

ASSESSING THE UTILIZATION OF CHATBOT ON ENHANCING CUSTOMER EXPERIENCE AT RNB 1 UPHOLSTERY SHOP IN QUEZON CITY

ABSTRACT

AUTHORS

Frezel Artezuela
John Kenneth Diaz
Jay Carlo Lausa
Rodel Monterola
Jay-M Quimque

RESEARCH ADVISER

Reynold R. Bangalisan, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Business Administration

KEYWORDS

*chatbot utilization; customer
experience; service efficiency;
response time; user
satisfaction; utilization
chatbot*

ARTICLE ID

AASGBCPJMR-B03094

This study assesses the utilization of chatbots in enhancing customer experience at RNB 1 Upholstery Shop in Quezon City, focusing on efficiency, response time, and user satisfaction. It draws on the framework proposed by Misischia et al. (2022), which links chatbot functionality to improvements in service quality and customer engagement. A descriptive quantitative design is employed to evaluate customer interactions with the chatbot. Twenty-five patrons were selected via purposive quota sampling and surveyed using a structured questionnaire. The analysis incorporates weighted means to gauge chatbot performance, independent t-tests to compare subgroup responses, and ranking to identify priority areas for improvement. The chatbot demonstrated moderate effectiveness, with efficiency, response time, and user satisfaction each receiving a weighted mean of approximately 70.25%. Customer experience dimensions also registered moderate scores: interaction (70.25%), entertainment (68.00%), problem-solving (70.50%), trendiness (73.50%), and customization (71.25%). Correlation analysis revealed a moderate positive relationship ($r = 0.5075$, $p < 0.05$) between perceived chatbot quality and overall customer satisfaction, indicating that chatbot performance had a significant impact on user experience. Respondents reported difficulties navigating the chatbot and noted its inability to handle complex or multi-layered queries. Limited adaptability across devices further constrained its usefulness. As a result, existing chatbot features were deemed insufficient in responsiveness and contextual understanding. An enhanced AI-powered chatbot was therefore proposed—capable of technical support, human-resources assistance, and research guidance, with seamless escalation to human agents for intricate issues. The integration of multimedia elements and lighthearted responses was recommended to boost engagement. Ultimately, while the current chatbot moderately improved customer experience, targeted enhancements are required to fully realize its potential and align automation with evolving customer expectations in the upholstery sector.

RECOMMENDED CITATION

Artezuela, F., Diaz, J. K., Lausa, J. C., Monterola, R., & Quimque, J.-M. (2025). Assessing the Utilization of Chatbot on Enhancing Customer Experience at RNB 1 Upholstery Shop in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 61.