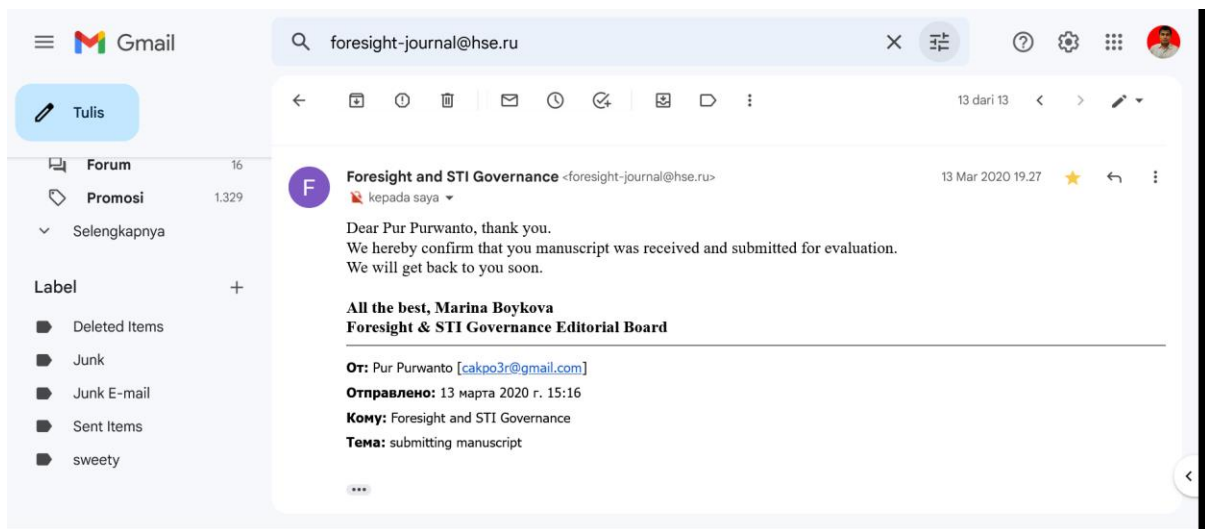
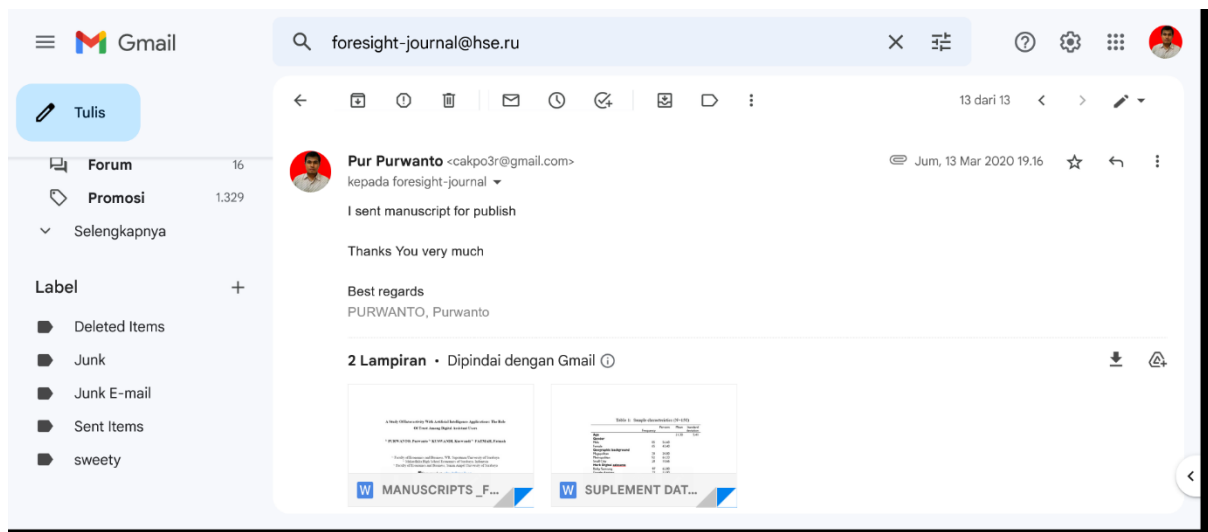


