Smart Tech, Happy Customers: The AI Impact on Satisfaction

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ABSTRACT

In customer service, artificial intelligence (AI) has emerged as a disruptive force that is transforming how companies interact with customers and address their needs. This study aims to explore how AI-driven solutions such as chatbots, engine-based recommendations, and sentiment analysis affect customer satisfaction levels. Quantitative method, including a questionnaire, was utilized in this study. The questionnaire was divided into three sections: Section A (demographics), Section B (organization and customer agility, customer experience, and customer relationship quality), and Section C (customer satisfaction). Primary data was collected from a sample of 128 respondents, all of whom are students at Universiti Tun Hussein Onn Malaysia (UTHM). To analyze the data, SPSS 29 was employed. The findings indicate a positive and significant relationship between organizational and customer agility, customer experience, and the quality of customer relationships on customer satisfaction in AI. Although the study achieved important insights, it also acknowledges limitations such as time constraints and a relatively small sample size. This investigation contributes to a deeper understanding of the key drivers of customer satisfaction, highlighting how AI supports agility, relationship quality, and experience enhancement.

KEYWORDS: Organization and customer agility, Customer experience, Customer relationship quality, Customer satisfaction

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1. INTRODUCTION

Artificial Intelligence (AI) plays a vital role in enhancing customer satisfaction and achieving company goals. AI refers to technology that can replicate human abilities, including learning, understanding, problem-solving, decision-making, creativity, and autonomy through computers and machines (IBM, 2025). Understanding AI assimilation is important for the development of systems and processes. By incorporating AI, companies can improve productivity and quality, as it helps minimize human errors that can negatively impact customer satisfaction. The theory behind integrating AI technology emphasizes improving a system's or process's capacity to analyze and predict data or information. This discussion focuses on the challenges organizations face in achieving customer satisfaction.

Firstly, organization and customer agility are the main factors that affect customer satisfaction. According to the definition, customer agility is a company's ability not just to recognize but also respond quickly to customer-based opportunities for innovation, and competitive action is of great importance (Roberts & Grover, 2012). Companies can quickly uncover their customers' behaviors and preferences by monitoring their data by tracking potential customers in real-time (Rosário & Dias, 2023). Through improving AI, the problems that are faced by companies can be reduced to enhance customer satisfaction.

Furthermore, customer experience is also one of the problems that is affecting customer satisfaction. Customer experience can be described as a compilation of the interconnection between an organization and a customer over the time of the relationship. It is assessed by an individual's experience at all points of contact through his or her expectations (Wereda & Grzybowska, 2016). AI assimilation technology allows us to enhance the customer experience by providing tools to manage customer relationships and streamline service optimization.

In addition, customer relationship quality enhances customer satisfaction. Customer relationship quality can be described as the level of cooperation between customers and service providers, as well as the tendency to foster long-term relationships. It reflects how much the service provider or business is invested in maintaining an ongoing connection with the consumer (Nilashi et al., 2023). Companies need to determine the demand to meet customer expectations using AI. Customer relationship quality is vital for organizational performance and one of the most effective results of marketing practices (Guerola-Navarro et al., 2022).

Lastly, using AI assimilation can affect customer satisfaction. Based on the problems faced, improving a company's AI can influence and increase customer satisfaction. Customer satisfaction is essentially the decision the customer makes connected with his or her sense of fulfilment attached and his or her choices about purchasing a specific product or service (Guido, 2015).

In several sections, researchers will describe the details of this study. Researchers provided comprehensive explanations of how AI assimilation affects the organization in the context of customer agility, customer experience, customer relationship quality, and customer satisfaction. Additionally, governments and society play an important role in monitoring and regulating AI assimilation technology to minimize its negative effects on human life.

2. LITERATURE REVIEW

2.1 Customer Satisfaction

Customer satisfaction is the measure of how effectively a product or service meets or exceeds customers' expectations (Darweesh & Bolelli, 2023). It is a crucial performance metric for organizations, particularly in dynamic markets where customer preferences are constantly changing. Satisfaction significantly influences customer choices regarding educational services and products, as various factors like service quality, technology integration, and flexibility shape their expectations.

