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IMPACT OF AI CUSTOMER SERVICE QUALITY ON REPEAT PURCHASE INTENTION

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Abstract

The increasing adoption of artificial intelligence (AI) in customer service delivery has transformed how organizations interact with customers, yet empirical evidence on how AI-powered service quality influences repeat purchase intention remains limited, particularly in developing economies. This study examined the impact of AI-powered customer service quality on repeat purchase intention using a quantitative research design. Primary data were collected from 196 users of AI-enabled customer service platforms in Abia through a structured questionnaire. The data were analyzed using descriptive statistics, Pearson Product Moment Correlation, and multiple regression analysis with the aid of SPSS, while hypotheses were tested at a 5 percent level of significance. The findings revealed that functional and relational dimensions of AI service quality - namely communication, responsiveness, empathy, reliability, assurance, and cost - have a significant positive impact on repeat purchase intention. However, tangibles did not exert a significant effect, indicating that customers in AI-mediated service environments place less emphasis on physical or interface-related attributes once basic service functionality is assured. The study validates the applicability of the ServQual model and the Technology Acceptance Model in explaining customer behaviour in AI-powered service contexts. The study concludes that organizations seeking to enhance customer loyalty through AI-powered services should prioritize functional performance and relational interaction over aesthetic considerations.

Keywords: *Artificial Intelligence, Repeat Purchase Intention, Customer Service Quality.*

Introduction

The contemporary business environment is undergoing rapid transformation as organizations increasingly adopt artificial intelligence (AI) across virtually all spheres of economic and social activity. Technologies that once dominated business operations are becoming obsolete, compelling firms to embrace AI-driven solutions to remain competitive in an era characterized by digital disruption. In this context, AI refers to computer-based systems capable of simulating human intelligence to perform tasks such as learning, decision-making, and problem-solving, thereby enabling organizations to automate and optimize key business processes (Russell & Norvig, 2021).

A critical area of AI application is customer service delivery, where tools such as chatbots, virtual assistants, and automated response systems are increasingly used to handle customer inquiries, complaints, and service requests with speed and consistency. Through these technologies, organizations aim to enhance service quality by improving reliability, assurance, tangibles, empathy, responsiveness, communication, and cost efficiency, while minimizing human error and service delays (Parasuraman et al., 1988; Wirtz et al., 2018).

Customer service quality, therefore, reflects customers' overall evaluation of how effectively AI-enabled systems meet their service expectations during service encounters.

Despite the efficiency of AI-powered customer service systems, their influence on repeat purchase intention - customers' willingness to continue patronizing a service provider based on prior experiences - remains a subject of growing academic and managerial concern. While AI adoption is often justified on the grounds of operational efficiency and cost reduction, empirical evidence on whether AI-driven service quality directly impacts customer loyalty and repurchase behaviour remains mixed, particularly in emerging economies (Huang & Rust, 2021). Understanding how specific dimensions of AI-powered customer service quality influence repeat purchase intention is therefore essential for organizations seeking to leverage AI not merely as a technological tool, but as a strategic driver of long-term customer relationships.

Abia State, located in southeastern Nigeria, provides a particularly relevant context for this study. The state is home to a dense concentration of small and medium-sized enterprises (SMEs), as well as a growing number of organizations adopting digital solutions, making it an ideal setting to examine the influence of AI-powered customer service on repeat purchase intention. Its diverse demographic and economic characteristics, coupled with varying levels of exposure to technological innovation, allow for a comprehensive understanding of how AI adoption affects customer experiences and loyalty in a real-world emerging economy context. Including Abia State in this study ensures that the findings are both locally grounded and practically relevant, while contributing to the broader discourse on AI-enabled customer service in similar developing regions.

