

## **Factors that Affect Customer Trust with Intent Using Veronika's Generative-Based Chatbot on Providers Telecommunications**

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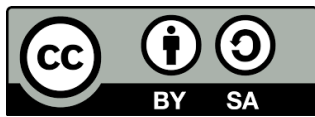
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### **Keywords:**

Information Quality, Perceived Usefulness, Perceived Ease of Use, Trust, Intention of Use;

### **Abstract**

The rapid development of generative artificial intelligence (AI) has transformed customer service interactions, including Telkomsel's implementation of the Veronika chatbot as a digital service solution. However, maintaining customer trust and continued usage intention remains challenging because of variations in information accuracy, usability, and perceived benefits. This study examines the effects of chatbot information quality on perceived ease of use, perceived usefulness, customer trust, and continued usage intention toward Veronika, Telkomsel's generative AI-based chatbot. This study employed a quantitative approach using partial least squares structural equation modeling (PLS-SEM). Data were collected from 397 Telkomsel customers who had interacted with the chatbot. The findings indicate that chatbot information quality significantly affects perceived ease of use and perceived usefulness, which, in turn, increase customer trust. Furthermore, trust plays a significant role in determining users' intention to continue using Veronika. The results also demonstrate that perceived ease of use, perceived usefulness, and trust mediate the relationship between information quality and continued usage intention. These findings imply that improving the accuracy, relevance, and responsiveness of chatbot information, as well as the chatbot's usability, is essential for strengthening customer trust and encouraging the sustained adoption of AI-based customer service platforms.



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## **INTRODUCTION**

The rapid development of artificial intelligence (AI) has significantly transformed how businesses interact with customers, particularly in the customer service sector. AI-based customer service solutions have become an important strategy for companies seeking to improve service efficiency, provide faster responses, and enhance customer engagement. As the primary point of interaction between companies and their customers, customer service must provide accurate information and effective solutions to address diverse customer needs. Therefore, integrating AI into customer service has become increasingly relevant as businesses seek to deliver more responsive and personalized digital experiences (Fathurrozi & Karimah, 2021).

One significant development in AI-based customer service is the emergence of generative artificial intelligence (generative AI), which has transformed chatbots from conventional rule-based systems into more flexible systems capable of generating contextually appropriate responses. Unlike traditional chatbots that rely on predefined responses, generative AI chatbots can understand variations in user input, including informal language, abbreviations, and typographical errors (Akbari et al., 2020). This advancement enables

chatbots to provide more natural interactions resembling communication with human agents. However, the increasing sophistication of AI chatbots also presents new challenges, particularly concerning user expectations, response accuracy, and customer trust. When users perceive chatbot responses as inaccurate, irrelevant, or incapable of resolving complex problems, their confidence in the technology may decline.

In the telecommunications industry, adopting generative AI chatbot technology has become an important step toward improving digital service quality. Telkomsel has implemented the Veronika chatbot as an AI-based virtual assistant to help customers obtain information, submit complaints, and access various services through digital platforms, such as the MyTelkomsel application and website. However, despite these technological developments, customer acceptance of Veronika remains a challenge. Some customers remain reluctant to use chatbot services because they perceive their features as complicated and question the chatbot's ability to provide solutions compared with direct interactions with human customer service agents through GraPARI or the 188 call center.

Previous studies have reported different findings regarding the acceptance and effectiveness of chatbot-based services. (Zakaria & Noer, 2022) found that the implementation of the Veronika Virtual Assistant significantly influenced customers' experiences and satisfaction with Telkomsel's services. However, (Lareh et al., 2025) reported that users of Veronika's digital chatbot service experienced dissatisfaction based on the Customer Satisfaction Index (CSI) and the Information Systems Success Model. These findings indicate that technological availability alone does not guarantee successful adoption because customers' perceptions of service quality, usefulness, and trust remain essential factors influencing continuance usage intention.

Customer trust has become a critical factor in determining whether users are willing to continue using AI-based services. Kang et al., (2024) demonstrated that trust in and acceptance of generative AI services significantly influence continuance usage intention, while (Jeanny et al., 2021) confirmed that trust affects customers' motivation to use virtual assistants in telecommunications services. These findings suggest that users must have confidence in the reliability, capabilities, and accuracy of AI-based systems before developing an intention to continue using them.