Dai and Liu (2024) mention that customer satisfaction is determined by how well customers feel that a product or service meets or exceeds their expectations, which is a significant part in influencing customer loyalty, brand image, and the overall success of the business. AI technologies such as personalization, chatbots, and predictive analytics have turned out to be transformative tools for enhancing customer satisfaction. Moreover, AI algorithms can significantly enhance overall customer experience and satisfaction by providing personalized recommendations to customers, making shopping more specific to individual preferences (Bhagat et al., 2022). For instance, retailers employ AI-driven tools to anticipate customer needs and deliver customized product suggestions, hence fostering stronger customer loyalty and relationships.

2.2 Artificial Intelligence (AI)

AI has emerged as a revolutionary technology in customer experience, empowering businesses to provide faster, more personalized, and cost-efficient services. According to Daqar and Smoudy (2019), AI has been instrumental in delivering highly personalized customer service throughout the buying journey, which significantly enhances customer satisfaction. For example, AI solutions such as virtual assistants and predictive analytics have improved customer interactions by reducing waiting times and delivering personalized recommendations.

As Dai and Liu (2024) highlighted, AI has transformed the customer experience by enabling highly personalized and efficient interactions. In the retail sector, AI-powered tools analyze large amounts of customer data to deliver personalized recommendations and support. Besides personalized recommendations, chatbots and predictive analytics are three essential AI applications that directly impact customer satisfaction. Bhagat et al. (2022) highlighted that AI personalization significantly boosts customer satisfaction by addressing individual needs, while predictive analytics helps businesses anticipate customer demands, optimize inventory, and reduce potential disruptions.

AI-powered chatbots enhance the overall experience by offering instant responses to customer queries, which leads to higher satisfaction levels (Uzoka et al., 2024). In Addition, AI-driven engagement strategies on social media platforms have been shown to improve consumer trust and loyalty, further solidifying the role of AI in fostering satisfaction (Das et al., 2022). As Dai and Liu (2024) noted, ethical considerations in AI deployment, such as transparency and privacy, are crucial for maintaining consumer trust and achieving sustainable satisfaction improvements.

2.3 Organizational and Customer Agility

Organizational agility refers to a company's capacity to swiftly respond to changes in the market, ensuring operational efficiency as well as customer satisfaction (Junfeng et al., 2022). It involves the capacity of an organization to sense and respond swiftly to market fluctuations, which helps maintain competitiveness in dynamic environments (Werder et al., 2021). This capability has become increasingly vital as customer expectations and market conditions evolve rapidly due to technological advancements and global disruptions.

Customer agility consists of two main components, which are sensing capability and responding capability. Based on the study by Werder et al. (2021), organizations

need to understand and anticipate customer needs by using tools such as predictive analytics and real-time feedback systems. This alignment of offerings with customer expectations is crucial. Moreover, customers' ability to adopt new services relies on user-friendly interfaces and adequate support. For instance, customer agility enhances satisfaction by allowing customers to adapt to and derive value from innovations. Werder et al. (2021) also highlight that organizations that actively involve customers in the development and refinement of new products, like LEGO's customer engagement initiatives, tend to achieve better alignment between customer expectations and service delivery. This involvement fosters customer loyalty and trust.

2.4 Customer Experience

Customer experience refers to every interaction a customer has with a company, which shapes their perceptions and emotions throughout their journey, from initial awareness to post-purchase engagement. According to McKinsey and Company (2022), customer experience encompasses all the activities a business undertakes to fulfil customers' needs and manage their journeys. Zendesk (2021) further defines it as the overall impression a consumer forms about a company, which is influenced by each step in their interaction. These definitions underscore that customer experience is a comprehensive concept involving both functional and emotional components that affect customer satisfaction and loyalty.