Statement of the Problem

The rapid integration of artificial intelligence (AI) into business operations has fundamentally transformed customer service delivery across industries. Organizations increasingly rely on AI-powered customer service systems such as chat bots and automated response platforms to enhance efficiency, reduce operational costs, and deliver prompt services. While these technologies are widely perceived as effective tools for improving service delivery, questions on their actual impact on customer-related outcomes, particularly repeat purchase intention, yearn for answers. Despite the growing dependence on AI-enabled service systems, many organizations continue to experience challenges in sustaining customer loyalty, suggesting that efficiency gains alone may not translate into repeat patronage.

Existing literature on service quality has established a strong link between customer service quality and behavioural intentions in traditional, human-mediated service environments (Parasuraman et al., 1988). However, the application of these established service quality dimensions within AI-mediated contexts remains insufficiently explored. AI-powered service encounters differ fundamentally from human interactions, especially in terms of empathy, assurance, and communication dynamics. Consequently, there is limited empirical clarity on whether traditional customer service quality dimensions retain their explanatory power in influencing repeat purchase intention when service delivery is mediated by artificial intelligence.

Furthermore, although technology adoption frameworks such as the Technology Acceptance Model (TAM) explain users' acceptance of AI systems based on perceived usefulness and ease of use, they provide limited insight into post-adoption behaviours such as repeat purchase intention (Davis, 1989; Huang & Rust, 2021). This gap is particularly evident in emerging economies, where contextual factors such as cost sensitivity, trust, and service

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expectations may shape customer responses to AI-powered service quality differently. The lack of empirical evidence on how specific dimensions of AI-powered customer service quality influence repeat purchase intention creates uncertainty for organizations regarding where to prioritize investments in AI service deployment.

Against this backdrop, this study seeks to examine the effect of AI-powered customer service quality on repeat purchase intention by empirically evaluating the influence of key service quality dimensions within an AI-mediated service environment. By doing so, the study aims to bridge the theoretical gap between service quality and technology adoption literature and provide practical insights for organizations seeking to leverage AI-powered customer service as a strategic tool for building customer loyalty.

Objectives of the Study

The purpose of this study is to examine the impact of AI customer service quality on repeat purchase intention. The specific objectives are to:

1. investigate the impact of AI service quality reliability on repeat purchase intention;
2. examine the extent to which assurance dimension of AI service quality affect repeat purchase intention;
3. assess the effect of AI service quality tangibles on repeat purchase intention;
4. explore the extent empathy displayed by AI in customer service delivery affects repeat purchase intention;
5. measure the impact of AI responsiveness on repeat purchase intention;
6. determine the effect of AI communication on repeat purchase intention;
7. ascertain the effect of cost of assessing AI customer services on repeat purchase intention.

Research Hypotheses

To address the research objectives, the following null hypotheses were formulated:

Ho1: AI service quality reliability does not have a significant impact on repeat purchase intention.
Ho2: Assurance of AI service quality does not significantly influence customer repeat purchase intention.
Ho3: Tangibles of AI service quality have no significant impact on repeat purchase intention.
Ho4: Empathy embedded in AI service delivery does not significantly affect repeat purchase intention.
Ho5: Responsiveness of AI systems does not significantly affect repeat purchase intention.
Ho6: AI communication does not significantly affect customer repeat purchase intention.
Ho7: Cost of accessing AI customer service has no significant effect on repeat purchase intention.

Review of Related Literature

This section focuses on conceptual, theoretical and empirical reviews as they relate to this study.

Conceptual Review

AI Customer Service Quality

AI-powered customer service quality refers to the ability of artificial intelligence systems to deliver customer support that meets or exceeds user expectations across functional and relational dimensions**.** Unlike traditional human-driven service quality, AI systems leverage algorithms, machine learning, and automation to provide timely, accurate, and consistent

responses, while also simulating human-like interaction for personalization and engagement (Huang & Rust, 2021). Conceptually, AI service quality encompasses both technical performance (accuracy, reliability, system responsiveness) and relational performance (empathy, communication clarity, personalization), reflecting an extension of the ServQual model into digital and automated service environments.