One important factor affecting customer trust is information quality. Customers generally use chatbots to obtain accurate, relevant, and useful information that meets their needs. High-quality information can improve users' perceptions of the usefulness and ease of use of digital services. (Machdar, 2016) found that information quality positively influences perceived usefulness and perceived ease of use, while (Badr et al., 2025) confirmed a positive relationship between information quality and perceived usefulness. Therefore, the quality of information generated by AI chatbots is fundamental to shaping user perceptions and acceptance.

Furthermore, perceived ease of use and perceived usefulness are important factors in explaining technology acceptance behavior. Previous research has shown that perceived ease of use contributes positively to user trust because technologies that are easier to understand and operate tend to increase users' confidence (Pramiswari & Setiawan, 2019). Similarly, perceived usefulness strengthens trust because users are more likely to rely on technologies that provide meaningful benefits when completing their tasks (Syahrani & Yasa, 2022). However, (Nisa &

Hartono, 2025) found that perceived usefulness did not significantly influence customer trust in certain AI chatbot contexts, indicating the need for further investigation into the mechanisms that shape trust in generative AI-based chatbot services.

Although previous studies have examined chatbot adoption, customer satisfaction, and technology acceptance, limited research has simultaneously investigated how chatbot information quality influences perceived ease of use, perceived usefulness, customer trust, and continuance usage intention, particularly in the context of generative AI-based chatbot services in Indonesia's telecommunications industry. Existing studies have primarily focused on traditional chatbot systems, customer satisfaction assessments, or general technology acceptance, whereas the role of information quality as a fundamental factor in building trust in generative AI chatbots remains insufficiently explored.

Therefore, this study aims to address this research gap by examining the effects of chatbot information quality on perceived ease of use, perceived usefulness, customer trust, and continuance usage intention toward Telkomsel's Veronika generative AI-based chatbot. This study contributes theoretically by extending the Technology Acceptance Model (TAM) through the integration of chatbot information quality as an external factor and trust as a mediating mechanism in explaining AI chatbot adoption behavior. Practically, the findings provide insights that can help Telkomsel and other digital service providers improve chatbot accuracy, responsiveness, information relevance, and user experience, thereby strengthening customer confidence and encouraging the sustained adoption of AI-based customer service platforms.

## **METHOD**

### **Data Analysis Methods**

This study extended the Technology Acceptance Model (TAM) and employed partial least squares structural equation modeling (PLS-SEM) to test the proposed hypotheses.

### **Populasi**

A research population is an entire group of individuals, objects, or data that are the focus of the research and have the same characteristics. The population in this study is 42,119 people from Telkomsel customers with a length of stay of less than 1 year to more than 10 years who visited Grapari Plaza Marina from January 2025 to December 2025 and have installed the My Telkomsel application and have interacted with the Veronika chatbot at least 1 time.

### **Sample**

The sampling method was carried out using purposive sampling. In this method, the researcher uses the Slovin formula as a reference to determine the number of samples. The results of rounding according to the rules were 397 respondents with the following details:

Number of population :

$$N = 42,119 \quad \text{Slovin: } n = \frac{N}{1 + Ne^2}.$$

$$\begin{array}{l} \text{Margin of error :} \\ e = 0.05 \end{array} \quad n = \frac{42119}{1 + 42119 \times (0,05)^2} = \frac{42119}{106,2975} = 396,239$$

### **Data Collection Techniques**

The data collection technique from the questionnaire is distributed to Telkomsel customers through the google form link to facilitate the distribution of the questionnaire. The

Google Form link is distributed via WhatsApp after there is approval from the respondents.

### Measurement Scale

The Likert scale is a method of measuring respondents' opinions, attitudes, and perceptions of a certain statement. The Likert scale consists of a series of sentences accompanied by a choice of answers in the form of ordinal scales of 1-5, with details of 1 meaning Strongly Disagree (STS), 2 means Disagree (TS), 3 means Neutral (N), 4 means Agree (S) and 5 means Strongly Agree (SS).

## RESULTS AND DISCUSSION

The participants who participated in this study consisted of 397 Telkomsel customers in the Surabaya area. The most participants with an age range of 21-30 years are 247 people, and have been using Telkomsel for 6-10 years with a total of 147 people. On average, they have interacted with Veronika's chatbot less than 5 times.