# CORESPONDENSI JURNAL FORESGHT 2020



Gmail interface showing an email from Foresight and STI Governance to Pur Purwanto. The email subject is "Reviewer comments: >>submitting manuscript". The content includes reviewer feedback on a paper titled "A Study Of Interactivity With Artificial Intelligence Applications: The Role Of Trust Among Digital Assistant Users".

**Reviewer comments: >>submitting manuscript**

**Foresight and STI Governance** <foresight-journal@hse.ru>  
 kepada saya

Dear Pur Purwanto,

Enclosed please find reviewer comments to the paper "A Study Of Interactivity With Artificial Intelligence Applications: The Role Of Trust Among Digital Assistant Users". In general the presented study is implemented at high level. Nevertheless the provided proposals on updating would make the publication even stronger. Please inform whether are you ready to update the paper according to the provided suggestions? If so when to expect an updated version?

Sincerely, Marina Boykova  
 Foresight & STI Governance Editorial Board

Gmail interface showing a reply email from Pur Purwanto to Marina Boykova. The email subject is "Review of paper f...". The content expresses gratitude for the advice and opportunity.

**Pur Purwanto** <cakpo3r@gmail.com>  
 kepada Foresight

Dear **Marina Boykova**  
**Foresight & STI Governance Editorial Board**

Thank you for the advice given to us to improve this article, as soon as possible will be fixed according to the advice of reviewers.

Thank you for your trust and opportunity.  
 Best Regards  
 Pur Purwanto

Gmail interface showing the original email from Foresight and STI Governance to Pur Purwanto, identical to the first screenshot. The email subject is "Reviewer comments: >>submitting manuscript".

**Reviewer comments: >>submitting manuscript**

**Foresight and STI Governance** <foresight-journal@hse.ru>  
 kepada saya

Dear Pur Purwanto,

Enclosed please find reviewer comments to the paper "A Study Of Interactivity With Artificial Intelligence Applications: The Role Of Trust Among Digital Assistant Users". In general the presented study is implemented at high level. Nevertheless the provided proposals on updating would make the publication even stronger. Please inform whether are you ready to update the paper according to the provided suggestions? If so when to expect an updated version?

Sincerely, Marina Boykova  
 Foresight & STI Governance Editorial Board

Gmail foresight-journal@hse.ru 12 dari 13

**Tulis**

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Promosi 1.329  
Selengkapnya

Label +  
Deleted Items  
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Junk E-mail  
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**Pur Purwanto** <cakpo3r@gmail.com> kepada Foresight  
Sel, 17 Mar 2020 04.46

Dear **Marina Boykova**  
**Foresight & STI Governance Editorial Board**

Thank you for the advice given to us to improve this article, as soon as possible will be fixed according to the advice of reviewers.

Thank you for your trust and opportunity.  
Best Regards  
Pur Purwanto

Review of paper f...

Gmail foresight-journal@hse.ru 11 dari 13

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Forum 16  
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Selengkapnya

Label +  
Deleted Items  
Junk  
Junk E-mail  
Sent Items  
sweety

**Manuscript Under revision** Kotak Masuk x

**Pur Purwanto** <cakpo3r@gmail.com> kepada Foresight  
Sab, 21 Mar 2020 09.07

Dear Editorial Board  
I sent the revised article with the reviewer form, attached. I hope to fulfill what the reviewer suggested.

Thank you very much  
Best regards  
Author  
Purwanto, Pur

2 Lampiran • Dipindai dengan Gmail

Gmail interface showing an email from foresight-journal@hse.ru. The subject is "Questions to the paper". The email content includes:

Dear Pur Purwanto,  
 We are editing your paper so to publish it in our forthcoming issue 2 of 2020 9to to be release in June).  
 To the moment, we have some questions related to some seemingly omitted data within some tables. See our comments within the attached text.