Theories about customer experience have evolved, providing a deeper understanding of how businesses can engage customers through impactful and memorable interactions. According to Poulsson and Kale (2004), the "Experience Economy" introduced the notion that businesses should deliver experiences that create lasting memories for customers. Meanwhile, Schmitt (1999) expanded on this by introducing experiential marketing, which focuses on creating multi-sensory experiences that engage customers both emotionally and cognitively. More recently, research from Heinonen and Lipkin (2023) defines customer experience as a collection of perceptions, feelings, and contextual stimuli that consumers encounter through their interactions with a company's offerings.

Numerous studies have examined different aspects of customer experience, shedding light on the factors that influence how customers perceive and engage with a company. According to Heinonen and Lipkin (2023), defining customer experience is difficult due to the varying conceptualizations used in different studies, but they all aim to understand how experiences impact customer satisfaction and loyalty. Lemon and Verhoef (2016) explored the role of retail environments and experience and identified key elements such as the social environment and service interface as essential to customer perceptions. Lemon and Verhoef (2016) also focused on the customer journey, stressing the importance of companies understanding each stage to enhance the customer experience and optimize overall satisfaction. These studies highlight that customer experience is multifaceted, shaped by emotional, cognitive, and contextual factors.

2.5 Customer Relationship Quality

Customer relationship quality denotes the strength as well as the depth of the connection between a consumer as well as a business, which includes elements like trust, satisfaction, commitment, and communication. According to Hennig-Thurau and Klee (1997), customer relationship quality plays a significant role in client retention, as it helps foster long-term loyalty. Roos et al. (2006) define customer relationship quality as the perceived value of a relationship by customers, which directly impacts their future interactions with the company. These insights highlight that customer relationship quality is a multifaceted concept essential for maintaining enduring customer relationships.

The theory of customer relationship quality is grounded in relationship marketing, which aims to build and sustain valuable, sustained customer relationships. According to Hennig-Thurau and Klee (1997), customer relationship quality consists of trust and satisfaction, both of which significantly affect customer retention. Roos et al. (2006) suggest that customer relationship quality is dynamic and evolves based on the interactions and experiences customers have with a company. These theories demonstrate that customer relationship quality is not a static concept but develops as businesses consistently engage with customers and meet their needs.

A variety of studies have examined the role of customer relationship quality in influencing customer behaviour and business performance. For instance, So et al. (2016) found that high customer relationship quality positively influences customer behaviours, such as word-of-mouth promotion, which benefits companies. In another study, Nilashi et al. (2023) found that customer satisfaction with customer relationship management systems has an impact on customer relationship quality, affecting both loyalty and retention rates. These findings emphasize that customer relationship quality plays an essential role in boosting customer engagement and propelling business success.

2.6 Theory of Artificial Intelligence (AI) Assimilation

AI assimilation refers to the organizational process that begins with recognizing an innovation's development, acquiring it, and ultimately institutionalizing it in daily operations. The Attention-Based View (ABV) provides the theoretical framework for examining how organizational focus and decision-making processes influence AI assimilation (Alshahrani et al., 2021). Chakravarty et

al. (2013) emphasize that information technology competencies strengthen organizational agility, allowing firms to sense and respond to environmental shifts swiftly. In the context of customer satisfaction, Wamba (2022) highlights that AI's capacity to process large datasets and deliver tailored solutions significantly enhances customer experiences and builds trust. As supported by Hariguna and Ruangkanjanases (2024), the assimilation of AI into customer-facing operations not only improves responsiveness but also fosters stronger relationships by addressing customer needs proactively. This theoretical foundation underscores the critical role of AI in linking organizational agility, quality of customer relationships, and customer experience to customer satisfaction.

2.7 Hypotheses Development

2.7.1 Organization and Customer Agility

AI helps organizations respond to customer needs more efficiently and effectively, enhancing agility. This responsiveness leads to improved customer satisfaction, as supported by the findings on agility and AI's role in addressing dynamic customer requirements (Hariguna & Ruangkanjanases, 2024). Kotler et al. (2021) demonstrate that agility enables organizations to adapt AI solutions to meet dynamic customer needs, leading to higher satisfaction levels.

