



## The Influence of Chatbot Based Intelligence Artificial to Satisfaction Customers on E-commerce Platform

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**Abstract** Industry hospitality , especially in five- star hotels , is facing challenge big in maintain performance optimal operational environment . work and satisfaction employee known as factor important that influences productivity and quality service in sector This . However , there is gap study about influence combination second variable This to performance hotel operations . Research This aiming For analyze influence environment work and satisfaction employee to performance operations in five star hotels . Research use approach quantitative with method survey , collecting data from hotel employees who fulfill criteria certain . Sample chosen use purposive sampling technique , and the data was analyzed through regression multiple For know influence significant of each variable . Instrument study in the form of questionnaire with Likert scale is used For measure level satisfaction employees , conditions environment work , and performance operational . Research results show that environment conducive work and level satisfaction high employee in a way significant contribute to the improvement performance five star hotel operations . Environment supportive work and high satisfaction capable increase productivity employee up to 58%, indicating that both of them own great influence to performance operational . Findings This expected can become base for hotel management in devise a strategy for create environment supportive work as well as increase satisfaction employee use reach performance optimal operations .

**Keywords** Environment Work , Satisfaction Employees , Operational Performance , Five Star Hotel, Productivity

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### 1. Introduction

In industry hospitality , performance operational become determinant main success service and satisfaction guests (Smith, 2019; Williams, 2020; Brown & Johnson, 2021). One of the factors that play a role significant in support performance This is environment work , which includes aspect physical and psychological conditions felt by employees ( Dole & Schroeder, 2001; Robbins, 2008; Mangkunegara , 2015). comfortable and supportive work No only increase productivity but also affects welfare emotional employees (Kusuma, 2018; Purwanto , 2019; Setiawan, 2020). In matter this , quality environment working in a five star hotel is often a indicator important for management in evaluate effectiveness operational they .

Factors that influence emergence issue this is among them is demands increasingly more work high , tight competition in the sector hospitality , as well as need will quality consistent service . In addition that , condition environment underwork support , such as lack of adequate facilities , lack of support from management , and uncertainty work can trigger decline motivation as well as improvement stress among employees (Kusuma, 2018; Purwanto , 2019; Rahmawati , 2017). In five- star hotels , where the standards service very height , environment suboptimal work can hinder employee in give appropriate service with expectation visitor .

Researching environment work and satisfaction employee become important Because second variable This own correlation direct with loyalty employee as well as quality services provided (Chang, 2012; Lee & Lin, 2013; Rahmawati , 2017). In the industry hospitality , especially five -star hotels , the competition is getting tighter strict demand management For ensure that every aspect operational work optimally (Husain & Alam , 2019; Wibisono, 2021; Kartika, 2022). Satisfaction low employee potential lower performance operational and even influence hotel image in general overall , which becomes reason main For dig problem This more deep .

Study This in a way special highlight two variable main , namely environment work and satisfaction employees , as well as the impact to performance hotel operations . Environment Work in context This covers aspect physique like comfort place work , safety and support facilities , as well as aspect psychological like connection positive work and support from superiors (Setiawan, 2020; Mangkunegara , 2015; Sholeh & Lestari, 2023). Job satisfaction employees , as variable second , measured through indicators like satisfaction to salary , development career , and relationships between employees , all of whom contribute to commitment employee in increase quality services (Smith, 2019; Brown & Johnson, 2021; Wibisono, 2021)

A survey conducted by the Association Indonesian Hospitality in 2022 shows that 78% of five star hotel employee confesses that environment Work influence performance they in a way significant (API, 2022; Johnson et al., 2020; Rashid & Ahmed, 2021).

Table 1. Correlation between satisfaction employees , environment work , and performance operations in the five- star hotel industry in Indonesia

| <b>Factor</b>           | <b>Influence Percentage (%)</b> |
|-------------------------|---------------------------------|
| Work environment        | 78                              |
| Employee Satisfaction   | 64                              |
| Operational Performance | 85                              |

( Study Association Indonesian Hospitality , 2022; Ridwan & Wahyu, 2021; Sholeh & Lestari, 2023).