### Outer Model Measurements

The analysis of the outer model aims to explain the relationship between latent variables and their forming indicators. This test was carried out by assessing convergent validity through loading factor values and discriminant validity through cross loading. In addition, the reliability of the variables was assessed from composite reliability and Cronbach's alpha to ensure the consistency of the research instruments.

**Table 1.** Outer Loading

| Variabel                                               | Indicator                   | Statement                                                                                                      | Outer Loading |
|--------------------------------------------------------|-----------------------------|----------------------------------------------------------------------------------------------------------------|---------------|
| <b>Chatbot Information Quality (Lareh et al, 2025)</b> | Completeness of Information | The information provided by Veronika's chatbot has answered all my questions about Telkomsel                   | 0.802         |
|                                                        | Accuracy                    | The information provided by Veronika's Chatbot is in line with other official Telkomsel sources of information | 0.802         |
|                                                        | Relevance                   | The information provided by Veronika's Chatbot does not deviate from the questions I asked                     | 0.879         |
| <b>Perceived Ease of Use (Siagian et al, 2023)</b>     | Usage                       | I can use Veronika's chatbot easily                                                                            | 0.829         |
|                                                        | Customer Understanding      | I can easily understand how Veronika's chatbot works                                                           | 0.697         |
|                                                        | Customer Interaction        | Interaction with Veronika's chatbot felt easy for me                                                           | 0.798         |
|                                                        | Feature Responsiveness      | Veronika's chatbot can be used quickly and responsively                                                        | 0.856         |
|                                                        | Productivity                | My productivity increased after I used Veronika's chatbot                                                      | 0.513         |
| <b>Perceived Usefulness (Azzahra, 2023)</b>            | Effectiveness               | Product purchase activities and information search feel more effective after using Veronika's chatbot          | 0.822         |
|                                                        | Benefits                    | Veronika's chatbot is useful for me when I need information and submission of complaints                       | 0.781         |
|                                                        | Need Fulfillment            | I can solve my Telkomsel needs faster after using Veronika's chatbot                                           | 0.870         |
|                                                        | Troubleshooting             | Veronika's chatbot can help me solve problems related to Telkomsel products faster                             | 0.761         |
| <b>Trust</b>                                           | Performance                 | I believe in the quality of Veronika's chatbot                                                                 | 0.762         |

| Variabel                         | Indicator              | Statement                                                                                                    | Outer Loading |
|----------------------------------|------------------------|--------------------------------------------------------------------------------------------------------------|---------------|
| (Kang et al, 2024)               | Quality                | performance                                                                                                  |               |
|                                  | Quality of Information | The information about Telkomsel provided by the Veronika chatbot is trustworthy                              | 0.615         |
|                                  | Capabilities           | I believe Veronika's chatbot can provide information and resolve my complaints related to Telkomsel products | 0.746         |
| Intention of Use (Azzahra, 2023) | Intention to Use       | I intend to use Veronika's chatbot instead of not using it                                                   | 0.718         |
|                                  | Frequency of Use       | I will use Veronika's chatbot regularly as it is now                                                         | 0.880         |
|                                  |                        | I intend to increase the intensity of using Veronika's chatbot if there are improvements to its features     | 0.789         |
|                                  | Exploration            | I intend to learn more about Veronika's chatbot features in the future                                       | 0.786         |

Source: Primary data processed using SmartPLS 4.0 (2026)

Referring to the data in table 1, the conclusion is that the outer loading value  $> 0.5$ . Thus, each indicator of the research variable is in accordance with the criteria and is considered valid).

**Table 2.** AVE, Cronbach's Alpha dan Composite Reliability

| Variabel                    | Average Variance Extracted (AVE) | Cronbach's Alpha | Composite Reliability |
|-----------------------------|----------------------------------|------------------|-----------------------|
| Chatbot Information Quality | 0.686                            | 0.770            | 0.867                 |
| Intention of Use            | 0.635                            | 0.807            | 0.874                 |
| Perceived Ease of Use       | 0.577                            | 0.744            | 0.840                 |
| Perceived Usefulness        | 0.522                            | 0.773            | 0.845                 |
| Trust                       | 0.672                            | 0.756            | 0.860                 |

Source: Primary data processed using SmartPLS 4.0 (2026)

From table 2, it can be seen that the AVE value of each variable is more than 0.5. Thus, the results obtained indicate that the measurement evaluation has good validity using the average variance extracted (AVE) measurement model. Cronbach's alpha and composite reliability values will support the reliability test process. If the data result has a composite reliability greater than 0.7, it indicates high realism, while the Cronbach alpha result is expected to be greater than 0.6. The contents of the table above show that this study has good reliability.

