Acknowledgment and polite speech can be appreciated during service recovery, but an interface with a human feel that cannot actually resolve the issue can further frustrate users or generate false hopes. Transparency and disclosure also should be evaluated with respect to user understanding and user perceived control, not assumed to increase or decrease satisfaction in a uniform manner.

3. Methodology

3.1 Review design and scope

The review is structured in an evidence-synthesis design, following the B-SLR logic of Marzi et al. (2025), the reporting principles of PRISMA 2020 (Page et al., 2021) and the good practice of bibliometric mapping (van Eck & Waltman, 2010). It is explicitly an evidence-informed B-SLR manuscript with an explicit analysis of the candidate-corpus (which is not available in the working material) and it is not a claim of exhaustive retrieval from the database. The source base includes: (a) six complete scholarly PDFs provided by the author, (b) the 44-record

manually assembled candidate bibliography, and (c) the author's thesis Chapters 1 and 2 and related literature review/analysis documents, which have been used to determine the alignment of the thesis and identify constructs. The thesis chapters are not regarded as independent scholarly studies. Bounded design enables meaningful aggregation of all text sources and a detailed overview of the wider candidate literature. It does not allow valid statements on the total number of publications in the world, cross-database duplicates, complete full text eligibility, and the final Scopus/WoS PRISMA flow. These are presented as constraints, not in terms of estimates.

3.2 Search and Candidate Identification

The existing candidate workbook documents the search date as 19 October 2026 and lists the following as sources of publisher/scholarly web searches and backward/forward citation chaining from topic-specific reviews: The main intended databases are Scopus and Web of Science Core Collection; one possible supplementary database is IEEE Xplore (if conference studies are in scope). The search terms used in the candidate list were chatbot/conversational-agent labels followed by satisfaction, service quality, trust, loyalty, continuance intention and service recovery, and then service-context terms like customer, consumer, banking, retail, e-commerce, hospitality and travel. The candidate list was not exported from Scopus or Web of Science is recorded in the workbook. The list is therefore not regarded as the numbers returned by the database but as a set of items discovered by human effort.

Below are some recommended search strings that can be used to carry out a search in Scopus or Web of Science. When they are run in the institutional databases they should be saved with date, filters and hit counts. The manuscript does not state whether or not those database searches were made.

Chatbots are used in customer service to enhance user satisfaction with services, customer satisfaction with chatbots, and customer trust in a chatbot. The use of chatbots in customer service for improving user satisfaction with services, customer satisfaction with chatbots, and customer trust in chatbots. 56% of the selected sources are from the Web of Science category: Computer Science. The selected sources include 56% from the Web of Science category: Computer Science. Eligibility and Screening Rules The primary synthesis is intended to consist of empirical, peer-reviewed studies of customer-facing chatbots or conversational agents that examine at least one of the quality, satisfaction, trust, continuance, loyalty or service-recovery constructs. Review papers are kept to establish the domain and to find references, but it is not considered as primary empirical studies. Foundational theory and methodology papers are key for interpretation, but not empirical evidence for chatbots. Adjacent studies of general AI enabled hotel services or self-service technology are only used as transfer evidence, and are clearly marked as such. Records that don't have complete metadata are kept until they are verified. If only the title/metadata or abstract information is available, the full-text eligibility cannot be determined.

3.3 Eligibility and screening rules

The intended primary synthesis includes peer-reviewed empirical studies of customer-facing chatbots or conversational agents that measure at least one relevant quality, satisfaction, trust, continuance, loyalty or service-recovery construct. Review papers are retained to frame the domain and identify references but are not counted as primary empirical studies. Foundational theory and methodology papers support interpretation but are not empirical chatbot evidence. Adjacent studies of general AI-enabled hotel services or self-service technology are used only as transfer evidence and are explicitly identified as such. Records with incomplete metadata are held until verified. Where only title/metadata or abstract information is available, full-text eligibility remains unresolved.

3.4 Extraction and synthesis

The study aim, context, design, sample, constructs and reported results were the main points for which the source papers were extracted from for the complete source papers. Thematic synthesis has been used to synthesize the evidence into six categories: (1) system and information quality, (2) functional service quality and usefulness, (3) conversational and experiential quality, (4) trust, privacy and transparency, (5) service recovery and human escalation, and (6) satisfaction and post-adoption outcomes. No statistical meta-analysis was conducted due to the

differences in studies in terms of context, measurement and design. The results are synthesized in a narrative fashion and effect sizes are not combined.

3.5 Bibliometric analysis status

As a preliminary measure, a network of title/construct-term frequencies and co-occurrence was created for the 44-record candidate workbook. It can be helpful to determine if the candidate corpus is themed around the expected constructs but it is not a VOSviewer output: the underlying set of data does not include a verified, complete set of database-exported author keywords, cited references and citation links. No co-citation, bibliographic coupling, author collaboration or citation-impact claims are, therefore, made. The candidate-year chart is also descriptive of this manually compiled list only and should not be construed as growth as a whole across the field.

4. Screening and evidence-base profile.

This is a manually built candidate workbook that has 44 records. It classifies 7 of the review papers and 6 theory/method references for conceptual or methodological support, but leaves 30 candidate primary studies for full-text eligibility screening. The workbook shows nothing was deduplicated in that candidate list as it was already deduplicated during the assembly process, not that there are no cross-database duplicates. The following counts only refer to the status of the candidate list.

Disposition of candidates on the list Number of candidates What this means. Search hits from manually assembled 44 Candidate workbook; not from Scopus/WoS Duplicates deduplicated inside the working list 0 Cross-database deduplication was not performed during workbook consolidation Review papers removed from primary empirical synthesis 7 All other reviews (background and chaining of citations) Sources that remain in the theory/method category after the empirical synthesis was completed 6 Sources that have not been integrated into the empirical synthesis, but have been included in the theory/method category for theoretical and methodological grounding Incomplete citation submitted for verification 1 Not considered an eligible study until verified Remaining potential primary-study candidates: 30, Full-text eligibility remains to be completed.

Candidate-list disposition	Count	Interpretation
Records in manually assembled candidate workbook	44	Discovery set; not Scopus/WoS search hits
Duplicates removed within the working list	0	Workbook consolidation only; cross-database deduplication not performed
Review papers set aside from primary empirical synthesis	7	Retained for background and citation chaining
Theory/method sources set aside from empirical synthesis	6	Retained for theoretical and methodological grounding
Incomplete citation held for verification	1	Not treated as an eligible study until identified
Potential primary-study candidates remaining	30	Full-text eligibility remains to be completed

The 30 candidate records are not to be counted as 30 included studies. These include records that are only associated with metadata or brief study summaries, and adjacent and document-type-conditional records. Likewise, the six full-text PDFs provided by the author are source documents, not representative of the 30 candidates. In the paper the authors therefore differentiate the candidate pool of available full texts that have been synthesized from that of the entire candidate pool that remains unsolved.

