

# Exploring the Factors Influencing User Attitudes and AI Chatbot Use in the Tourism Sector: Evidence from Indonesia

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9 Sahil Singh Jasrotia, Alex Pak Ki Kwok, Surabhi Koul. "Exploring the impact of social relationships and system experiences on consumers' acceptance of social commerce in the fashion sector: an empirical study", *International Journal of Information Management Data Insights*, 2025

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