### Discriminant Validity

The discriminant validity test is a test to ensure that a variable has a decent discriminatory. The way to look at the comparison of the loading value of the destination variable must be greater than the loading value of other variables.

**Table 3.** Cross Loading

| Indicator | MT    | IU    | OR    | PU    | TR    |
|-----------|-------|-------|-------|-------|-------|
| CI1       | 0.802 | 0.609 | 0.619 | 0.592 | 0.789 |
| CI2       | 0.802 | 0.627 | 0.641 | 0.622 | 0.786 |
| CI3       | 0.879 | 0.829 | 0.726 | 0.681 | 0.735 |
| IU1       | 0.879 | 0.829 | 0.726 | 0.681 | 0.735 |

| Indicator | MT    | IU    | OR    | PU    | TR    |
|-----------|-------|-------|-------|-------|-------|
| IU2       | 0.492 | 0.697 | 0.588 | 0.563 | 0.534 |
| IU3       | 0.575 | 0.798 | 0.634 | 0.565 | 0.618 |
| IU4       | 0.671 | 0.856 | 0.693 | 0.654 | 0.666 |
| PE1       | 0.421 | 0.427 | 0.513 | 0.615 | 0.395 |
| PE2       | 0.654 | 0.713 | 0.822 | 0.746 | 0.658 |
| PE3       | 0.616 | 0.603 | 0.781 | 0.718 | 0.647 |
| PE4       | 0.704 | 0.738 | 0.870 | 0.679 | 0.860 |
| PU1       | 0.516 | 0.477 | 0.500 | 0.761 | 0.507 |
| PU2       | 0.495 | 0.515 | 0.526 | 0.762 | 0.508 |
| PU3       | 0.421 | 0.427 | 0.513 | 0.615 | 0.395 |
| PU4       | 0.654 | 0.713 | 0.822 | 0.746 | 0.658 |
| PU5       | 0.616 | 0.603 | 0.781 | 0.718 | 0.647 |
| TR1       | 0.704 | 0.738 | 0.870 | 0.679 | 0.880 |
| TR2       | 0.802 | 0.609 | 0.619 | 0.592 | 0.789 |
| TR3       | 0.802 | 0.627 | 0.641 | 0.622 | 0.786 |

*Source: Primary data processed using SmartPLS 4.0 (2026)*

Based on Table 3, the cross loading value shows that the discriminant validity of each indicator block in general has been well met. All indicators in this study were declared valid because they met the criteria of discriminant validity, namely each indicator had a higher loading value on the measured construct compared to other constructs.

#### Inner Model Measurements

Inner model analysis was carried out in evaluating the relationship between latent variables. In the structural model (inner model) test, the bootstrapping procedure was used in SMART PLS. The analysis of this inner model can be carried out in several ways, including observing the results of the determination coefficient ( $R^2$ ), effect size ( $f^2$ ), Predictive Relevance ( $Q^2$ ), and Model Fit. The value of  $R^2$  is the determinant coefficient of the dependent variable. Based on the opinion of Chin (1998),  $R^2$  is categorized as strong when it has a value of 0.67, moderate when it has a value of 0.33, and weak when it has a value of 0.19.

**Table 4.  $R^2$**

| Variabel              | $R^2$ |
|-----------------------|-------|
| Intention of Use      | 0.652 |
| Perceived Ease of Use | 0.642 |
| Perceived Usefulness  | 0.584 |
| Trust                 | 0.776 |

*Source: Primary data processed using SmartPLS 4.0 (2026)*

Referring to table 5 based on the results of the analysis, the value of  $R^2$  indicates the percentage of variance in the dependent variables that can be explained by independent variables in the structural model. The model has the most substantial predictive ability on the Trust variable with a value of 0.776, which means that 77.6% of the changes are successfully explained by the model. Meanwhile, the variables Intention of Use (65.2%), Perceived Ease of Use (64.2%), and Perceived Usefulness (58.4%) were in the moderate category, which shows

that the design of this research model is quite capable in predicting the three variables.