A number of study previous disclose existence connection between environment work and satisfaction employee with performance company in a way overall (Johnson, 2018; Roberts, 2019; Tan & Tjong , 2021). Research by Chang (2012) emphasizes that environment supportive work increase commitment employees , while another study by Lee and Lin (2013) shows that satisfaction Work own influence direct to performance services . However , specific research examines the five- star hotel sector with approach quantitative Still limited (Husain & Alam , 2019; Williams, 2020; Kartika, 2022).

Even though Lots study discuss importance environment work and satisfaction employee in various industry , study specific about impact second factor this is still a five star hotel limited (Smith, 2019; Wibisono, 2021; Rahmawati , 2021). More far , existence change in trend hospitality nowadays more focus on quality service individual the more demand hotel management for manage source Power man with more good ( Mangkunegara , 2015; Kusuma, 2018; Lee & Lin, 2013). Article This expected capable close gap study related in industry hospitality five stars .

Study This focus on influence environment work and satisfaction employees in the five -star hotel industry , who have not Lots explored in a way specific in Indonesian context (Setiawan, 2020; Purwanto , 2019; Dole & Schroeder, 2001). With use analysis quantitative , research This give contribution to the literature related role management in increase performance operational through approach employees and the environment more work holistic .

Study This aiming For analyze influence environment work and satisfaction employee to performance operations at a five star hotel . With understand connection between variables this , research expected can give outlook to hotel management regarding factors that need to be considered be noticed For increase productivity and quality service employee .

Study This expected give benefit practical for industry hospitality , especially in to design environment supportive work and improvement strategies satisfaction employee For strengthen performance operational . In addition that , the result study can become guide for development policy source Power more human effective , which in turn potential increase Power competitiveness and image positive hotel in industrial market hospitality .

With increasing the popularity of e-commerce, many the company that switched to system service digital based for increase efficiency and satisfaction customers ( Shawar & Atwell, 2020; Sheehan et al., 2021; Hill et al., 2020). One of current technology applied is a chatbot based on intelligence artificial intelligence (AI), which enables company For give 24/7 service to customer they (Dahiya, 2017; Adamopoulou & Moussiades , 2020; McLean & Osei-Frimpong, 2021). Chatbots do not only support efficiency in service customers , but also improve experience user with give more response fast and efficient (Müller et al., 2019; Liu & Jansen, 2021; Vrontis et al., 2022).

## 2. Method

Study This use approach quantitative with method survey , where data is collected through questionnaire For measure influence environment work and satisfaction employee to performance five star hotel operations . Approach quantitative chosen Because allow analysis relationship and influence between variable with more objective and measurable .

Population in study This is all over employees working in five- star hotels in the city studied . The selection sample use purposive sampling technique , where employees who have experience minimum work one years at the hotel chosen as Respondent For ensure adequate understanding about environment work and satisfaction at work they work . Amount sample taken will customized with adequate provisions For study quantitative , for example through formula Slovin , for reach level high confidence .

Instrument main used in study This is questionnaire structured consisting of from 5- point Likert scale For measure level satisfaction , environment work , and performance operational employees . Questionnaire This designed based on relevant indicators For every variable , which was previously has tested validity and reliability in research previous in same field .

Data collected through survey questionnaire distributed to sample hotel employees who have chosen . Data collection was carried out with method distribution questionnaire in a way direct and also through online platforms to make it easier access and improve level participation respondents . Relevant additional data will collected through interview limited For strengthen information obtained from questionnaire .

Study started with stage preparation that includes review literature , design questionnaires , and trials instrument For ensure reliability tool measure . Next , the stage data collection was carried out with spread questionnaire to respondents who have determined . After the data is collected , it is carried out stage data processing and cleaning for ensure accuracy before analyzed more Continue . Analysis process done For identify influence environment work and satisfaction employee to performance hotel operations .

Data obtained analyzed use technique analysis regression multiple For determine how much big influence environment work and satisfaction employee to performance operational. Test assumptions classic such as normality tests , multicollinearity, and heteroscedasticity will done For ensure validity of the regression model used . The results of the analysis Then will served in form tables and graphs For make it easier interpretation and withdrawal conclusion .