AI customer service quality is operationalized through various tools and platforms**.** Chatbots provide instant, automated responses on websites, messaging apps, or social media. Recommender systems personalize suggestions based on prior purchases, browsing behaviour, or user preferences, enhancing perceived service quality. Voice assistants (e.g., Alexa, Google Assistant) offer conversational support and task execution, while automated call routing systems ensure customer queries are directed to the appropriate service channels efficiently. Each tool differs in technical complexity and relational capabilities, but collectively they exemplify AI's role in enhancing service responsiveness, accuracy, and customer satisfaction, which are critical drivers of repeat purchase intention.

Empirical and conceptual studies suggest that high-quality AI service interactions strengthen customer trust, engagement, and loyalty**.** For example, clear and timely chatbot responses, effective personalized recommendations, and seamless automated call routing reduce service friction, minimize customer effort, and enhance overall satisfaction. Consequently, AI service quality is not only a functional attribute but also a relational mechanism, whereby customers perceive the AI as a competent and trustworthy service agent, influencing their likelihood to repurchase (Lin et al., 2024; Adrian et al., 2025).

Conceptual Framework

AI Service Quality Dimensions

AI Service Quality Dimensions, when put together, gives rise to customer service quality which by apriori expectation, is believed to have diverse impacts on repeat purchase intention, hence AI service quality/repeat purchase intention interface is captured by the conceptual framework below.

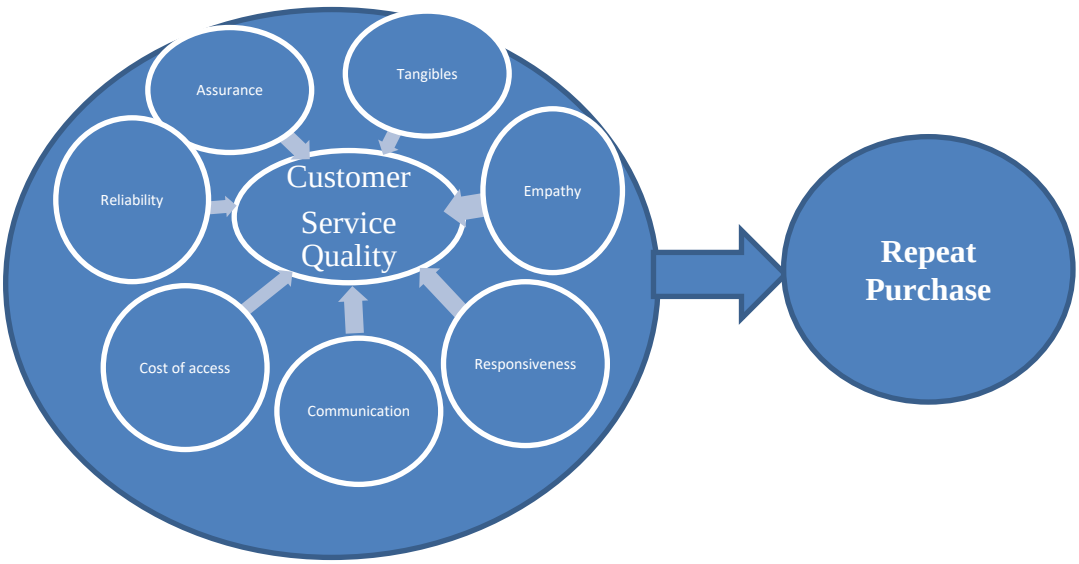

Fig 1. AI Customer Service Quality Dimensions and Repeat Purchase
Source: Researchers (2026)

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Service quality dimensions are explained below with little modifications to suit AI context:

1. Reliability. This refers to the ability of AI customer service system to perform the promised service dependably and accurately (Parasuraman et al., 1988). It is the ability of AI to provide accurate and dependable responses. Example, the ability of a chat bot to give correct answers.
2. Assurance. This relates to the knowledge and courtesy of AI systems to inspire trust and confidence in their customers as they handle tasks (Parasuraman et al., 1988). This can be exemplified in tasks like AI powered payment processing.
3. Tangibles. This represents the physical evidence of the service, including physical facilities, equipment and AI interface design, user experience and virtual appeal. (Parasuraman et al., 1988).
4. Empathy. The caring, individualized attention offered to customers is referred to as empathy (Parasuraman et al., 1988). It can be seen from the perspective of AI understanding and responding positively to user emotions.
5. Responsiveness. This refers to the willingness and readiness of customer service system to help customers and provide prompt service (Parasuraman et al., 1988).
6. Communication. This has to do with keeping customers informed in language they can understand and listening to them. (Zeithaml et al., 2020).
7. Cost of Access. Cronin et al., (2000) referred to cost of access as the perceived costs associated with accessing and using a service. Accessing some of these AI customer services is not free - it goes with some costs.
8. Repeat Purchase. According to Oliver (2014), repeat purchase is a customer's decision to engage in future transactions with a service provider.

Theoretical Review

ServQual and TAM models were considered appropriate for this study, hence the two were expounded below.

ServQual

The ServQual model, introduced by Parasuraman et al. (1988) is a framework widely used to access service across five dimensions represented by the acronym, RATER, which stands for Reliability, Assurance, Tangibles, Empathy and Responsiveness. ServQual was actually designed to measure service quality gaps from these identified dimensions using a well-structured approach. For the purpose of this study, the dimensions were expanded to accommodate communication and cost of access as they are seen as critical variables in AI service quality.

TAM

TAM is an acronym for Technology Acceptance Model proposed by Davis, F. D. in 1989. This model explains user adoption and acceptance of technology based on perceived usefulness and ease of use (Davis, 1989). It was rooted in the theory of Reasoned Action (Fishbein and Ajzen, 1975) and has been applied extensively to predict user behaviour in various technological contexts.

TAM posits that two key factors influence user adoption and acceptance of technology. They are:

1. Perceived Usefulness. This is the extent to which users believe that the technology in view will enhance their performance or aid them to achieve their goals.
2. Perceive Ease of Use. This refers to the degree to which users perceive the technology as easy to use and free from effort.

According to Davis (1989), these two constructs shape user attitudes, intentions, and ultimately, actual use of the technology.

Empirical Review

1. Adrian, Revo & Novita (2025) carried out an empirical study entitled**, "**How Does Artificial Intelligence Impact the Likelihood of Repurchase Intention?" Their major objective was to investigate how AI-driven product recommendations and chat bot quality influence repurchase intention on the Shopee e-commerce platform, with consumer consideration as a mediator. This Quantitative survey used an online questionnaire administered on 155 Shopee users selected through purposive sampling and data Analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 3.0. Key Findings were that AI-based product recommendations did not significantly influence repurchase intention, while chat bot service quality had a significant positive effect on both consumer consideration and repurchase intention. Consumer consideration also mediated the chat bot quality-repurchase intention relationship.

2. Syarifudin et al. (2024) conducted a study on Modeling AI-Chat bot Service Quality and Purchase Intention. Their objectives were **t**o examine how AI chat bot service quality affects purchase intention via psychological mediators (trust, experience, engagement) and how perceived intrusiveness moderates these relationships. The study was a quantitative explanatory survey framed within the Stimulus-Organism-Response (S-O-R) theory. The sample size was 387 Zalora users who were quite experienced in interacting with the platform's AI chat bot. Data analysis was done with PLS-SEM using SmartPLS 4. Key findings made were that AI chat bot service quality positively influenced user trust, experience, and engagement; trust, experience, and engagement significantly increased purchase intention; while perceived intrusiveness moderated the service quality-experience link.

3. In a research titled, Assessing the Impact of AI-Chat bot Service Quality on User e-Brand Loyalty, Lin et al. (2024) assessed how AI chat bot service quality influences e-brand loyalty and whether user trust, experience, and electronic word of mouth (eWOM) mediate this effect. In this structured survey, 301 Chinese luxury fashion brand consumers interacting with AI chat bots were sampled. PLS-SEM was used for data analysis. Findings revealed that AI-chat bot service quality significantly enhances e-brand loyalty. Trust, experience, and eWOM significantly mediate this relationship.