H1: There is a positive relationship between organizational and customer agility and customer satisfaction in AI.

2.7.2 Customer Experience

AI enhances the customer experience by delivering personalized services and resolving complaints swiftly, which are key drivers of customer satisfaction (Hariguna and Ruangkanjanases, 2024).

H2: There is a positive relationship between customer experience and customer satisfaction in AI.

2.7.3 Customer Relationship Quality

Strong relationships improve trust in AI-based services, which is a key factor in customer satisfaction (Schiffman & Wisenblit, 2018). AI-driven customer relationship management systems enable faster and more accurate responses, enhancing trust and satisfaction. The study of Hariguna and Ruangkanjanases (2024) emphasizes the importance of personalized interactions facilitated by AI in building stronger customer relationships.

H3: There is a positive relationship between customer relationship quality and customer satisfaction in AI.

2.8 Conceptual Framework and Hypotheses

Figure 1 shows the conceptual framework of this study that links customer satisfaction (dependent variable), influenced by several key independent variables. Specifically, the research examines the effects of organization and customer agility, customer experience, and customer relationship quality on customer satisfaction. These factors are known to exert a direct impact on the level of customer satisfaction. In other words, organization and customer agility are expected to have a direct and significant influence on customer satisfaction. Likewise, customer experience is posited as a critical determinant, affecting customer satisfaction through enhanced service interactions and value perception. Lastly, customer relationship quality is anticipated to directly influence customer satisfaction by fostering trust, commitment, and long-term engagement. Collectively, the framework provides a structured basis for examining the antecedents of customer satisfaction in the context of AI-driven service environments.

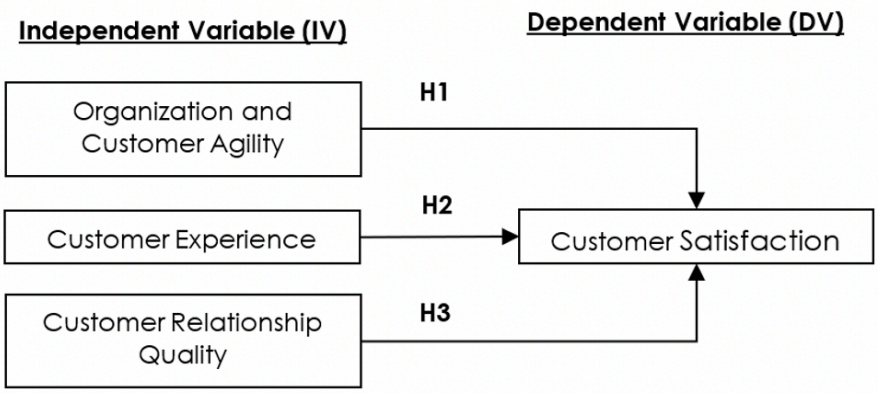

Figure 1: *Conceptual framework*

3. RESEARCH METHODOLOGY

For this research, the target population consisted of UTHM students located at the main campus in Parit Raja and the campus in Pagoh, Malaysia, with a total of 128 students. The focus on this population was due to the relevance of AI education in Malaysia, making them a suitable group for data collection. A simple random sampling method was employed, ensuring that each student had an equal opportunity to be selected as a respondent. The online questionnaire was distributed to the respondents participating in this study.

3.1 Instrumentation

This survey is based on the work of Hariguna and Ruangkanjanases (2024). The questionnaire is divided into three sections. Section A focused on demographic data from the respondents, while Sections B and C concentrated on the dependent and independent variables of the research. There are seven questions for Section A, 15 questions in Section B, and five questions in Section C, resulting in 27 questions for respondents to answer. The evaluation uses a 5-point scale, where "1" indicates strongly disagree, "2" indicates disagree, "3" indicates neutral, "4" indicates agree, and "5" indicates strongly agree.