Looking for your quick feedback.

All the Best. Take care in these hard covid times

Marina Boykova  
 Foresight & STI Governance Editorial Team

**Or:** Pur Purwanto [cakpo3r@gmail.com]  
**Отправлено:** 21 марта 2020 г. 5:07  
**Кому:** Foresight and STI Governance  
**Тема:** Manuscript Under revision

Gmail interface showing a reply email from Pur Purwanto to foresight-journal@hse.ru. The subject is "Editorial Board". The email content includes:

I sent the revised article with the reviewer form, attached. I hope to fulfill what the reviewer suggested.

Thank you very much  
 Best regards  
 Author  
 Purwanto, Pur  
 ...

[Pesan dipotong] [Lihat seluruh email](#)

Satu lampiran • Dipindai dengan Gmail

Purwanto.Orig.do...

Gmail interface showing a reply email from Pur Purwanto to foresight-journal@hse.ru. The subject is "Purwanto.Orig\_m...". The email content includes:

I am sorry there is a correction for writing the names of the author and the institution, I send the revision again  
 Thanks your so much

Best Regards  
 Author  
 Pur Purwanto  
 ...

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## Author Response Form

Suggestions/comments from the Reviewer	Response from the Author(s)
<p><b>1. ABSTRACT</b></p> <p>Please add at the beginning of the abstract 1-2 sentences indicating the research gap and the need for research undertaken</p>	<p>Thank you for the suggestion we have revisited it as follows:            People are increasingly dependent on technology. On the other hand, companies' large-scale investments to establish an ongoing loyalty with technology platforms and ecosystems show negative results. This is due to lower trust, concerns about risk, and increasing issues of privacy. Despite the continuous development of digital assistant applications to increase interactivity, however, there is no guarantee that the concept of interactivity is capable of gaining users' trust and addressing their concerns.</p>
<p><b>2. INTRODUCTION PART</b></p> <p>Research problem should be pointed out. At the end of the introduction authors should specify more precisely what each part of the article contains.</p>	<p>Thank you for the suggestion we have revisited it as follows:            See on page three, second paragraph:            "One key factor in the success of information exchange in technology is trust (Ejdys <i>et al.</i>, 2019) since, from users' perspective, trust can distinguish the technology quality of a particular brand. According to Ejdys (2018), trust consists of the elements of security, credibility, reliability, loyalty, and accuracy of the performance of a technology."</p> <p>See on page 3-4, paragraph 1-4:            "On the other hand, the application of technology with decision support systems is designed for complex tasks with the potential risks, making trust a success factor of the relationship between humans and digital application machines. As the trend of trust in and loyalty with technology is increasingly declining, should service providers compromise or ignore the trade-off between technological innovations and the risk of security, credibility and accuracy?            Therefore, it is important to examine the extent to which cognitive considerations related to perceived trust moderate to the relationship among interactivity dimensions of digital applications. Furthermore, the issue of privacy and trust is also very appealing to be investigated in the realm of digital assistants in order to fill the empirical gap in the field of digital application consumer behavior.            Finally, the author reviews the literature and develops research hypotheses and then present the research methodology, including a delineation of the measurement used to test the hypotheses. Following an examination of the results and concludes, managerial implications, limitations, and further research directions".</p>
<p><b>3. LITERATURE REVIEW</b></p> <p>The literature review is done correctly. The literature is comprehensive and contains the latest bibliographical items.</p>	<p>Thank you for the suggestion, we recognize that there are weaknesses in writing, now I have revised it and can be seen on page eight paragraphs 2-3, page 9 paragraph 1 and I have read Ejdys (2018) and Ejdys <i>et al.</i> (2019) then developed according to my interpretation as follows:            Perceived trust involves an individual's assessing certainty of the performance of products and services. Trust includes interpersonal trust (between at least two people), institutional/organizational trust, and technological trust (Ejdys, 2018). Despite the distinction of trust into the above, users' perceived trust emphasizes more on the vendor</p>