5. Evidence from manuscripts, available to study levels.

Study	Design / sample	Main constructs and findings	Use in this review
Ashfaq et al. (2020), "I, Chatbot"	Survey; 370 valid users of text-based customer-service chatbots in the United States, from 551 initial responses	Information quality and service quality positively influenced satisfaction. Enjoyment, usefulness and ease of use predicted continuance intention; satisfaction strongly predicted continuance. Need for employee interaction moderated some quality–satisfaction relationships.	Core direct evidence for quality → satisfaction → continuance and hybrid human–AI service.
Amelia et al. (2024), "Determinants of Customer Satisfaction in Chatbot Use"	Quantitative survey; 150 chatbot users across 22 Indonesian provinces; multiple linear regression	Perceived usefulness and perceived ease of use were determinants of satisfaction; usefulness had the stronger influence in the reported model. Banking chatbots were frequently used in the sample.	Direct chatbot evidence for usefulness and ease of use; non-Indian context.
Jenneboer et al. (2022), "The Impact of Chatbots on Customer Loyalty"	Systematic literature review; 41 articles selected for the review synthesis	Synthesizes customer trust, satisfaction and loyalty literature; emphasizes that chatbot effects on loyalty depend on interaction quality and customer evaluations.	Secondary review and citation-chaining source; not counted as a primary empirical study.
Rane, Choudhary, & Rane (2024), "AI, IoT, and blockchain-powered chatbots…"	Review / exploratory bibliometric-style paper; paper reports keyword extraction, co-occurrence and clustering	Discusses AI-powered chatbots in relation to satisfaction, experience, loyalty, NLP, customer care, e-commerce and trust. Its breadth is useful for topic mapping, but it should not be treated as a primary causal test.	Secondary context and thematic comparison; bibliometric claims in that paper are not merged with this review's proxy network.
Prentice, Lopes, & Wang (2020), "The impact of artificial intelligence and employee service quality…"	Survey of departing guests at multiple hotels in Portugal who had experienced hotel AI services and employee services; exact usable sample should be checked from full article tables before final journal submission	AI and employee service quality explained variance in overall service quality, satisfaction and loyalty, but when both were modeled together, AI service quality became negative and insignificant. The AI category includes robots, digital assistance, voice tools and related services—not chatbots alone.	Adjacent AI-enabled service evidence; used cautiously to motivate service-context boundaries.
Iqbal, Hassan, & Habibah (2018), "Impact of self-service technology service quality…"	Empirical self-service technology study in Pakistan; structural modeling with LISREL	Reports positive relationships between SST service quality, satisfaction, loyalty and behavioral intentions; customer satisfaction mediates service-quality effects on loyalty and behavioral intention.	Adjacent SST evidence; supports mechanism plausibility but not treated as direct chatbot evidence.

The six complete scholarly PDFs provided by the author are summarized in Table 1. The synthesis differentiates between direct chatbot studies and related AI-service and self-service technology evidence and studies, and

between primary empirical studies and review articles. 2009 NCUA Board of Directors Report to the NCUA General Conference and Annual Statement Letter Design / sample Main constructs and findings Use in this review Information quality and service quality had a positive relationship with satisfaction in the eyes of Ashfaq et al. (2020), "I, Chatbot", which had a survey of 370 valid users of text-based customer-service chatbots in the United States, from an initial response of 551. The factors of enjoyment, usefulness and ease of use predicted continuance intention; satisfaction strongly predicted continuance. Some quality–satisfaction relationships were moderated by a need for employee interaction. No other direct evidence has been found in the literature or included in the Lexile to link core evidence for quality with satisfaction and continuance and hybrid human–AI service.

Determinants of Customer Satisfaction in Chatbot Use: Amelia et al. (2024) conducted a quantitative survey with 150 chatbot users from 22 provinces in Indonesia using multiple linear regression, showing that perceived usefulness and perceived ease of use were factors determining customer satisfaction, with the influence of perceived usefulness being more dominant in the reported model. Banking chatbots were frequently used in the sample. Evidence of usefulness and ease of use for direct conversation with a chatbot, non-Indian context. Jenneboer et al. (2022), The Impact of Chatbots on Customer Loyalty: A Systematic Literature Review, 41 articles were selected for the review synthesis, synthesizes the customer trust, customer satisfaction and customer loyalty literature, highlights that customer loyalty effects of chatbots are dependent on interaction quality and customers evaluations. Secondary (Reviewed) and Citations (Chaining) sources; not considered an empirical study.

The authors Rane, Choudhary, & Rane (2024) in their Review / exploratory bibliometric-style paper discuss the keyword extraction, co-occurrence and clustering of the content in the paper, which also talks about AI-powered chatbots and its relations with satisfaction, experience, loyalty, NLP, customer care, e-commerce and trust. The wide variety of its breadth is helpful for topic mapping, but not a main causal test. The proxy network does not merge bibliometric claims made in that paper with this review's network of secondary context and thematic comparison. Prentice, Lopes, & Wang (2020), The impact of artificial intelligence and employee service quality on the overall service quality, satisfaction and loyalty of departing guests at multiple hotels in the Portuguese market, Survey of departing guests from multiple hotels in Portugal who had encountered hotel AI services and employee services, exact usable sample should be verified from the full article tables before the final submission to the journal, AI and employee service quality explained variance in overall service quality, satisfaction and loyalty, and when both were modeled together, AI service quality became negative and insignificant.

AI encompasses digital assistance, voice tools and services, and robots—excluding chatbots. Adjacent AI-powered service evidence; used sparingly to inspire boundaries in the service context. Iqbal, Hassan, & Habibah (2018), "Impact of self-service technology service quality…", Empirical self-service technology study in Pakistan; structural modeling with LISREL, Service quality, satisfaction and loyalty are positively related; customer satisfaction mediates the relationship between service quality and loyalty and behavioral intention. Adjacent SST evidence; supports mechanism plausibility, not considered as being self-contained chatbot evidence. The complete papers do not contain a uniform set of evidence: Two are empirical studies on chatbots, Two are review papers, and Two are on self-service or AI in general. The review does not pool all findings together as if testing the same intervention, but recognizes the differences between the various evidence and the transferability of each type of evidence.