**Tabel 5.** Effect Size ( $f^2$ )

| Hubungan   | $f^2$ | Criteria |
|------------|-------|----------|
| THERE → PE | 0,234 | Medium   |
| THERE → PU | 0,198 | Medium   |
| ON → TR    | 0,287 | Medium   |
| PU → TR    | 0,078 | Small    |
| TR → IU    | 0,521 | Large    |

Source: Primary data processed using SmartPLS 4.0 (2026)

Table 6 presents the effect size value ( $f^2$ ) which measures the relative contribution of each exogenous variable to the endogenous variable when the exogenous variable is removed from the model. Cohen (1988) set  $f^2 \geq 0.02$  (small),  $\geq 0.15$  (medium), and  $\geq 0.35$  (large). From the table it can be seen that the relationship between Trust → Intention of Use has  $f^2$  0.521. This means that trust makes a big contribution to the intention to use Veronika. Increased trust will substantially encourage sustainable use intentions.

**Tabel 6.** Predictive Relevance ( $Q^2$ )

| Variable endogenous        | $Q^2$ (=1-SSE/SSO) | Criteria |
|----------------------------|--------------------|----------|
| Perceived Ease of Use (PE) | 0,356              | Large    |
| Perceived Usefulness (PU)  | 0,298              | Medium   |
| Trust (TR)                 | 0,512              | Large    |
| Intention of Use (IU)      | 0,403              | Large    |

Source: Primary data processed using SmartPLS 4.0 (2026)

Table 7 presents the predictive relevance ( $Q^2$ ) value calculated by blindfolding on SmartPLS. A  $Q^2$  value greater than 0 is an indication that this model has good predictive ability against endogenous variables.  $Q^2$  criteria: 0.02 (small), 0.15 (medium), 0.35 (large). All endogenous variables have a  $Q^2$  value  $> 0$ , so the model is declared to have predictive relevance. The Trust variable has the highest  $Q^2$  of 0.512 (large category), meaning that the model is very good at predicting customer trust. Intention of Use has a  $Q^2$  of 0.403 (large), Perceived Ease of Use has a  $Q^2$  of 0.356 (large), and Perceived Usefulness has a  $Q^2$  of 0.298 (medium). This strengthens the predictive validity of the research.

**Table 7.** Model Fit (SRMR)

| Indicator | Value | Threshold | Evaluation |
|-----------|-------|-----------|------------|
| SRMR      | 0,072 | $< 0.08$  | Good fit   |

Source: Primary data processed using SmartPLS 4.0 (2026)

Table 8 presents the Standardized Root Mean Square Residual value which is used to comprehensively assess the suitability of the model (goodness of fit). SRMR measures the average of the difference between the empirical correlation and the correlation predicted by the model. If the SRMR value is smaller, it means that the model is fitter. The results of the analysis

showed an SRMR of 0.072. This value is below the recommended threshold, which is  $< 0.08$  (Hu & Bentler, 1999) or  $< 0.10$  (Hair et al., 2017). Thus, it can be concluded that the structural model in this study has a good fit. This means that the proposed model is able to represent empirical data fairly accurately

#### Path Coefisien Test

To identify whether a hypothesis is acceptable or rejected, the study uses a significant value of alpha 0.05 or 5%. The relationship between variables can be said to be significant if P is smaller than the significant value (Wiyono, 2020). The following are the P values obtained in this study.

