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How does the Trust Affect Continuation Intention Toward IPAs?

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How does the Trust Affect Continuation Intention Toward IPAs?

TREO Talk Paper

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Abstract

The continued use of Intelligent Personal Assistants (IPAs) has received increasing attention in Information Technology (IT) and information systems (IS) research, assisting users in managing the dynamically expanding applications, devices, and services in their daily lives (Hu.et.al, 2021). IPAs are a class of autonomous agents designed as human-assisted aids that perform routine tasks according to the needs or preferences of users (Han & Yang, 2018). Likewise, IPA allows hands-free human-computer interaction, and this technology unlocks the potential of computing to work in new areas that have not yet been explored. Communication occurs between the human and computer using voice devices, such as Amazon Alexa, Microsoft Cortana, Google Assistant, Or Apple Siri. IPAs allow people to search for various topics, schedule meetings, or make calls from their car or home, eliminating the need to hold any mobile devices. The question remains about some of the factors that enhance the continued use of IPAs. This study aims to understand users' continued use intentions towards IPAs regarding trust satisfaction and its relationship to user satisfaction.

According to Davis (1989), the expectation-confirmation model (ECM) assumes that affirmation of perceived usefulness leads to satisfaction, leading to persistent intention. Embracing the practical value of technology, the model presupposes "perceived usefulness," widely accepted as a strong predictor of information system usage. Furthermore, it uses "satisfaction," which is considered an essential factor in enhancing users' willingness to continue using the system. Satisfactory behavioral experiences are crucial for sustained intentions because they increase the tendency to repeat the same course of action.

This study aims to develop a model to investigate IPA's continuation intention where trust predicts satisfaction. Further to test the model, empirical data will be collected from employees with some experience using IPAs. In surveys on how user satisfaction and unique insights, we believe experienced employees will provide some valuable references. The theoretical implications of this study will help managers identify potential discontinuers with the goal of corrective action. Managers can consider technology's cognitive and emotional aspects when adopting new technology. The study provides new IT post-adoption behavioral research guidelines that consider trust and satisfaction.