6. Thematic synthesis

6.1 System, information and functional service quality

The common thread is that chatbot satisfaction hinges on the chatbot's effectiveness in helping with a task. Reliability, accuracy, relevance and completeness of information is important as a response will only be useful if it provides the correct answer. The quality of the system and the quality of the information should not be confused: a user interface can be technically accessible but give poor information back, and good information can be delivered via a confusing or unstable user interface. Ashfaq et al. (2020) directly demonstrate the positive link between information quality and service quality and satisfaction. Amelia et al. (2024) also confirm that perceived usefulness and ease of use are both associated with satisfaction, and that usefulness is more significant in that sample. These

results have led to a viable hierarchy: to first solve the user's problem accurately and reliably, and then make the interface friction and convenient.

Consequences for measurement: A single “chatbot quality” scale could lock away different failure modes diagnostically. A useful framework should distinguish between technical functioning, information quality and functional service performance, conversational experience. This also avoids construct overlap: reliability should not be about accuracy, responsiveness about action at the right time, usefulness about the value of the task not ease, and satisfaction should be about satisfaction and not be an item bundle that repeats all the predictors. Conversational quality, social presence and human-like design.

6.2 Conversational quality, social presence and human-like design

Conversation quality refers to the system's: understanding of the user's intent, context maintenance, response coherence and language selection. However, Hsu and Lin (2023) have found that the quality of conversational AI has a significant impact on user satisfaction. While being conversational, it is possible to have less effort of interaction, but it is not the same as fluency as it is task resolution. A machine that sounds human, but doesn't finish a transaction risks setting expectations too high. The social presence, empathy cues and anthropomorphism should hence be assessed in relation to the service task and the actual competence of the system. Experimental studies on anthropomorphism and emotion words in service recovery, and disclosure, politeness and empathy studies are included in the candidate corpus in the literature. While these are conceptually relevant, the impacts must not be generalized as consistent and positive, without factoring in the failure context, privacy sensitivity, expectations of the user, and ability of the chatbot to provide useful remediation. In the thesis framework, these constructs are not necessarily viewed as inherent dimensions of service quality for all tasks of a chatbot, but rather as interaction design attributes or boundary conditions.

6.3 Service recovery and escalation to humans

One of the settings that is critical to service recovery is the one that evaluates the customer's experience of a failure and the response of the organization. According to the study of Hsu and Lin (2023), Service-recovery quality is one of the critical factors affecting satisfaction with chatbots. Recovery may be in the form of acknowledgment, understanding of next steps, compensation (if applicable), and the assumption of responsibility and pathway to a human advocate. While a chatbot can do a good job with simple questions, it can harm the satisfaction if it does not escalate the issue or repeats a scripted answer. The study provided by Ashfaq et al. (2020) supports the significance of the human-service boundary (need for employee interaction) based on which some effects of usefulness and ease of use on satisfaction were moderated. This implies that user preferences for help from humans can be a significant moderator and human escalation can be a component of service quality. In complex issues, where the stakes are high, there is ambiguity or emotion involved, a hybrid service design might be more appropriate than insisting on full automation. 6.4 Trust, privacy, disclosure and technology anxiety.

6.4 Trust, privacy, disclosure and technology anxiety

While trust could be seen as a reason why customers are willing to trust the chatbot, it shouldn't be confused with satisfaction or loyalty. It's likely to be relevant to different levels of perceived risk, and depends on the types of information shared and the ability of the user to double check the answer. Clear communication about the nature and scope of the chatbot can help manage expectations; measures to ensure privacy of data and limit the amount of it collected can lessen perceived risks; any lack of comfort with the technology can raise effort or uncertainty levels. These variables were not all directly tested in the six provided full-text papers, however. It is in this manuscript that they will be therefore represented as constructs based on the literature, rather than as universally accepted effects from the provided primary evidence. In the Indian context, technology anxiety, language preference, and prior experience should not be assumed but rather measured, because they are subject to change over time. The correlation of age, education or gender with experience or access does not mean that it is a proxy for capability; rather, it should be measured directly through testing. Disclosure and anxiety are extensions identified in the thesis literature chapter and they are only added in the final questionnaire if they are clearly defined as constructs and items have been validated.

6.5 Satisfaction, continuance intention and loyalty

Satisfaction is an evaluative response to the interaction, continuance intention is an intention to use the chatbot once again, and loyalty is a broader concept in which preference, recommendation, repeat patronage or resistance of switching can be involved. The constructs are similar but distinct. The findings of Ashfaq et al. (2020) showed that satisfaction is a strong predictor of continuance intention, and the study conducted by Iqbal et al. (2018) about the self-service technology showed evidence that satisfaction is a mediator between the dimensions of service quality and intention to loyalty/behaviour. The authors of Jenneboer et al. (2022) provide an overview of the role of chatbots in customer loyalty while also suggesting the need to take into account satisfaction and interaction conditions and trust. Accordingly, satisfaction is proposed as the key proximal outcome, whereas continuance/loyalty are proposed as downstream but separate outcomes of the synthesis. If the necessary studies to test the mediation relationship are not conducted, this should not be claimed in a useful conceptual model. The current model suggests a directionality of the sequence for future testing: perceived quality of the chatbot, satisfaction, continuance intention, followed by trust and customer relationship outcomes. Loyalty can be directly affected by the quality of service, via satisfaction, via trust, or by factors not related to the chatbot encounter, like brand experience and switching costs. The population is demographically and contextually heterogeneous. The population is demographically and contextually heterogeneous. Demographic factors and perceptions of users are stated explicitly in the first chapter of the thesis. The evidence as a whole is not enough to support a hypothesis in the direction of the demographic effect.

6.6 Demographic and contextual heterogeneity

Demographic aspects and user perceptions are explicitly included in the first chapter of the thesis. The evidence in the full text provided is not consistent enough to support a direction of hypothesis for demography. To not assume that there are differences across demographic groups, the review recommends testing if there is any variation in quality perceptions or moderation of quality–satisfaction relationships across the groups by age, gender, education, income, occupation, language preference, digital literacy, and prior experience with and frequency of chatbot use. If the sample size is adequate, measurement invariance must be determined prior to comparing latent means across groups. The distinction between substantive context variables (such as sector and language) and the descriptive ones (such as control) should be made in India.

7. Comparative construct synthesis

Construct family	Illustrative dimensions	Proposed role	Measurement caution
System quality	Availability, reliability, response stability, ease of navigation	Antecedent of perceived quality and satisfaction	Do not duplicate response accuracy or satisfaction items.
Information quality	Accuracy, relevance, completeness, clarity, currency	Antecedent of satisfaction and trust	Distinguish correct content from fast response.
Functional service quality	Responsiveness, task resolution, convenience, assurance, recovery	Antecedent of satisfaction; may directly influence continued use	Service recovery may be a separate subdimension.
Conversational/interaction quality	Context awareness, coherence, natural language, personalization, social presence	Antecedent or moderator depending on task	Human-like design may not help when task capability is poor.
Trust, privacy and transparency	Trustworthiness, data protection, disclosure, capability transparency	Potential mediator or boundary condition	Do not conflate trust in bot with trust in provider.
User-level conditions	Technology anxiety, need for human interaction, digital literacy, experience	Moderators or explanatory covariates	Measure directly; demographics are not reliable substitutes.
Evaluation and outcomes	Satisfaction, continuance	Satisfaction proximal;	Keep outcomes

	intention, loyalty, recommendation, repurchase	behavioral intentions downstream	conceptually distinct.