**Table 8.** Hypothesis Test Results

| Hipotesis            | Original<br>Sample (O) | Sample<br>Mean (M) | Standard<br>Deviation<br>(STDEV) | T Statistics<br>( O/STDEV ) | P Values |
|----------------------|------------------------|--------------------|----------------------------------|-----------------------------|----------|
| IC-> PE              | 0.470                  | 0.470              | 0.038                            | 12.293                      | 0.000    |
| IC -> PU             | 0.452                  | 0.451              | 0.046                            | 9.906                       | 0.000    |
| PE -> TR             | 0.405                  | 0.407              | 0.049                            | 8.223                       | 0.000    |
| PU -> TR             | 0.213                  | 0.212              | 0.045                            | 4.699                       | 0.000    |
| TR -> IU             | 0.334                  | 0.337              | 0.049                            | 6.867                       | 0.000    |
| CI -> PE -> TR       | 0.190                  | 0.191              | 0.032                            | 5.941                       | 0.000    |
| IC-> PU-> TR         | 0.096                  | 0.099              | 0.023                            | 4.169                       | 0.000    |
| PE -> TR -> IU       | 0.135                  | 0.136              | 0.029                            | 4.599                       | 0.000    |
| PU -> TR -> IU       | 0.071                  | 0.074              | 0.021                            | 3.428                       | 0.000    |
| CI -> PE -> TR -> IU | 0.064                  | 0.065              | 0.017                            | 3.800                       | 0.000    |
| CI -> PU -> TR -> IU | 0.032                  | 0.034              | 0.010                            | 3.082                       | 0.001    |

*Source: Primary data processed using SmartPLS 4.0 (2026)*

#### The Effect of Chatbot Information Quality on Perceived Ease of Use

From the calculation results, it can be seen that the statistical value of T is 12,293 with a standard deviation of 0.038 and the P value is less than 0.05. The relationship between chatbot information quality and perceived ease of use has the highest test score compared to others. It can be interpreted that the quality of chatbot information has a positive effect on the perception of Telkomsel's ease of interacting with the Veronika chatbot. It can be interpreted if the completeness and relevance of the information received by users when interacting with Veronika is directly proportional to the assumption of the speed and responsiveness of Veronika's services. When Veronika's response is in accordance with the context of the user's information request, the interaction process that occurs will feel effective and easy to understand. The uncertainty that arises when talking to Veronika can be minimized with relevant answers, so users don't have to put in a lot of effort to get the information they need. However, if Veronika's answers are irrelevant or not in accordance with the topic asked, it will be more difficult for users to understand how the chatbot works. Veronika's perception of responsiveness will decrease if the user has to try to structure a question multiple times when they need information

### **The Effect of Chatbot Information Quality on Perceived Usefulness**

From the calculation results, it can be seen that the statistical value of T is 9.906 with a standard deviation of 0.046 and the P value is less than 0.05. It can be interpreted that the quality of chatbot information has a positive and significant effect on the perception of benefits. Veronika is considered useful when customers have complaints or need information related to Telkomsel products, these questions or problems can be answered. When users want to buy Telkomsel packages, Veronika's right answer will help them choose the right package, in terms of benefits and prices that are within their budget range. Purchase decisions and payment processes can also be made quickly. From this, it can be said that the right information not only improves the experience of using chatbots, but also provides real benefits for users in the form of more efficient activities. Therefore, Veronika's relevant response is a crucial factor in creating a perception of benefits.

### **The Effect of Perceived Ease of Use on Trust**

The calculation results show that the statistical value of T is 8.223 with a standard deviation of 0.049 and a P value of less than 0.05. It can be interpreted that the perception of ease of use has a positive effect on trust. Customers will trust Veronika's performance quality more when they can understand how it works easily so that users are comfortable and familiar in interacting with the chatbot in their daily lives when they need information related to problems they experience in using Telkomsel products. An easy-to-operate chatbot allows users to try out various optimal features. A seamless interaction experience and successfully realizing user goals will drive increased customer trust in Veronika. These results support research conducted by Simatupang (2024) that perceived ease of use has a positive and significant influence on trust in digital technology in the financial sector.

### **The Effect of Perceived Usefulness on Trust**

From the results of the calculation, it can be seen that the statistical value of T is 4.699 with a standard deviation of 0.045 and the P value is less than 0.05. It can be interpreted that Perceived Usefulness has a positive and significant impact on the Trust. Technology that is believed to be beneficial tends to be more trusted by its users. On the other hand, trust will be difficult to grow when users do not find a reasonable reason to rely on Veronika. The benefits needed by Veronika users are the acquisition of fast and accurate information, an easy package purchase process, and effective solutions when they have complaints that need to be resolved. From this added value, trust is formed that Veronika has qualified abilities in carrying out functions. But when users don't feel any meaningful benefits from their effectiveness, that trust also drops.

