

The Use of Intelligent Personal Assistants: The Role of Quality and Satisfaction

Emergent Research Forum (ERF)

Md Rasel Al Mamun
University of North Texas
mdrasel.mamun@unt.edu

Russell Torres
University of North Texas
russell.torres@unt.edu

Robert Pavur
University of North Texas
robert.pavur@unt.edu

Daniel Peak
University of North Texas
daniel.peak@unt.edu

Victor Prybutok
University of North Texas
victor.prybutok@unt.edu

Abstract

The growth of computing and high-speed internet has resulted in the development of Intelligent Personal Assistants (IPAs), where the modality of interaction between system and user is totally speech-based. Despite the growing popularity of IPAs, research on factors related to satisfaction and use of these devices is lacking. Using the IS success model for theoretical underpinnings, we posit that quality plays an important mediating role between the characteristics of IPAs and user satisfaction. This research explicitly acknowledges the idiosyncrasies of human interaction with IPAs, and highlight the importance of natural language understanding (NLU) and feedback and antecedents of perceptions of quality. To test our research model, we intend to conduct a survey of current IPA users. We believe this study will provide insight into the factors and mechanisms that influence IPA user satisfaction and point to design choices which may better fulfill customer demands.

Keywords

Intelligent Personal Assistant (IPA), IS success, Natural Language understanding (NLU), Feedback, user satisfaction.