8. Integrative conceptual framework and propositions

The synthesis doesn't rely on a one-dimensional chatbot quality score; it rather follows a socio-technical approach. There are four antecedent domains stated in the framework: system quality, information quality, functional service quality and conversational/interaction quality. These are likely to impact customers' satisfaction. Some of these effects can be mediated or conditioned by trust and perceived risk, and moderated by technology anxiety and prior experience and need for human interaction. Trust and expectation calibration could be influenced by disclosure and privacy practices. Satisfaction is hypothesized to predict continuance intention, which are two separate downstream measures—loyalty and recommendation—are hypothesized to be influenced by satisfaction, as well as by trust and broader brand/service experiences.

P1: System quality has positive influence on the customer satisfaction toward customer-service chatbots.

P2: The higher the quality of information, the higher the level of customer satisfaction.

P3: The functional service quality (responsiveness and task resolution) is positively related to satisfaction.

P4: Satisfaction is positively associated with the conversational quality of the chatbot, subject to the ability of the chatbot to complete the user's task.

P5: Positive attitudes toward the customer service are positively related to continuance intention.

P6: Trust is related to satisfaction and continuance intention; it should not be assumed as the mediator.

P7: Moderate relationships between perceived quality of chatbots and satisfaction are selected, given the need for human interaction and technology anxiety.

P8: Trust in risk-sensitive service encounters is influenced by transparency/disclosure and privacy perceptions, which can lead to satisfaction.

P9: The satisfaction-LOYALTY relationship exists, but loyalty is not a synonym for continuance intention.

P10: The measurement structure and structural paths may vary across service sector, language preference, digital literacy and prior chatbot experience.

These propositions are not based on empirical data but represent a synthesis based on theory. Only after the objective has been set and item wording/measure validity have been reconciled should they be tested on the thesis survey.

9. India-specific research agenda

For India, Othayoth and Khanna (2024) explored the service quality of chatbots in Indian banking and its association with customer satisfaction and value. Their study pinpoints functionality, convenience, security, design, customization, enjoyment and assurance as factors affecting the service quality of Indian banking chatbots; the paper found that three factors, namely assurance, design and personalization, had significant impact on customer satisfaction while functionality, and enjoyment, had significant influence on customer value. The related study from the same authors in 2024 (also found in the candidate corpus), reports satisfaction as a mediator between service quality and loyalty, and customer value as a moderator; and the sample size is 586 users of banking chatbots.

Sample overlap and construct/reporting differences between the two papers should be evaluated before using the two papers as separate samples on which to synthesize. It is evidence but only for the sector. Banking: Authentification, Privacy, Risk and Transactions; E-commerce: Product discovery, Order Status, Returns and refunds; Telecom: Troubleshooting and Billing; Public Services: Accessibility and Language coverage. One of the core dimensions of banking, may not be a core dimension of a low risk FAQ task.

The following stage of India focused research could, therefore, be a test of a common core of quality constructs with the introduction of sector-specific modules. Another priority is multilingual interaction. Chatting with a bot in English could be successful, but switching to another language or using regional slang or describing a problem in

an unconventional language may be ineffective. Digital literacy and technology anxiety can influence whether or not they understand how to ask questions, understand restrictions or ask for assistance from humans. These are the variables which should be operationalised rather than accepted as general cultural assumptions and analysed with adequate sub-sample sizes.

10. The methodological implications for the thesis are:

The methodological implications for the thesis are given here. The review falls into the area of common core of the thesis objectives: similarity of the identification of evaluation dimensions; similarity of the assessment of satisfaction by service-quality dimensions; similarity of the examination of satisfaction and intention to use; similarity of the test of demographic differences. A validated service-quality framework is proposed in Chapter 2, which adds disclosure, technology anxiety and user perceptions. The author should formulate one and only one supervisor-approved goal set prior to completing questionnaire or reporting results. A set of reconciling variables could maintain the four Chapter 1 goals and explicitly introduce the variables of disclosure and anxiety if they are actually measured in the thesis data.

Construct validation could involve exploratory factor analysis (EFA) to determine the dimensional structure and confirmatory factor analysis (CFA) to test the measurement structure, if possible, in a separate or split sample. The reliability should be measured by Cronbach's alpha and ideally composite reliability, convergent validity by standardized loadings and average variance extracted, discriminant validity by an appropriate method (HTMT or Fornell-Larcker) and the method and thresholds should be reported consistently.

The relationship between quality dimensions, satisfaction, trust and continuance intention can then be tested using SEM. Before interpreting differences in means across groups, demographical differences must be measured in an invariant manner or by using suitable group-comparison procedures. The review does not replace these analyses and should not be considered a new published piece of evidence for thesis analysis files. In the prior planning of the thesis material, the sample is 400 respondents and the questionnaire is made up of 53 items. These figures can only be incorporated into a future empirical paper where they are the last verified figures and instrument. Here, however, with the focus on evidence synthesis the current literature-review manuscript does not present any original-sample statistics.

11. Implications

11.1 Theoretical implications

The synthesis is based on a clear evaluative sequence and it combines information-systems success, technology acceptance, and expectation-confirmation and e-service quality. It suggests that quality of chatbot is multidimensional, and satisfaction represents as a proximal outcome between service perception and continuance. It also marks trust, technology anxiety and a need for human interaction as context-sensitive mechanisms and not as universal direct predictors. This model helps distinguish what the chatbot delivers, how the user experiences it, and what the user intends to do next.

11.2 Managerial implications

- **Focus on correct answers and task accomplishment rather than conversational finesse.**
- Track service recovery metrics in isolation from normal query handling and handoff success / repeat contact rates.
- Follow a clear and usable pathway to human support for complex, emotionally charged and/or serious issues.
- It is recommended to clearly state the scope, functions and limitations of chabots and to explain the personal data treatment.
- Use personalization only when it enhances the value of the task and is in line with user expectations and preferences with respect to privacy.
- Consider performance in services, in language and in user-experience, not just general satisfaction.

11.3 Policy implications and responsible-design

Implementing governance for organizations that will use chatbots that promotes truthful information, easy escalation, privacy protection and open communication. It is important to consider average satisfaction as well as failure rates, unclear queries, usability issues, and disparities between groups of users when evaluating satisfaction.