### **The Influence of Trust on Intention of Use**

From the calculation results, it can be seen that the statistical value of T is 6.867 with a standard deviation of 0.049 and the P value is less than 0.05. It can be interpreted that Trust has a positive and significant effect on the Intention of Use. Intentions in utilizing a technology will be higher when users believe they don't need a lot of time to seek information or submit complaints. Veronika's optimal performance can also minimize user doubts. When users believe Veronika can deliver real results, they will also be interested in exploring in utilizing all the features provided. For them, the time and effort to master Veronika's features is an investment that can provide benefits in the future. Thus, the increase in trust in Veronika is directly proportional to the intention to learn and use chatbots regularly.

### **The Influence of Chatbot Information Quality on Trust through Perceived Ease of Use**

From the calculation results, it can be seen that the CI->PE->TR path has a statistical value of T 5.941, with a standard deviation of 0.032, and a P value of less than 0.05. It can be interpreted that Perceived Ease of Use mediates the positive influence of Chatbot Information Quality on Trust. This path has the highest mediation value of other mediation tests, so it can be interpreted that the quality of Veronika's information contributes the most to shaping user trust when channeled through the perception that Veronika is easy to use. Relevant, accurate, and straightforward answers provide concrete evidence that Veronika can understand the context of the questions the user is asking. Smooth interaction is the basis for the formation of trust in Veronika's quality. This result emphasizes that the quality aspect of information relevance needs to be a priority will have a big impact on the formation of user trust in Veronika because as this aspect can reflect the perception of convenience.

### **The Influence of Information Quality Chatbots on Trust through Perceived Usefulness**

From the calculation results, it can be seen that the CI->PU->TR line has a statistical value of T of 4.169, with a standard deviation of 0.023, and a P value of less than 0.05. This means that Perceived Usefulness mediates the influence of Chatbot Information Quality on Trust. These results show that the quality of Veronika's information shapes user trust through the benefit path, although the results are not as great as the perception of convenience. Accurate and relevant information gives the impression that users are getting tangible benefits, such as when they get a quicker resolution to a complaint they experience. The benefits felt continuously foster confidence in Veronika's ability as a digital customer service alternative.

### **Pengaruh Perceived Ease of Use terhadap Intention of Use melalui Trust**

From the calculation results, it can be seen that the PE->TR->IU path has a statistical value of T 4.599, with a standard deviation of 0.029, and a P value of less than 0.05. This means that there is a positive mediating relationship from a sense of trust over the perceived ease of use relationship with customers' intention of use to use Veronika's chatbot. It can be interpreted that the perception of ease when using Veronika does not necessarily make the intention of use increase, but it is necessary for customers to trust Veronika first. When Veronika feels easy for users to understand and operate, it becomes a repeated, positive experience that can boost customer trust in Veronika. From that trust, customers will be interested in trying the various features provided and will want to use Veronika regularly in the future. If it is not accompanied by this trust, the perception of user convenience alone is not enough to encourage the intention of use. These results support research by Adrianto and Rahmidani (2024) who stated that trust mediates the relationship between the perception of convenience and the intention to use QRIS.

### **The Effect of Perceived Usefulness on Intention of Use through Trust**

From the calculation results, it can be seen that the PU->TR->IU pathway has a statistical value of T 3.428, with a standard deviation of 0.021, and a P value of less than 0.05. This means that there is a positive mediated relationship from a sense of trust over the perceived usefulness relationship with the customer's intention to use the Veronika chatbot. This finding is in line with the results of Aldrian (2025) research, namely the belief that arises from the perception of benefits can convince individuals to continue to use digital financial services in a sustainable manner. The motivation to use Veronika will appear when Telkomsel customers already believe in the benefits that can be obtained. In general, consistent perception of benefits

influences the intention of use both directly and indirectly through trust, although the degree of mediating power depends on the context of the type of technology being studied.