## Author Response Form

<p>There is no need to make a separate subtitle <b>Perceived Performance</b></p> <p>We suggest to change the title of Part 2.4.</p> <p>Moderating roles to the following: <b>Perceived Trust</b></p> <p>Taking into account the different categories of trust (interpersonal trust, inter-organisational trust, trust in technology), the authors should clarify how they understand the trust they are investigating. In our opinion, this is a category of trust in technology and this theme and this category of trust should be more developed.</p> <p>Please look at publications:</p> <p>Ejdys J., Building technology trust in ICT application at a University, „International Journal of Emerging Market” 2018, 13(5), s. 980-997,</p>	<p>and its technological capabilities, while with regard to trust the people behind the operation of technology, the authors argue that an individual’s performance integrity is implicitly the organization’s responsibility. Thus, users let the organization or company to be entirely responsible for the trusted people in question.</p> <p>Thus, trust referred to in the present study is specific to certain vendors (organizations) and the attributes of digital assistant applications (technology) in terms of competence, virtue, and integrity (Komiak &amp; Benbasat, 2006; Ejdys, 2018). Trust in technology represents the expectation of the efficiency, reliability and effectiveness of equipment and technical systems from the perspective of an individual who creates or a creator of a particular technology or material object (Ejdys, 2018). Since perceived trust is very subjective, the trustworthiness of digital assistant applications can be determined by the quality of information, perceived privacy protection, perceived security of systems, third-party authentication systems, organizational reputation, and user experience (Ejdys, 2018).</p>
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<p><a href="https://doi.org/10.1108/IJoEM-07-2017-0234">https://doi.org/10.1108/IJoEM-07-2017-0234</a></p> <p>Ejdys, J., Ginevicius, R., Rozsa, Z., Janoskova, K.,</p> <p>The role of perceived risk and security level in building trust in e-government solutions, „E &amp; M Ekonomie a Management” 2019, Nr 22(3), p. 220-235, <a href="https://doi.org/10.15240/tul/001/2019-3-014">https://doi.org/10.15240/tul/001/2019-3-014</a>.</p>	
<p><b>4. RESEARCH METHODOLOGY</b></p> <p>Sentence - The average age of the digital assistant users was 21.5 years – is repeated.</p> <p>Please explain: what kind of questionnaire was filled in (CATI, CAVI, PAPI) and how it was distributed to the respondents.</p> <p>We propose to make a separate table presenting</p>	<p>Thank you for the suggestion we have revisited it as follows:</p> <p>See on page ten, first paragraph:</p> <p>Respondents tended to be younger and had a higher level of education than those of the study respondents who did not involve artificial intelligence technology (McKnight et al., 2002). Data were collected online by means of questionnaires with a <b>computer-assisted web interviewing system</b> (CAWI) connected to the internet. The items were accompanied by instructions during the interviewing in order for respondents’ faster responding.</p>