Such practices are particularly critical when the results of the chatbot can impact financial, health, public-service or other consequential decisions.

12. Restrictions and research integrity

There should be a few caveats. Note that the candidate bibliography is not automated, but rather it is assembled manually from scholarly/publisher records and citation chaining—it is not an authenticated export from Scopus or Web of Science. Second, the 44-record screening dispositions are preliminary and are not final PRISMA counts. Third, all 30 potential primary-study candidates have not been screened, full-text, in available materials. Fourth, the titles and construct summaries used to build the exploratory term network are not complete or completely normalized author-keyword/cited-reference metadata, and the network should not be referred to as a VOSviewer map. Fifth, the candidate-year distribution cannot be used to make statements about publication growth across the field. Sixth, the six provided full-text papers are heterogeneous: two are direct empirical studies of chatbots, while the other two are review papers and the other two are adjacent papers about AI/SST.

Any context that is found in nearby contexts is treated as supplementary context, not as evidence for the chatbot. Last, no meta-analysis was conducted due to the lack of homogeneity and completeness of constructs, contexts, and study designs and a lack of effect-size data across a verified corpus. These limitations do not negate the thematic synthesis, they give the thematic synthesis its boundaries. The manuscript is a draft evidence-informed review article that has clear boundaries and a reproducible protocol. It should not be reported in a journal submission as having gone through a database search, deduplication, full-text eligibility and genuine bibliometric mapping until all of this has happened and been documented.

Conclusion

Customer satisfaction with the AI-powered customer-service chatbot is a multidimensional phenomenon that is affected by the four quality dimensions of the system, information, functional service quality, and conversational interaction quality. The evidence gathered suggests that customers not only consider the speed and availability of chatbots, but also their ability to provide accurate information, understand customer needs, solve problems and offer reliable support. Therefore, there should be two ways to measure the effectiveness of the Chatbot: its technical performance and the quality of the customer service experience. The reviewed studies have confirmed that perceived usefulness, ease of use, information quality, service quality, conversational quality, and service recovery are crucial factors that affect satisfaction and repeat purchase. Ashfaq et al. (2020) found that there were positive relationships between information quality, service quality, and satisfaction, and that satisfaction was strongly related to continuance intention. Amelia et al. (2024) noted that the perceived usefulness and ease of use are important, while Hsu and Lin (2023) pointed out the significance of conversational quality and service recovery. The results indicate the need for a multidimensional assessment approach, but caution should be taken due to the variations in study contexts and measurement methods.

One of the key takeaways is the difference between satisfaction, continuance intention and loyalty. The satisfaction is the users' perception of their experience with the service, the continuance intention is their intention to use the chatbot in the future, and loyalty is more general results that include recommendation and repeat patronage. These constructs are correlated, but should be assessed independently. Depending on the service context and the nature of the interaction, trust, privacy, transparency, technology anxiety, personalization, and human assistance can also impact user perceptions. There is ample room for additional research in the Indian context. While the banking context serves as a good starting point, individual quality dimensions could be relevant to banking, e-commerce, telecommunications, hospitality and public services. There is a need for future research to investigate multilingual interactions, digital literacy, prior chatbot experiences,

technology anxiety and demographic differences to determine if the suggested relationships hold true across each group of users.

The integrative framework created in this review integrates the dimensions of chatbot quality with customer satisfaction and customer continuance intention, and considers trust and loyalty as separate constructs. It serves as a basis for creating measurement tools and for future empirical studies. The managerial perspective focuses on the importance of the organization having accurate information, effective resolution of tasks, recovery of the service, communication transparency, protection of privacy, and human assistance. Customer satisfaction with AI-powered customer-service chatbots is more than just rapid responses; it is a complex interplay of several factors. According to the information in the provided full texts, the strongest direct link between information quality, service quality, usefulness, ease of use, conversational quality and service recovery with satisfaction/continued use is the information quality. Loyalty is a larger and more distinct construct than satisfaction, which is a key proximal outcome for continuance intention. For chatbot performance to be understood in the context of a service relationship, it is important to consider factors like trust, privacy, transparency, anxiety about technology, and human assistance.

Therefore, the condition-specific starting point is Indian banking research, but cross-sector, multilingual and demographic validation is required to be able to generalize a common evaluation framework across India. The proposed socio-technical model and research agenda serve as the foundation for the author's thesis and for the empirical testing of the model in the future. The computation of a database-wide B-SLR is a methodological step, and this manuscript does not pretend to perform such operations even for the sake of claiming the milestone has been reached, by reporting search totals or bibliometric results. Lastly, it offers an evidence-informed synthesis informed by six full scholarly papers, thesis materials, and a manually compiled bibliography of 44 candidate records. The preliminary screening and exploratory term network should not be viewed as final PRISMA counts or VOSviewer analysis. However, the B-SLR needs to be complemented with a database-wide retrieval, deduplication, and full-text screening and verified bibliometric mapping. The review puts forward a conceptual framework for understanding chatbot satisfaction and outlines a research agenda for building trustworthy, context-aware, user-centric chatbots in India.

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Appendix A. Candidate corpus included in the preliminary mapping

The table below preserves the 44 records in the working candidate bibliography. Inclusion here means "identified as a candidate," not "included after completed full-text screening." Records with incomplete metadata, future-dated

publication details relative to the evidence cut-off, or possible publication/sample overlap require verification before final bibliometric analysis.

ID	Year	Authors	Title	Journal/source	DOI / URL	Design / status
1	2020	Ashfaq, M.; Yun, J.; Yu, S.; Correia Loureiro, S. M.	I, Chatbot: Modeling the determinants of users' satisfaction and continuance intention of AI-powered service agents	Telematics and Informatics, 54, 101473	https://doi.org/10.1016/j.tele.2020.101473	Empirical; 370 users
2	2023	Hsu, C.-L.; Lin, J. C.-C.	Understanding the user satisfaction and loyalty of customer service chatbots	Journal of Retailing and Consumer Services, 71, 103211	https://doi.org/10.1016/j.jretconser.2022.103211	Empirical; 219 users
3	2024	Othayoth, P. K.; Khanna, S.	Chatbot Service Quality in Banking: Analyzing Indian Banking Customer Perceptions and Influence on Customer Satisfaction and Value	Indian Journal of Marketing, 54(2), 44–65	https://doi.org/10.17010/ijom/2024/v54/i2/173474	Empirical; Indian banking
4	2024	Othayoth, P. K.; Khanna, S.	Exploring the future of customer-centric banking: A comprehensive examination of chatbot service quality and development of advanced chatbot interfaces framework for Indian banking	JIMS 8M, 29(3), 4–13	https://doi.org/10.5958/0973-9343.2024.00015.9	Empirical; 586 users reported
5	2024	Author metadata to verify	Can chatbot customer service match human service agents on customer satisfaction? An investigation in the role of trust	Journal of Retailing and Consumer Services, 76, 103600	https://doi.org/10.1016/j.jretconser.2023.103600	Three studies; online panels
6	2022	Author metadata to verify	What drives continuance intention to use a food-ordering chatbot? An examination of trust and satisfaction	Library Hi Tech, 40(4), 929–946	https://doi.org/10.1108/LHT-08-2021-0274	Empirical; 111 actual users
7	2024	Agnihotri, A.; Bhattacharya, S.	Chatbots' effectiveness in service recovery	International Journal of Information Management,	https://doi.org/10.1016/j.ijinfomgt.2023.102679	Two scenario studies and qualitative study