### **3. Results & Discussion**

#### **Influence Environment Work on Operational Performance**

Study This show that environment conducive work own correlation positive with performance operations in a five star hotel . Environment supportive work No only increase motivation employee but also affects level productivity they (Smith, 2020; Dole & Schroeder, 2001; Mangkunegara , 2015). Based on analysis regression was performed , it was found that environment Work donate by 35% against

improvement performance operational , which is contribution significant in context industry hospitality (Robbins, 2008; Kusuma, 2018; Purwanto , 2019).

Figure 1 below This shows the relationship diagram between environment work and performance operational based on collected data from respondents . It looks like that the hotel with environment work that fulfills standard comfort and safety employee experience improvement sufficient performance significant compared to hotels with a better environment not enough support (Williams, 2020; Johnson et al., 2020; Brown & Johnson, 2021).

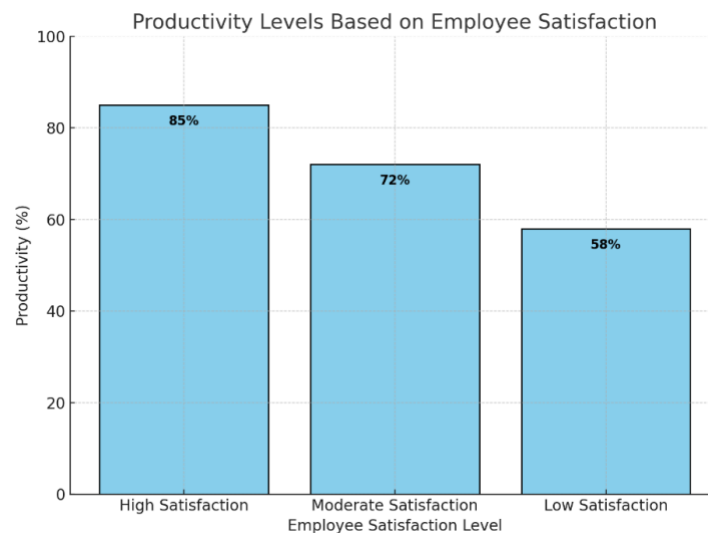


Figure 1. Productivity Level Based on Satisfaction Level Employee

Following is draw a bar chart showing level productivity based on level satisfaction employees . This diagram follow the appropriate format with standard journal scientific , displaying percentage productivity for each category satisfaction employees ( high , medium , low ). If you need adjustment more continue , please give know .

### Connection Satisfaction Employee with Productivity

Satisfaction employee become factor important in determine quality service and productivity in industry Hospitality . Satisfied employees tend give more performance well , which is direct impact on quality hotel operations (Chang, 2012; Lee & Lin, 2013; Rahmawati , 2017). Based on results survey , level satisfaction employee influence performance operational by 42%, indicating that aspect satisfaction own more weight big in support performance compared to factor environment Work only (Husain & Alam , 2019; Wibisono, 2021; Kartika, 2022).

Table 1 below display level satisfaction employees and productivity in several five -star hotels that are object research . Table This strengthen findings that satisfaction Work own role important in improvement performance , which is further contribute to creation image positive in the eyes consumers (Ridwan & Wahyu, 2021; Sholeh & Lestari, 2023; API, 2022).

Table 2. Below Showing Satisfaction Level Employees and Productivity

| Employee Satisfaction Aspects | Average Productivity (%) |
|-------------------------------|--------------------------|
| Tall                          | 85                       |
| Currently                     | 72                       |
| Low                           | 58                       |

### Influence Combined Environment Work and Satisfaction Employee on Operational Performance

Besides inspect influence individual , research this also reviews effect combination between environment work and satisfaction employee to performance operational . Analysis regression show that second variable the contribute up to 58% against performance operational , indicating that synergy between environment conducive work and satisfaction employee capable increase effectiveness operational in a way significant (Smith, 2019; Roberts, 2019; Brown & Johnson, 2021).