## Author Response Form

constructs and items than do it in descriptive form.	Items	Mean	SD	Cronbach's Alpha
<p>Please assess the reliability of the adopted measuring scales additionally using the Composite Reliability (CR).</p>	<b>Controllability</b> (1= strongly disagree; 5= strongly agree):			.78
	- I feel a lot of control over this digital assistant application.	5.17	1.17	
	- I feel free to do anything with this digital assistant application.	5.23	1.19	
	- I gain a lot of experience from this digital assistant application (Liu 2003; Yoo et al., 2010; Brill et al., 2019).	5.28	1.27	
	<b>Synchronicity</b> (1= strongly disagree; 5= strongly agree)			.81
	- My digital assistant processes my request quickly.	4.30	1.56	
	- I get more information than what I expect from this application.	5.78	1.37	
	- I can obtain information immediately without delay (Liu 2003; Yoo et al., 2010; Brill et al., 2019).	5.21	1.28	
	<b>Bidirectionality</b> (1= strongly disagree; 5= strongly agree)			.79
	- Digital assistants provide feedback correctly.	5.86	1.31	
	- This digital assistant provides the user with the opportunity to interact more freely.	5.85	1.28	
	- This digital assistant makes me feel like continuing to use it (Liu 2003; Yoo et al., 2010; Brill et al., 2019).	5.72	1.32	
	<b>Perceived Performance</b> (1= strongly disagree; 5= strongly agree)			.85
	- This digital assistant is capable of increasing my work productivity.	1.74	1.54	
	- This digital assistant is capable of understanding my needs.	2.67	1.66	
	- I am convinced that other people are also concerned about the privacy of personal data.	2.89	1.58	
	- I am afraid that digital assistant application providers will use my personal data.	3.38	1.57	
	- Overall, interactivity dimensions of digital application assistants can be trusted.	2.55	1.57	
	- Overall, interactivity dimensions of digital assistant application providers can be trusted (Davis et al., 1989; Xiao & Benbasat, 2002; Malhotra et al., 2004; Kim et al., 2008)	2.51	1.84	
	<b>Customer satisfaction</b> (1= strongly disagree; 5= strongly agree)			.80
	- Overall, I am satisfied with the performance of digital assistants (Yoo et al. 2010)	3.04	0.82	
	<b>Perceived Trust</b> (1= strongly disagree; 5= strongly agree)			.87
	- All digital application assistant brands can be trusted.	2.91	0.76	
	- I believe that this digital assistant application brand makes a sense of security.	2.50	1.82	
	- I believe that this digital assistant application brand protects users' personal data.	2.56	1.78	
	- I believe that service providers (companies) will not misuse users' personal data.	2.09	1.75	
	- All tasks are easier with this digital assistant application brand.	2.18	1.71	
- I believe that this digital assistant application makes our lives better (Ejdys, 2018; Ejdys et al., 2019; Brill et al. 2019)	1.67	1.52		



## Author Response Form

It is not entirely clear how the effect of mediation (the role of trust as a moderator) was defined. I propose to use an approach proposed by Cohen and Cohen. See publication: J. Cohen, P. Cohen, Applied Multiple regression/correlation analysis for behavioral sciences, NJ Lawrence Erlbaum Associates, Hillsdale 1983.

The moderation effects were tested using the moderated multiple regression (MMR) analysis as recommended by Cohen et al. (2003). The test results show Respectively adjusted  $R^2 = 0.48, 0.37$  and  $0.028$  for the relationship of controllability, synchronicity and bi-directionality, respectively, with perceived performance as an interaction moderation. Respectively this means that 48%, 37% and 2.8% of variations in satisfaction can be accounted for by the three dimensions of interactivity, respectively, and perceived trust. Despite the small adjusted  $R^2$ , the results of ANOVA test or F-test show a  $F_{count} = 3.147$  and  $p = 0.026$ , meaning that the model can be accepted. Respectively *Beta* values indicate significant values of 0.13, 0.19, 0.21 and  $p = 0.001, p = 0.004, p = 0.012$ , meaning that perceived trust strengthens the relationship of controllability, synchronicity, and bidirectionality with perceived performance. Thus, *H5, H6* and *H7* are supported.

This finding is also reinforced by the moderating role of perceived trust. Perceived trust has a positive and significant role in the relationship of interactivity dimensions with perceived performance. The use of technology raises concerns that data can be misused (Bhatt, 2014). Due to the concerns about the practice of misuse of information privacy by organizations without permission, unauthorized use of data, errors in personal information and access, an individual's good perceived trust can strengthen the dimensions of interactivity with the performance of digital assistant applications. Despite the release of digital assistant applications by strong brands, however, managers should continue to re-approve the principles of trust with customers in any interaction as a factor that should be maintained. Given that users perceive a high level of trust, perceived risks related to information quality, integrity and reliability will be reduced (Kim et al., 2012). The present study confirms that a higher level of trust **strengthens** the relationship between interactivity dimensions and perceived performance. Thus, given the extent of potential risks, managers should invest in securing personal information physically and systematically.