				76, 102679		
8	2022	Klein, K.; Martinez, L. F.	The impact of anthropomorphism on customer satisfaction in chatbot commerce: an experimental study in the food sector	Electronic Commerce Research	https://doi.org/10.1007/s10660-022-09562-8	Experimental
9	2022	Author metadata to verify	The Effects of Chatbot Service Recovery With Emotion Words on Customer Satisfaction, Repurchase Intention, and Positive Word-Of-Mouth	Frontiers in Psychology	https://doi.org/10.3389/fpsyg.2022.922503	Empirical; 380 responses reported
10	2020	Chung, M.; Ko, E.; Joung, H.; Kim, S. J.	Chatbot e-service and customer satisfaction regarding luxury brands	Journal of Business Research, 117, 587–595	https://doi.org/10.1016/j.jbusres.2018.10.004	Empirical
11	2023	Mariani, M. M.; Hashemi, N.; Wirtz, J.	Artificial intelligence empowered conversational agents: A systematic literature review and research agenda	Journal of Business Research, 161, 113838	https://doi.org/10.1016/j.jbusres.2023.113838	Systematic review
12	2022	Jenneboer, L.; Herrando, C.; Constantinides, E.	The Impact of Chatbots on Customer Loyalty: A Systematic Literature Review	Journal of Theoretical and Applied Electronic Commerce Research, 17(1), 212–229	https://doi.org/10.3390/jtaer17010011	Systematic review
13	2025	Ng, S. W. T.; Zhang, R.	Trust in AI chatbots: A systematic review	Telematics and Informatics, 97, 102240	https://doi.org/10.1016/j.tele.2025.102240	Systematic review; 40 articles
14	2026	Fares, author metadata from publisher	Consumer Acceptance of Conversational Bots: Systematic Literature Review and Meta-Analysis	Journal of Consumer Behaviour, 25(3), 1488–1520	https://doi.org/10.1002/cb.70130	SLR/meta-analysis; 64 articles; 48 in meta-analysis
15	2024	Harahap, N. C.	The influence of transparency, anthropomorphism, and positive politeness on chatbots for service recovery in E-health applications	Cogent Business & Management	https://doi.org/10.1080/23311886.2024.2415534	Mixed methods; 338 survey respondents and 30 interviews
16	2026	Author metadata to verify	How AI-driven chatbots shape customer	Computers in Human Behavior	https://doi.org/10.1016/j.chbr.2026.101017	Empirical; PLS-SEM; 282 respondents

			satisfaction and loyalty to chatbot usage in digital service experience	Reports, 22, 101017		
17	2026	Author metadata to verify	Examining customer usage intention of AI assisted chatbots in e-commerce market through customer satisfaction and trust	Discover Sustainability	https://doi.org/10.1007/s43621-026-04711-7	Empirical; SEM; 348 customers
18	2026	Author metadata to verify	The impact of AI chatbot quality dimensions on customer loyalty in digital banking: an information systems success model approach in Vietnam	Discover Artificial Intelligence	https://doi.org/10.1007/s44163-026-01043-3	Two-wave study; 400 banking customers
19	2026	Author metadata to verify	Data-Driven Customer Service: How AI Chatbot Interactivity and Service Quality Drive Banking Satisfaction	2026 International Conference on Circuit, Systems and Communication	https://doi.org/10.1109/ICCSC71566.2026.11650359	Conference; banking customers; PLS-SEM
20	2026	Author metadata to verify	Chatbot research in the fields of business and information systems: a systematic review and bibliometric analysis	Aslib Journal of Information Management, 78(4), 988–1014	https://doi.org/10.1108/AJIM-05-2024-0427	Systematic review and bibliometric analysis; six databases
21	2024	Author metadata to verify	The Contribution of Chatbot to Enhanced Customer Satisfaction: A Systematic Review	IEEE conference publication	https://doi.org/10.1109/ICETSIS61505.2024.10459497	Systematic review; 10 papers reported
22	2025	Author metadata to verify	Unveiling Customer Expectations of Chatbot Interactions: A Systematic Literature Review and Research Agenda	International Journal of Human–Computer Interaction	https://doi.org/10.1080/10447318.2025.2588815	Systematic review; 91 studies reported
23	2024	Le, X. C.; Nguyen, T. H.	The effects of chatbot characteristics and customer experience on satisfaction and continuance intention toward	Data in Brief, 52, 110025	https://doi.org/10.1016/j.dib.2023.110025	Dataset article; 336 banking users

			banking chatbots: Data from Vietnam			
24	2024	Qureshi, O. A.; Wilkins, S.; Iqbal, H.	Chatbots: Can They Satisfy Customers in the Banking Sector?	BUiD Doctoral Research Conference 2023, Lecture Notes in Civil Engineering	https://doi.org/10.1007/978-3-031-56121-4_34	Conference paper
25	2017	Brandtzaeg, P. B.; Følstad, A.	Why people use chatbots	Internet Science, Lecture Notes in Computer Science	https://doi.org/10.1007/978-3-319-70284-1_30	Empirical/qualitative study
26	2021	Li et al.; full author/title metadata to verify	Study of conversational agents in Chinese travel firms (cited in Mariani et al. review)	Full journal details to verify	To be extracted from review references	Empirical
27	1989	Davis, F. D.	Perceived usefulness, perceived ease of use, and user acceptance of information technology	MIS Quarterly, 13(3), 319–340	https://doi.org/10.2307/249008	Foundational theory
28	2001	Bhattacherjee, A.	Understanding information systems continuance: An expectation-confirmation model	MIS Quarterly, 25(3), 351–370	https://doi.org/10.2307/3250921	Foundational theory
29	2003	DeLone, W. H.; McLean, E. R.	The DeLone and McLean model of information systems success: A ten-year update	Journal of Management Information Systems, 19(4), 9–30	https://doi.org/10.1080/07421222.2003.11045748	Foundational theory
30	2021	Page, M. J. et al.	The PRISMA 2020 statement: An updated guideline for reporting systematic reviews	BMJ, 372, n71	https://doi.org/10.1136/bmj.n71	Reporting guideline
31	2025	Marzi, G. et al.	Guidelines for Bibliometric-Systematic Literature Reviews: 10 steps to combine analysis, synthesis and theory development	International Journal of Management Reviews, 27(1), 81–103	https://doi.org/10.1111/ijmr.12381	B-SLR method guide
32	2010	Van Eck, N. J.; Waltman, L.	Software survey: VOSviewer, a computer program for bibliometric mapping	Scientometrics, 84, 523–538	https://doi.org/10.1007/s11192-009-0146-3	Bibliometric method
33	2024	Shahzad, M. F.; Xu, S.; An, X.;	Assessing the impact of AI-chatbot service	Journal of Retailing and Consumer	https://doi.org/10.1016/j.jretconser.2024.103867	Empirical; Chinese luxury-fashion users