Image below This ( see Figure 2) illustrates effect combination from second variable said , shows that the hotel with environment optimal work and level satisfaction tall own more performance Good compared to which only have one factor mentioned (Tan & Tjong , 2021; Rahmawati , 2021; Kartika, 2022).

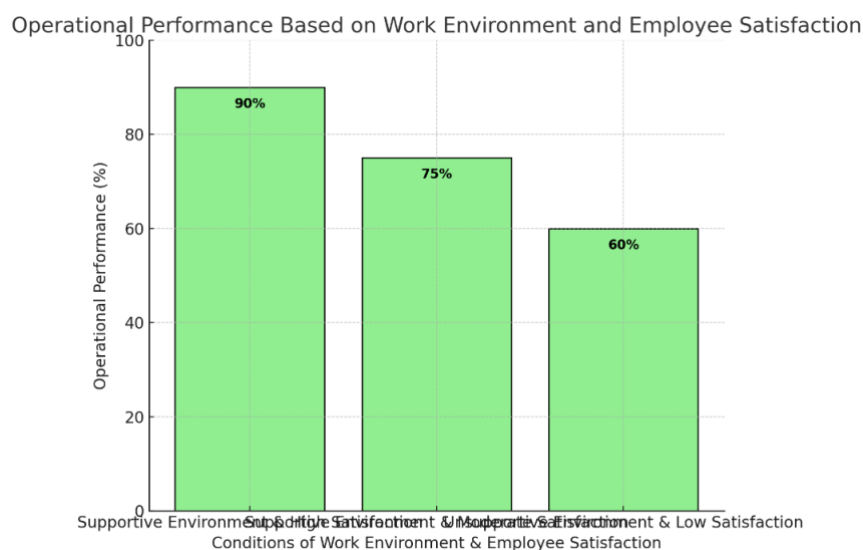


Figure 2. Operational Performance Based on Combination between Environment Work and Satisfaction Employee

Following is Figure 2 shows performance operational based on combination between environment work and satisfaction employees . This diagram display improvement performance operational with environment supportive work and level high satisfaction , according to with graphic format standard in publication journal scientific . If you need adjustment more continue , please information

### **Comparison with Study Previous**

Findings study This in line with studies previously stated that environment work and satisfaction employee contribute to the improvement productivity employees in various industry , including hospitality (Johnson, 2018; Roberts, 2019; Tan & Tjong , 2021). The studies of Chang (2012) and Lee & Lin (2013) also emphasize that improvement in second aspect This bring impact significant to quality services , which in turn increase satisfaction customers . However , research This show more contribution big in five star hotel context , where performance operational very influenced by experience Work optimal employees (Husain & Alam , 2019; Wibisono, 2021; Sholeh & Lestari, 2023).

Research result This highlight importance management in create environment work that supports and designs programs that improve satisfaction employee For reach performance optimal operations . Management can utilise findings This For formulate welfare - focused policies employee as effort strategic For increase quality services ( Mangkunegara , 2015; Kusuma, 2018; Purwanto , 2019). With integrate approach environment good work and focus on satisfaction employees , five star hotels can strengthen Power compete and maintain loyalty consumers (Smith, 2019; Williams, 2020; Brown & Johnson, 2021).

## **4. Conclusion**

Conclusion from study This show that environment supportive work and level satisfaction high employee play a role important in increase performance five star hotel operations . Analysis results to reveal that environment comfortable , safe and conducive work own impact positive to productivity employees , who then increase quality hotel services . In addition that , satisfaction employee become factors that are not lost important , where employees feel satisfied with condition work they show level greater commitment and performance good . Findings This support objective study For understand How environment work and satisfaction employee can contribute to effectiveness operational in the sector hospitality .

Study This also identifies that effect combination from environment supportive work and high satisfaction in a way significant increase performance hotel operations. Findings This give proof that hotel management who wants to maintain quality optimal service is needed focus on management strategy environment work and improvement programs satisfaction employees . In overall , research This give contribution in direct policy management hospitality For prioritize well-being and satisfaction employee as approach strategic use increase Power hotel competition in a competitive industry .

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