3.2 Data Collection

Data was collected using an online survey through Google Forms because it is easy to access and it can automatically record the responses, reducing errors and making the process more efficient. The questionnaire included multiple-choice, Likert-scale, and open-ended questions to gather detailed responses. The survey link was shared via email and social media, ensuring participants' confidentiality.

3.3 Data Analysis

Data analysis was done using SPSS software to ensure accurate and reliable results. A reliability test (Cronbach's Alpha) checked how consistent the variables were. Demographic analysis used frequency and percentages to summarize respondent details. Descriptive analysis looked at averages (mean) and variations (standard deviation) of key variables. Correlation analysis examined the relationships between independent and dependent variables. SPSS provided useful tools for processing data, testing hypotheses, and interpreting results effectively.

4. ANALYSIS AND FINDINGS

4.1 Reliability Test

The reliability of both independent and dependent variables is presented in **Table 1**. The Cronbach's Alpha values indicate moderate to high reliability, with organization and customer agility at 0.698, customer experience at 0.822, and customer relationship quality at 0.791. Meanwhile, the dependent variable, customer satisfaction, had a Cronbach's Alpha of 0.852, indicating strong internal consistency. Overall, all questionnaire items are deemed reliable and acceptable, as their Cronbach's Alpha values exceed the recommended threshold of 0.6 (Creswell and Creswell, 2022).

Table 1: *Reliability Test Results*

Variable	Cronbach's Alpha	No. of Item
Independent Variable		
Organization and Customer Agility	0.698	5
Customer Experience	0.822	5
Customer Relationship Quality	0.791	5
Dependent Variable		
Customer Satisfaction	0.852	5

4.2 Demographic Analysis

From **Table 2**, the demographic and academic distribution of respondents (N=128) shows a predominantly young (90.6% aged 18–28), female (71.9%), and Malay (78.1%) sample. Most are degree students (88.3%), with third-year students forming the largest group (57.8%). The Faculty of Technology Management & Business (FPTP) has the highest representation (46.9%), while other faculties show varied participation. Additionally, the majority are single (96.1%), reflecting the young demographic. The sample consists mainly of young female Malay students pursuing degrees with a strong presence in business-related studies.

4.3 Descriptive Analysis

From **Table 3**, the result shows that the mean level for all dimensions (organization and customer agility, customer experience, customer relationship quality, and customer satisfaction) is high. The highest mean is customer experience (Mean = 4.0250, Standard deviation = 0.77195). The second is customer satisfaction (Mean = 3.9828, Standard deviation = 0.81174). Third, organization and customer agility (Mean = 3.9359, Standard deviation = 0.78367). Lastly, customer relationship quality (Mean = 3.8922, Standard deviation = 0.82820).

4.4 Correlation Analysis

From **Table 4**, the correlation between organization and customer agility and customer satisfaction is 0.569, which shows a moderate relationship between both variables. The correlation analysis supports a significant positive relationship between organization and customer agility and customer satisfaction. Therefore, H1 is accepted.

Table 2: *Respondents demographics*

Category		Frequency (f)	Percentage (%)
Gender	Female	92	71.9
	Male	36	28.1
Age	18 to 28 years	116	90.6
	29 to 39 years	10	7.8
	40 to 50 years	2	1.6
Race	Malay	100	78.1
	Chinese	18	14.1
	Indian	6	4.7
	Others	4	3.1
Education Level	Diploma	14	10.9
	Degree	113	88.3
	Master	1	0.8
Year of Study	Year 1	10	7.8
	Year 2	24	18.8
	Year 3	74	57.8
	Year 4	20	15.6
Faculty	Faculty of Technology Management & Business (FPTP)	60	46.9
	Faculty of Technical and Vocational Education (FPTV)	10	7.8
	Faculty of Mechanical & Manufacturing Engineering (FKMP)	9	7
	Faculty of Computer Science and Information Technology (FSKTM)	7	5.5
	Faculty of Civil Engineering and Built Environment (FKAAB)	11	8.6
	Faculty of Engineering Technology (FTK)	7	5.5
	Faculty of Applied Sciences and Technology (FAST)	4	3.1
	Faculty of Electrical and Electronic Engineering (FKEE)	6	4.7
	Centre for Diploma Studies (CeDS)	14	10.9
Marital Status	Single	123	96.1
	Married	5	3.9