		Javed, I.	quality on user e-brand loyalty through chatbot user trust, experience and electronic word of mouth	Services, 79, 103867		
34	2024	Niu, B.; Mvondo, G. F. N.	I Am ChatGPT, the ultimate AI Chatbot! Investigating the determinants of users' loyalty and ethical usage concerns of ChatGPT	Journal of Retailing and Consumer Services, 76, 103562	https://doi.org/10.1016/j.jretconser.2023.103562	Empirical
35	2025	Author metadata to verify	Chatbots in customer service within banking and finance: Do chatbots herald the start of an AI revolution in the corporate world?	Computers in Human Behavior	https://doi.org/10.1016/j.chb.2025.108570	Qualitative / exploratory
36	2025	Author metadata to verify	Understanding continuance intention toward the use of AI chatbots in customer service among generation Z in Vietnam	Acta Psychologica	https://doi.org/10.1016/j.actpsy.2025.105468	Empirical; 562 responses
37	2025	Author metadata to verify	Recovering customer satisfaction after a chatbot service failure – The effect of gender	Journal of Retailing and Consumer Services, 84, 104257	https://doi.org/10.1016/j.jretconser.2025.104257	Scenario experiment; n=300 plus pre-study
38	2026	Cao, Z.; Yu, K.	To facial or not to facial? From emoji to empathy in shaping customer satisfaction with chatbot service recovery	Journal of Retailing and Consumer Services, 89, 104633	https://doi.org/10.1016/j.jretconser.2025.104633	Three studies
39	2026	Söderlund, M.; Andersson, M. M.	The selling-oriented versus customer-oriented retail chatbot and effects on customer satisfaction	Journal of Retailing and Consumer Services, 92, 104805	https://doi.org/10.1016/j.jretconser.2026.104805	Two between-subjects experiments
40	2026	Author metadata to verify	Can AI chatbots recover service failures? Exploring user experience and continuance intentions	Electronic Markets, 36, article 62	https://doi.org/10.1007/s12525-026-00918-8	Quantitative survey; Turkish mobile food-ordering chatbot users
41	2026	Author metadata to verify	AI chatbot service recovery quality and customer	Journal of Consumer Marketing,	https://doi.org/10.1108/JCM-02-2025-7638	Two survey studies; n=159 and n=269

			experience: A moderated mediation model of continuance usage intention	43(2), 195–208		
42	2026	Author metadata to verify	When time is crucial: effects of compensation type and anthropomorphic chatbots on chatbot service recovery satisfaction	Journal of Research in Interactive Marketing, 20(3), 362–380	https://doi.org/10.1108/JRIM-05-2024-0238	Two experiments; n=210 and n=248
43	2026	Bina, A. I.; Tiffany, S.; Aripradono, T. B.; Sundjaja, A. M.	Chatbot Quality and Its Impact on User Satisfaction and Continuance Usage Intention in the Indonesian Banking Industry	CommIT, 20(1)	https://doi.org/10.21512/commit.v20i1.13215	Empirical; 347 valid responses
44	2023	Lee, K.-W.; Li, C.-Y.	It is not merely a chat: Transforming chatbot affordances into dual identification and loyalty	Journal of Retailing and Consumer Services, 74, 103447	https://doi.org/10.1016/j.jretconser.2023.103447	Empirical

Appendix B. Minimum reproducibility checklist for final database-wide B-SLR

Run the exact search strings in Scopus and Web of Science Core Collection and save date-stamped CSV/BibTeX/Excel exports with abstracts, author keywords, cited references and accession IDs.

Record raw hits by database before merging; document all filters, time limits, language and document types.

Deduplicate by DOI, normalized title, author/year and manual review; retain an audit trail for each merge decision.

Screen titles/abstracts independently where feasible; document exclusion reasons at full-text stage and resolve disagreements.

Extract study design, setting, sample, chatbot type, constructs, measures, analysis, direction/significance of findings, limitations and DOI.

Generate the final PRISMA 2020 flow diagram from the actual counts, not the 44-record candidate-list classification.

Run VOSviewer on verified bibliographic exports. State software version, analysis type, counting method, minimum occurrence threshold, normalization, thesaurus file and cluster-resolution settings.

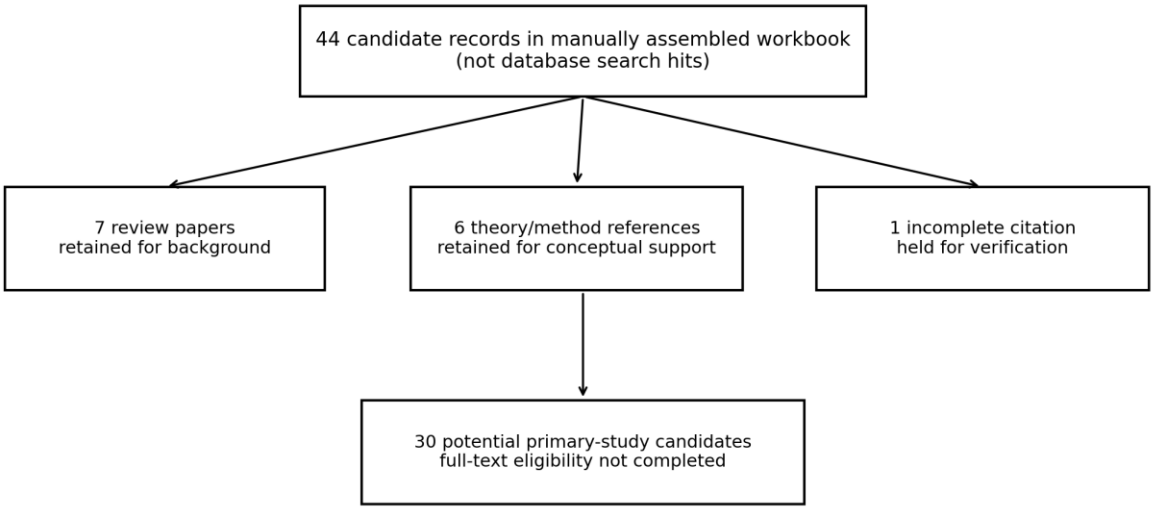
Interpret bibliometric clusters alongside full-text thematic synthesis; do not treat co-occurrence as evidence of causal effects.