4. In a study conducted by Chen et al. (2023), the authors tried to explore the effect of multiple AI chat bot service quality attributes on customer loyalty through perceived value, trust (cognitive and affective), and satisfaction. It was a quantitative survey research based on a sequential chain model of quality-loyalty. A sample size of 459 respondents was used, while Structural Equation Modeling (SEM) was adopted for data analysis. It was revealed that AI chat bot service quality positively influences customer loyalty indirectly through perceived value, trust, and satisfaction.

Qian et al. (2023) investigated the impact of AI chat bot service quality on customer loyalty. A sample size of three hundred and seventy three (373) respondents was used in the survey. Findings revealed that AI chat bot service quality significantly influences customer loyalty through perceived value, cognitive trust, emotional trust, and satisfaction.

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Methodology

This study employed a quantitative research design to examine the effect of AI-powered customer service quality on repeat purchase intention among customers of retail and service-oriented businesses utilizing AI-enabled customer interaction platforms in Abia State, Nigeria. The population comprised customers who had previously interacted with AI-powered customer service systems, while the Cochran (1977) formula for infinite populations was used to determine a sample size of 196 respondents. Data were collected through a structured questionnaire administered via Google Forms using a four-point Likert scale measuring seven dimensions of AI-powered customer service quality: reliability, assurance, tangibles, empathy, responsiveness, communication, and cost; and repeat purchase intention. Data analysis was conducted using SPSS Statistics, employing Pearson Product Moment Correlation and multiple regression analysis to test hypotheses at a 5% significance level. Reliability was confirmed using Cronbach's Alpha coefficients exceeding the 0.70 benchmark, while ethical standards were ensured through voluntary participation, informed consent, and confidentiality of respondents.

Data Analysis, Results and Discussion

This section presents the analysis of data collected to examine the effect of AI-powered customer service quality on repeat purchase intention. Data obtained from 196 valid respondents were analyzed using the Statistical Package for Social Sciences (SPSS). The analyses include correlation analysis, multiple regression analysis, and hypothesis testing. All hypotheses were tested at a 5% level of significance.

Correlation Analysis

Pearson Product Moment Correlation was employed to determine the relationship between AI-powered customer service quality dimensions and repeat purchase intention.

Table 1: Correlation between Customer Service Quality Dimensions and Repeat Purchase Intention

Variable	r	Sig. (2-tailed)
Reliability	0.61	0.000
Assurance	0.58	0.000
Tangibles	0.49	0.000
Empathy	0.63	0.000
Responsiveness	0.67	0.000
Communication	0.72	0.000
Cost	0.45	0.000

Interpretation

The correlation results indicate positive associations between all dimensions of AI-powered customer service quality and repeat purchase intention. Beyond statistical significance, the strength of these relationships varies meaningfully. Communication (r = 0.72) and responsiveness (r = 0.67) exhibit strong correlations, suggesting substantial practical relevance in influencing customers' repeat purchase intentions. Empathy (r = 0.63) and reliability (r = 0.61) also demonstrate strong associations, while assurance (r = 0.58) reflects a moderate-to-strong relationship. Tangibles (r = 0.49) and cost (r = 0.45), although statistically significant, show moderate relationships, indicating comparatively weaker influence. These findings suggest that while all service quality dimensions are relevant, interaction-oriented attributes exert stronger effects on repeat purchase intention.

Multiple Regression Analysis
Multiple regression analysis was conducted to determine the combined and individual effects of AI-powered customer service quality dimensions on repeat purchase intention.

Table 2: Model Summary

R	R^2	Adjusted R^2	Std. Error
0.84	0.71	0.69	0.38

Interpretation
The regression model explains a substantial proportion of variance in repeat purchase intention (R^2 = 0.71; Adjusted R^2 = 0.69), indicating strong explanatory power and confirming that AI-powered customer service quality dimensions jointly play a major role in shaping repeat purchase intention. The high adjusted R^2 further suggests that the model remains robust after accounting for predictor complexity, underscoring its predictive adequacy rather than mere statistical significance.