### **The Effect of Chatbot Information Quality on Usage Intention through Perceived Ease of Use and Trust**

From the calculation results, it can be seen that the CI->PE->TR->IU path has a statistical value of T 3,800, with a standard deviation of 0.017, and a P value of less than 0.05. In conclusion, perceived ease of use and trust mediate the influence of chatbot information quality with intention of use. The quality of information affects the intention to use Veronika in two stages, namely when users get accurate and relevant answers they will find Veronika easy to use. From that perception comes trust in Veronika which ultimately influences customers' intentions to learn more features and use chatbots regularly. These results support the research of Lee (2022) which also shows that information quality has an impact on the perception of usability and trust which then influences the intention to use. This sequence confirms that information has important value, but its influence on new uses is realized after passing the perception of convenience and customer trust in Veronika.

### **The Influence of Chatbot Information Quality on Intention of Use through Perceived Usefulness and Trust**

From the calculation results, it can be seen that the CI->PU->TR->IU pathway has a statistical value of T 3.802, with a standard deviation of 0.010, and a P value of less than 0.05. From this, it can be concluded that Perceived Usefulness and Trust mediate the influence of Chatbot Information Quality with Intention of Use. Nguyen et al (2021) also stated a similar thing, where the quality of information affects the intention to proceed through the perception of usefulness and trust as a mediator. Not only that, perceived usefulness and trust act as mediators in the relationship between chatbot information quality, interactivity, and purchase intention of a tourist product (Zhang et al, 2023). Furthermore, there are indications that customers who are very familiar with the product will be more confident in quality that reflects a high level of benefits. Although significant, the strength of this pathway is the least among all mediation pathways, indicating that the contribution of information quality to intent of use is greater through the convenience pathway than through the benefit pathway.

This study contributes by modifying TAM testing by increasing the quality of chatbot information as an independent variable and trust as a mediator in generative AI-based chatbots so as to provide a new view of its unique characteristics in its application to telecommunication services in Indonesia.

In addition, the results of the study found the highest quality test value of chatbot information, proving a strong link to the relevance of the information produced by Veronika and its role in shaping the perception of Veronika's responsiveness and benefits in providing services. When users ask questions and receive answers that match the intent of their question, they immediately gain evidence that the chatbot understands the input provided. To ensure customer perception of Veronika's information quality, Telkomsel needs to increase its natural language processing capabilities continuously. As an AI, Veronika needs to be developed to be able to understand the various variations of languages used by customers, including colloquial, abbreviations, typos, and a mixture of Indonesian and English. That way, the perception of ease of Veronika will increase and minimize the risk of misinterpretation.

On the other hand, the results of the study show that the power of Veronika's perception of benefits and effectiveness is not too great to increase customer trust in Veronika's performance. In fact, trust in the performance of a technology is an important factor in explaining the behavior of technology acceptance and intention to use, especially in chatbot-based digital services. Therefore, what Telkomsel can do is to improve the ability of chatbots to support the end-to-end purchase process. Veronika not only needs to provide product information, but also help users to the transaction completion stage. For example, chatbots can provide package recommendations that suit user needs, display product comparisons, and provide simpler purchase flows. Thus, users can experience more tangible benefits in purchasing activities.

From this study, it is proven that trust has a positive effect on the intention of sustainable use. Telkomsel must maintain the consistency of the quality of the information provided. It is necessary to ensure that Veronika's AI always presents accurate, up-to-date, complete, and relevant information. It is important to regularly update the knowledge base so that customers get consistent answers related to products, services, promos, and handling obstacles. Additionally, AI performance needs to be measured on an ongoing basis. Telkomsel is advised to conduct regular evaluations of Veronika's performance through indicators such as resolution rate, customer satisfaction, response time, and reuse intention. The results of the evaluation can be used as a benchmark for improvement and development of services in the future.

## **CONCLUSION**

This study examined whether chatbot information quality influenced perceived usefulness and perceived ease of use, as well as its effects on Telkomsel customers' trust in the Veronika chatbot and their continuance usage intention. The hypothesis-testing results indicated that relevant and comprehensible information helped users understand how to use and interact with Veronika. Users perceived the chatbot as useful when it provided accurate information about Telkomsel's products and services. Furthermore, customers' trust in Veronika increased when the chatbot consistently provided reliable services. Users also demonstrated greater trust when the chatbot helped resolve issues related to Telkomsel's products and services more quickly. This trust subsequently encouraged customers' continued use of Veronika, particularly when the chatbot facilitated convenient access to Telkomsel's information and services in their daily lives.

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