Check reference metadata and DOI links against publisher pages; verify whether related papers reuse samples or datasets.

Freeze the final objective set so the literature review, conceptual model, questionnaire and thesis analyses are aligned.

Appendix C. Candidate-list disposition and exploratory maps

Figure C1. Candidate-list disposition. These counts describe the 44-record manually assembled candidate workbook and are not database-wide PRISMA counts.



Candidate-list classification only; not a PRISMA flow diagram.

Figure C2. Exploratory term co-occurrence network based on title and construct summaries. The map is a descriptive proxy; it is not a VOSviewer export and should not be interpreted as a citation or causal network.

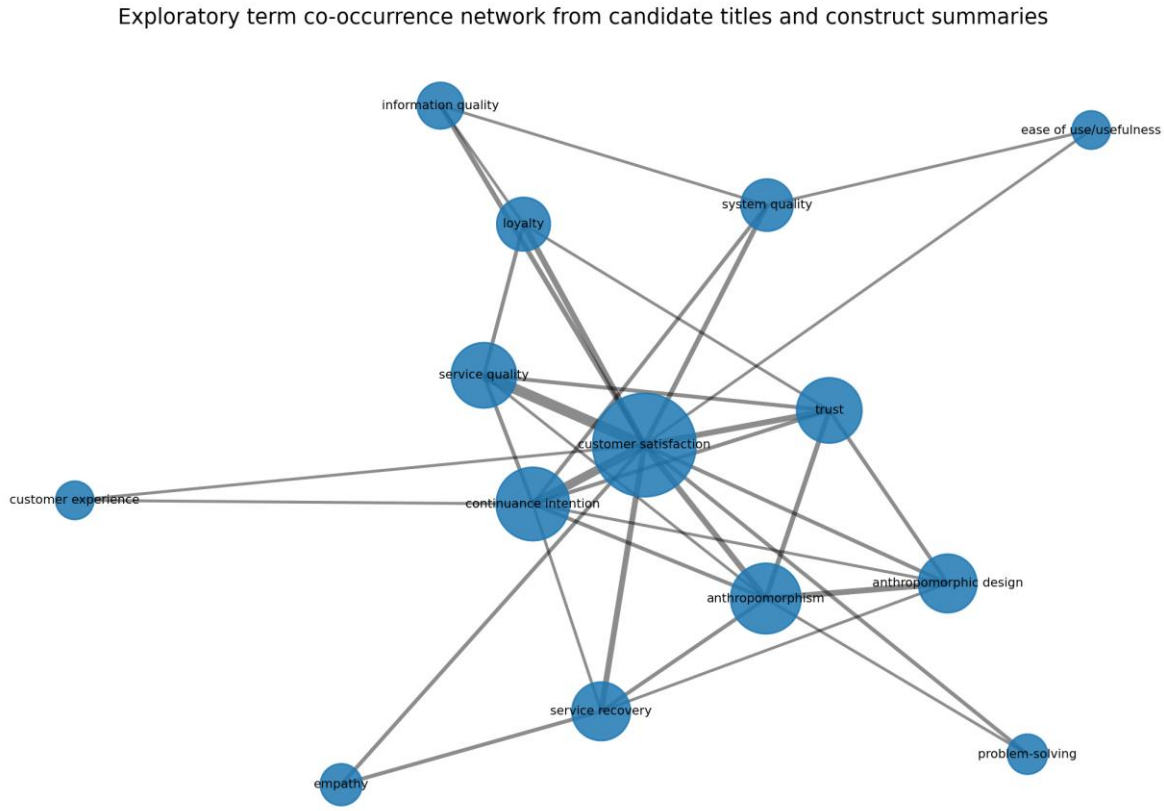
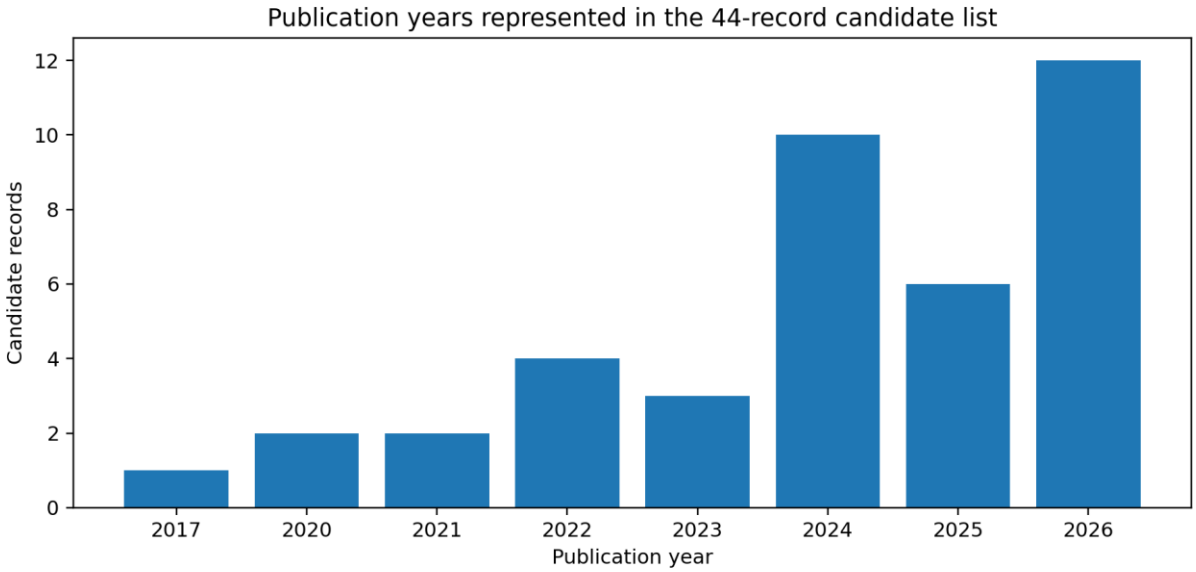


Figure C3. Publication years represented in the candidate list. Because the list was manually assembled and is not an exhaustive database export, this figure does not estimate annual publication output for the field.


Publication years represented in the 44-record candidate list
Candidate records
Publication year
0
2
4
6
8
10
12
2017
2020
2021
2022
2023
2024
2025
2026

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