Table 3: ANOVA

Model	F	Sig.
Regression	32.48	0.0000

Interpretation
The ANOVA result shows that the regression model is statistically significant ($p < 0.05$), confirming that AI-powered customer service quality significantly predicts repeat purchase intention.

Table 4: Regression Coefficients

Predictor	**Beta(β)**	**t**	**Sig.**
Reliability	0.18	2.96	0.004
Assurance	0.14	2.21	0.029
Tangibles	0.09	1.88	0.063
Empathy	0.21	3.54	0.001
Responsiveness	0.25	4.62	0.000
Communication	0.29	5.11	0.000
Cost	0.11	2.07	0.041

Regression Equation
$RP=0.29COM+0.25RES+0.21EMP+0.18REL+0.14ASS+0.11COST+0.09TAN+\varepsilon$
Where RP stands for Repeat Purchase Intention, COM for Communication, RES for Responsiveness, EMP for Empathy, REL for Reliability, ASS for Assurance, COST for Cost, TAN for Tangibles and ε for Error term.

Interpretation
Analysis of standardized regression coefficients reveals clear differences in the relative contribution of each service quality dimension. Communication (β = 0.29) emerged as the most influential predictor of repeat purchase intention, followed by responsiveness (β = 0.25) and empathy (β = 0.21), indicating that interaction quality and emotional responsiveness exert the greatest practical influence on customer loyalty outcomes. Reliability (β = 0.18) and assurance (β = 0.14) contribute moderately, reflecting their supportive role in building confidence and trust in AI systems. Cost (β = 0.11), although statistically significant, exhibits a relatively smaller effect size, suggesting a secondary influence. Tangibles (β = 0.09), while

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positive, do not make a statistically significant unique contribution, implying limited practical relevance once other service quality dimensions are considered simultaneously.

Test of Hypotheses

The hypotheses formulated for this study were tested using multiple regression analysis at 5% level of significance. The decision rule was to reject the null hypothesis if the p-value is less than or equal to 0.05; otherwise it will be accepted.

Ho1 (Reliability): Reliability demonstrated a moderate positive effect on repeat purchase intention ($\beta = 0.18$), indicating meaningful practical influence; thus, the null hypothesis was rejected.

Ho2 (Assurance): Assurance exerted a moderate but statistically significant effect ($\beta = 0.14$), supporting its role in reinforcing customer confidence; the null hypothesis was rejected.

Ho3 (Tangibles): Although tangibles showed a positive coefficient ($\beta = 0.09$), the effect was statistically insignificant and weak in magnitude; therefore, the null hypothesis was not rejected.

Ho4 (Empathy): Empathy demonstrated a strong and practically meaningful effect ($\beta = 0.21$), underscoring the importance of human-like AI interactions; the null hypothesis was rejected.

Ho5 (Responsiveness): Responsiveness exhibited a strong effect size ($\beta = 0.25$), highlighting its central role in repeat purchase behaviour; the null hypothesis was rejected.

Ho6 (Communication): Communication emerged as the dominant predictor ($\beta = 0.29$), reflecting the highest relative contribution to repeat purchase intention; the null hypothesis was rejected.

Ho7 (Cost): Cost showed a small but significant effect ($\beta = 0.11$), indicating that affordability considerations matter but are less influential than service interaction quality; the null hypothesis was rejected.

Summary of Key Findings

Generally, the findings demonstrate that in view of AI service quality dimensions - communication, responsiveness, and empathy - exert the strongest practical influence on repeat purchase intention, while reliability and assurance play supportive roles. Cost contributes marginally, and tangibles have limited relevance in AI-mediated service environments. These results indicate that effect magnitude and relative importance, rather than statistical significance alone, are critical in explaining customer loyalty outcomes in AI-powered customer service contexts.

