

Chapter 6

Data Source and Sample Information

ABSTRACT

Chapter 6, titled “Data Source and Sample Information,” evaluates public satisfaction with government chatbots through a detailed questionnaire. Section 6.1 describes the questionnaire designed to measure various dimensions of user experience, including public expectations, system perceptions, emotional perceptions, social support, behavioral quality, and public satisfaction. Section 6.2 presents “Sample Information,” listing the study's participants in a structured table to clearly depict the demographic and technical proficiency of the respondents. Additionally, this section has analyzed the data's reliability and validity. It tested response consistency across the questionnaire using Cronbach's alpha to measure scale internal consistency for assessing government chatbot satisfaction. The validity analysis confirmed content coverage of all relevant aspects and ensured the survey accurately measures intended constructs.

6.1 DATA SOURCE

In this study, the aim is to quantify the public satisfaction derived from government chatbots, leading to the creation of a detailed questionnaire. Notably, this survey is not built upon mere absolute evaluations but is rooted in specific scenarios, striving to capture user reactions and perceptions with greater depth and precision. The pursuit of measuring public satisfaction with government chatbots has seen the formulation of a meticulously designed questionnaire, drawing on the authoritative studies in this domain.

Starting with **Public Expectations**, the questionnaire focuses on user expectations regarding the quality of information provided by the chatbot, exploring how well users anticipate the chatbot to perform with the following statement: “I expect

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the government chatbot to provide high-quality information” (Davis et al., 1989). Further, the instrument touches upon the anticipated system robustness through the question: “I anticipate a high system quality from the government chatbot” (Oliver, 1980). Lastly, service-based anticipations are gauged with the assertion: “I expect to be satisfied with the services obtained through the government chatbot” (Zeithaml et al., 1996). For **System Perception**, the questionnaire emphasizes the user-friendliness aspect with the query: “I find the government chatbot easy to use” (Davis, 1989). Functionality is then placed under the microscope through the statement: “I perceive the functions of the government chatbot to be very useful” (Venkatesh et al., 2003). Security perceptions form the core of the question: “I believe the government chatbot offers a secure service” (Venkatesh & Bala, 2008), while simplicity is queried through: “I think using the government chatbot is a straightforward process” (Davis, 1989). Engaging experiences with the chatbot are assessed with: “I enjoy using the government chatbot” (Van der Heijden, 2004).

The emotional resonance that users feel is encapsulated under **Emotional Perception**. The sense of freedom during interaction is captured with: “I feel autonomous when interacting with the government chatbot” (Hassenzahl, 2004). Sentiments of closeness are evaluated with the query: “I feel a sense of closeness when interacting with the government chatbot” (Bickmore & Cassell, 2001). Further, the chatbot’s dialogic nature is assessed via: “I feel the dialogue is very natural when interacting with the government chatbot” (Nass & Moon, 2000), and its realism through the statement: “The government chatbot seems very realistic to me” (Lee & Nass, 2003). Within **Social Support**, the backing respondents receive from their immediate circle is measured with: “My friends and family are supportive of my using the government chatbot” (Malhotra & Galletta, 2005). Their digital confidence finds voice in: “I feel confident in using the government chatbot” (Bandura, 1982). Personal proficiency with the chatbot is captured via: “I possess the necessary skills and knowledge to use the government chatbot” (Compeau & Higgins, 1995).

Addressing **Behavioral Quality**, the questionnaire assesses aesthetic preferences regarding Behavioral Quality with the statement: “I find the design of the government chatbot very appealing” (Hassenzahl, 2004). Value perception is evaluated through the question: “The functionalities of the government chatbot reflect its inherent value” (Van der Heijden, 2003), while uniformity in experience is assessed by: “The government chatbot maintains a high level of consistency in all aspects” (Nielsen, 1993). Lastly, **Public Satisfaction** is comprehensively assessed. Service contentment is measured with the statement: “I am satisfied with the service provided by the government chatbot” (Parasuraman et al., 1988), system contentment with: “I am satisfied with the system of the government chatbot” (DeLone & McLean, 1992), and satisfaction with derived information through: “I am satisfied with the information obtained through the government chatbot” (DeLone & McLean, 2003).

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