Table 3: *Descriptive statistics*

Variables	N	Mean	Std. Deviation	Level
Independent Variable				
Organization and customer agility	128	3.9359	0.78367	High
Customer Experience	128	4.0250	0.77195	High
Customer Relationship Quality	128	3.8922	0.82820	High
Dependent Variable				
Customer Satisfaction	128	3.9828	0.81174	High

Table 4: *Correlation between Independent and Dependent Variables*

Spearman's rho				
	Organization and customer agility	**Customer Experience**	**Customer Relationship Quality**	**Customer Satisfaction**
Organization and Customer Agility	1.000	0.849	0.784	0.569
Sig. (2-tailed)		<0.001	<0.001	<0.001
Customer Experience	0.849	1.000	0.840	0.577
Sig. (2-tailed)	<0.001		<0.001	<0.001
Customer Relationship Quality	0.784	0.840	1.000	0.697
Sig. (2-tailed)	<0.001	<0.001		<0.001
Customer Satisfaction	0.569	0.577	0.697	1.000
Sig. (2-tailed)	<0.001	<0.001	<0.001	

Second, the correlation between customer experience and customer satisfaction is 0.577, which shows a moderate relationship between both variables. The correlation analysis supports a significant positive relationship between customer experience and customer satisfaction. Therefore, H2 is accepted.

Third, the correlation between customer experience and customer satisfaction is 0.697, which shows a strong relationship between both variables. The correlation analysis supports a significant positive relationship between customer experience and customer satisfaction. Therefore, H3 is accepted.

4.5 Summary of Hypotheses Testing

To address the three research objectives, three hypotheses were formulated and tested in this study. All hypotheses were supported, with the results presented in **Table 5**.

Table 5: *Hypotheses testing*

Hypothesis	Result		Result Interpretation	Accept or reject
	Standard Correlation	P-Value		
H1	0.569	<.001	Significant	Accept
H2	0.577	<.001	Significant	Accept
H3	0.697	<.001	Significant	Accept

5. DISCUSSION

5.1 Discussion on the Findings

This study explored the impact of AI on customer satisfaction, emphasizing organization and customer agility, customer experience, as well as the quality of customer relationships as critical factors. The results confirm that these independent variables significantly influence customer satisfaction. Customer experience emerged as the most impactful factor, followed by organizational and customer agility, along with customer relationship quality. The results underscore the impact of AI on providing personalized services, improving response times, as well as predicting customer needs, thereby improving overall satisfaction levels among university students.

5.1.1 Organization and Customer Agility

Organization and customer agility is defined as a company's ability to detect and respond to customer needs and market changes effectively, thereby enhancing innovation and competitiveness. H1 proposed a positive relationship between organization and customer agility and customer satisfaction. The results showed a notable positive correlation coefficient of 0.569 ($p<0.01$) between these variables, confirming the acceptance of H1. This moderate correlation highlights the importance of agility in adapting to customer preferences and fostering contentment.

These results are consistent with studies by Hariguna and Ruangkanjanases (2024), which emphasized the role of organizational agility in responding swiftly to evolving customer demands through AI-driven solutions. Additionally, Werder et al. (2023) stated that organizations leveraging agile practices can improve operational efficiency, enhance customer engagement, and increase satisfaction. Therefore, organization and customer agility emerge as pivotal factors that influence customer satisfaction by enabling businesses to remain responsive and adaptable in dynamic environments

5.1.2 Customer Experience

Customer experience refers to the cumulative impact of interactions between customers and businesses throughout the customer journey. H2 hypothesized a favorable connection between customer experience as well as customer satisfaction. The study identified a significant positive correlation coefficient of 0.577 ($p<0.01$), confirming H2. This result indicates a moderate relationship, suggesting that enriching customer experiences directly enhances satisfaction.