Discussion of Findings

This study revealed that AI-powered customer service quality is a critical determinant of repeat purchase intention, affirming the growing consensus in contemporary service and technology literature that customer loyalty in AI-mediated environments is driven more by functional and relational performance than by system aesthetics. The significant effects of responsiveness, empathy, reliability, assurance, cost, and especially communication align closely with prior empirical studies that emphasize the central role of AI interaction quality in shaping post-adoption customer behaviour.

Consistent with the findings of Chen et al. (2023) and Syarifudin et al. (2024), this study demonstrates that AI service quality significantly enhances loyalty-related outcomes by fostering trust, engagement, and positive service experiences. The prominence of

communication as the strongest predictor of repeat purchase intention corroborates the results of Lin et al. (2024) and Adrian et al. (2025), who reported that clarity, personalization, and conversational effectiveness of AI chat bots exert a stronger influence on repurchase behaviour than mere automation or technological sophistication. This suggests that customers evaluate AI systems not simply as tools, but as relational service agents whose ability to communicate meaningfully shapes loyalty intentions.

Furthermore, the significant influence of responsiveness and empathy supports earlier evidence that timely responses and adaptive interaction styles are essential for sustaining customer relationships in AI-driven service contexts. These findings reinforce the argument advanced by Huang and Rust (2021) that AI's strategic value in service delivery lies in its capacity to replicate relational service qualities traditionally associated with human agents. By demonstrating that these dimensions significantly predict repeat purchase intention, the study extends existing empirical work by confirming their relevance within an emerging-market context.

Notably, the insignificant effect of tangibles aligns with recent empirical studies which suggest that physical or interface-related attributes have diminished relevance in AI-mediated service environments once basic functionality is assured. Similar conclusions were reached by Lin et al. (2024) and the chat bot loyalty studies reported in the Journal of Retailing and Consumer Services, where functional performance outweighed visual appeal in predicting loyalty outcomes. This shift underscores a fundamental departure from traditional service settings, where tangibles often play a central role, thereby reinforcing the evolving applicability of the ServQual model in digital and AI-based services.

Finally, the findings provide strong empirical support for both the ServQual model and the Technology Acceptance Model (TAM) in explaining customer behaviour within AI-powered service contexts. By demonstrating that communication and responsiveness enhance perceived usefulness and ease of use (key TAM constructs), this study bridges service quality and technology adoption theories and offers robust evidence that AI-powered customer service, when effectively designed and executed, can serve as a strategic driver of repeat purchase intention. Consequently, the study not only corroborates existing empirical evidence but also contributes context-specific insights that advance understanding of customer loyalty formation in AI-mediated service environments.

Conclusion

The study concludes that AI-powered customer service quality plays a critical role in driving repeat purchase intention. Functional and relational service dimensions - namely communication, responsiveness, empathy, reliability, assurance, and cost were found to be significant determinants of customer repeat purchase intention.

However, tangibles did not significantly influence repeat purchase intention, suggesting that in AI-mediated service environments, customers place less emphasis on physical or interface-related attributes once basic service functionality is assured. The findings validate the relevance of the ServQual model and the Technology Acceptance Model in explaining customer behaviour in AI-powered service contexts.

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Recommendations

Based on the findings of the study, the following recommendations are made:

1. Service providers should prioritize communication quality in AI-powered customer service systems by ensuring clarity, accuracy, and personalization of responses.
2. Organizations should enhance AI responsiveness to minimize delays and improve customer satisfaction, as responsiveness strongly influences repeat purchase behaviour.
3. Empathy-driven AI features, such as adaptive tone and personalized interaction, should be incorporated to strengthen customer relationships.
4. Reliability and assurance mechanisms, including system accuracy and data security assurances, should be reinforced to build customer trust.
5. Cost considerations should be carefully managed to ensure that AI service deployment does not negatively affect customers' perceived value.
6. Investments in tangibles, such as interface aesthetics, should be maintained at functional levels, as they do not significantly drive repeat purchase intention in AI service environments.
7. Organizations should adopt a holistic approach to AI service quality by focusing more on functional performance than on physical appearance.

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