These findings are consistent with research by Lemon and Verhoef (2016), which emphasized that understanding and optimizing the customer journey can significantly improve overall satisfaction. Moreover, Bhagat et al. (2022) highlighted that AI technologies, including personalized recommendations and chatbots, have transformed customer experience by enabling businesses to provide customized and efficient services. Hence, customer experience is a critical determinant of satisfaction, underscoring the need for businesses to prioritize meaningful and memorable interactions with their customers.

5.1.3 Customer Relationship Quality

Customer relationship quality denotes the strength in the bond between a business and its customers, encompassing trust, commitment, and communication. H3 suggested a positive link between customer relationship quality and customer satisfaction. The findings showed a robust positive correlation coefficient of 0.697 ($p<0.01$), supporting the acceptance of H3. This highlights the significant influence of relationship quality on fostering satisfaction.

This finding is consistent with the study conducted by So et al. (2016), who demonstrated how strong relationship bonds positively affect customer loyalty and word-of-mouth promotion. Similarly, Nilashi et al. (2023) found that effective customer relationship management significantly boosts satisfaction by fostering trust and engagement. Thus, customer relationship quality stands as a vital factor in enhancing customer satisfaction by nurturing long-term trust and loyalty.

5.2 Theoretical Contributions

This study enhances our comprehension of the Theory of AI Assimilation and how it can be applied to customer satisfaction. It provides evidence that integrating AI into customer-facing operations strengthens organizational agility, improves relationship quality, and enhances customer experiences. The findings support the adoption of frameworks that prioritize AI-driven strategies to meet dynamic customer expectations.

5.3 Practical Contributions

Based on the findings, this study offers valuable insights to organizations regarding how AI integration can boost customer satisfaction by improving organizational and

customer agility, enhancing customer relationship strength, as well as enriching customer experience. Additionally, AI technologies enable organizations to respond more effectively to customer needs through personalized interactions and increased adaptability. Organizations can leverage AI tools such as predictive analytics, chatbots, and recommendation systems to build trust, foster loyalty, and enhance overall customer satisfaction. These findings provide actionable insights that organizations can implement to utilize AI tools effectively for competitive advantage and improved customer retention.

5.4 Limitations of the Study

This research presents several limitations that must be recognized. First, the study was confined to UTHM students, which restricts the applicability of the findings to other educational institutions and broader groups. Moreover, the relatively small sample size of 128 respondents, predominantly from certain faculties, may not adequately represent the overall student demographic.

Challenges in administering the online survey included technical issues and the possibility of respondents rushing through the questionnaire, which could compromise data quality. Furthermore, relying solely on quantitative methods limited the exploration of qualitative insights that might have offered a deeper insight into the variables studied.

Lastly, the formulation of the questionnaire, which did not accommodate multiple languages, may have created barriers for respondents with limited proficiency in English. This could have affected their ability to provide accurate and thoughtful responses. These factors could have influenced robustness as well as reliability in findings.

5.5 Recommendations for Future Research

In future research, several recommendations arise from the limitations of this research. First, it is crucial to examine the long-term effects of organizational and customer agility, customer experience, and customer relationship quality on customer satisfaction through longitudinal studies. In addition, expanding sample sizes to include diverse populations across multiple universities would enhance the validity of the findings. Lastly, future researchers could include qualitative methods, like interviews or focus groups, to obtain a more profound understanding of customer perceptions of AI's role in their experiences. Researchers should also explore additional factors, including ethical considerations, data privacy, and trust in AI systems.

6. CONCLUSION

Based on the overall findings, it can be concluded that AI plays a vital role in enhancing customer satisfaction by providing personalized experiences, improving response times, and predicting customer needs. The results of this study clearly demonstrate a connection between AI and customer satisfaction. This relationship, while seemingly straightforward, has a significant impact on customer satisfaction.

Researchers suggest that future studies should combine both quantitative and qualitative research methods, such as conducting interviews with respondents or utilizing observational techniques within the company. This research can be applied in the future with the same variables or explored alongside different combinations to yield more precise and detailed results.

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