INTERNATIONAL JOURNAL OF RESEARCH, EXPLORATION & KNOWLEDGE (IJREK)
Official Scholarly Journal Portal: **https://www.ijrek.org** | DOI: **https://doi.org/10.5281/zenodo.23741203**

USER EXPERIENCE AND TRUST IN AI POWERED VIRTUAL ASSISTANT

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ARTICLE ID	ARTICLE TYPE	RESEARCH AREA	PUBLICATION
IJREK-2026-00167	Research Article	Artificial Intelligence	Volume 1, Issue Issue 1 (2026)
RECEIVED	**REVISED**	**ACCEPTED**	**PUBLISHED**
25 October 2026	10 November 2026	26 October 2026	11 November 2026

Abstract

AI-powered virtual assistants are increasingly used for information retrieval, task support, customer service, and everyday digital interaction. Their usefulness depends not only on technical performance but also on the experience they provide and the trust users place in their responses. This paper presents a conceptual study of user experience and trust in AI-powered virtual assistants. It examines factors such as perceived usefulness, ease of use, response quality, transparency, privacy, reliability, and the handling of errors. A proposed research framework connects these factors with user satisfaction, trust, and intention to continue using an assistant. The paper outlines a survey-based methodology using a structured questionnaire and proposes descriptive and relationship-based analysis. As this is a proposed study, no participant data or statistical findings are claimed. The framework highlights the importance of clear communication, privacy protection, consistent performance, and appropriate disclosure of AI limitations for developing trustworthy virtual assistants.

Keywords: *User Experience; Trust in AI; Virtual Assistant; Human-Computer Interaction; User Satisfaction; AI Transparency*

1.1 PROBLEM STATEMENT

Although AI-powered virtual assistants are designed to provide convenient and intelligent support, users may hesitate to rely on them because of inaccurate answers, limited transparency, privacy concerns, unpredictable behavior, and difficulty correcting errors. The research problem is to identify the key factors that shape user experience and trust, and to understand how these factors may influence satisfaction and continued use. 1.2 Objectives • Identify major UX factors influencing interaction with AI-powered virtual assistants. • Examine the role of reliability, transparency, privacy, and response quality in user trust. • Explore the relationship between user experience, trust, satisfaction, and intention to continue using an assistant. • Propose a research framework and survey methodology for studying these relationships. • Suggest design practices that can support responsible and trustworthy assistant experiences. 1.3 Scope The paper focuses on user perceptions of AI-powered virtual assistants accessed through conversational interfaces. It considers usability, usefulness, response quality, reliability, transparency, privacy, trust, satisfaction, and continued-use intention. The work is conceptual and proposes a study design; it does not report results from a completed user survey or a deployed system.

2. LITERATURE REVIEW

Research in human-computer interaction and technology adoption has long emphasized usability and perceived usefulness as important contributors to technology acceptance. The Technology Acceptance Model (TAM) proposes that perceived usefulness and perceived ease of use help explain whether people accept a technology. These concepts are relevant to virtual assistants because users are more likely to value an assistant that makes tasks easier and is simple to interact with. Trust in automation research considers whether a system behaves predictably, competently, and in ways that support appropriate reliance. In AI assistants, trust is influenced by the perceived accuracy of responses, consistency, the assistant's ability to communicate uncertainty, and the user's understanding of its capabilities. Excessive trust may cause users to accept incorrect outputs, while insufficient trust may prevent them from benefiting from useful support. Human-centered AI literature also stresses transparency, user control, privacy, and meaningful explanations. Users should be able to understand when they are interacting with AI, recognize the limits of generated answers, and correct or challenge outputs. Privacy is particularly important when conversations may include personal or sensitive information. These themes motivate a combined framework that considers both practical UX and trust-related perceptions.

2.1 RESEARCH GAP

A virtual assistant may be easy to use yet still fail to earn trust if its answers are unreliable or its data practices are unclear. Similarly, a technically capable assistant may provide a poor experience if it communicates awkwardly or does not recover well from errors. The proposed study therefore considers UX and trust together rather than treating usability or technical performance as the only determinants of adoption. The framework is intended for empirical testing across user groups and assistant types.

3. PROPOSED RESEARCH FRAMEWORK

The proposed framework suggests that perceived usefulness, ease of use, response quality, reliability, transparency, privacy protection, and error handling may influence user experience and trust. User experience and trust are expected to relate to satisfaction and intention to continue using the assistant. These are proposed relationships and require empirical validation. Conceptual flow: Perceived Usefulness + Ease of Use + Response Quality + Reliability + Transparency + Privacy + Error Handling → User Experience and Trust → User Satisfaction → Continued-Use Intention

3.1 KEY CONSTRUCTS

TABLE I

Construct	Meaning in this study
Perceived usefulness	The extent to which the assistant helps users complete tasks or obtain relevant information.
Ease of use	How simple and effortless it feels to communicate with the assistant.
Response quality	Perceived relevance, clarity, completeness, and appropriateness of answers.
Reliability	Consistency and perceived correctness across interactions.
Transparency	Clarity about AI identity, capabilities, limitations, and uncertainty.
Privacy	User perception that personal conversation data is handled appropriately.
Trust	Willingness to rely on the assistant while accounting for its limitations.
Satisfaction	Overall evaluation of the interaction experience.
Continued-use intention	User's stated likelihood of using the assistant again.

4.1 RESEARCH DESIGN

A quantitative, cross-sectional survey is proposed to examine users' perceptions of AI-powered virtual assistants. A questionnaire may be distributed to students and other users who have interacted with a conversational or voice-based assistant. Participation should be voluntary, and respondents should be informed about the purpose of the study.

4.2 SAMPLING AND PARTICIPANTS

The target population is individuals with prior experience using an AI-powered virtual assistant. A convenience sampling approach may be used for an initial academic study, while the final sample size should be determined with the guide according to project requirements and the planned analysis. The paper does not assume that a sample has already been collected.

4.3 QUESTIONNAIRE DESIGN

The questionnaire may include demographic items in limited, non-identifying form, usage frequency, assistant type, and statements measured on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Example statements include: "The assistant is easy to use"; "The responses are relevant to my request"; "The assistant communicates its limitations clearly"; "I feel my privacy is respected"; "I can generally rely on the assistant for appropriate tasks"; and "I intend to use the assistant again." Questions should avoid collecting unnecessary personal information.

4.4 DATA ANALYSIS PLAN

The proposed analysis includes frequency distributions and descriptive statistics for respondent characteristics and questionnaire items. Internal consistency may be assessed using Cronbach's alpha when appropriate. Correlation analysis may examine associations among UX, trust, satisfaction, and continued-use intention. Depending on sample size and study requirements, regression analysis may be used to explore which factors are associated with trust or continued-use intention. Results should be reported only after data collection and analysis.

4.5 ETHICAL CONSIDERATIONS

Respondents should participate voluntarily and may stop at any time. The study should explain its academic purpose, avoid unnecessary identifying details, and store responses securely with access limited to the research team. Findings should be presented honestly, including limitations and any contradictory results.

5. PROPOSED IMPLEMENTATION AND STUDY PROCEDURE

• Define the target assistant category and research questions with the project guide. • Prepare a brief participant information statement and questionnaire. • Pilot the questionnaire with a small number of users to check clarity. • Collect voluntary responses without gathering unnecessary personal data. • Clean and analyze responses using spreadsheet software or a suitable statistical tool. • Interpret results in relation to the research framework and report limitations.

6. EVALUATION PLAN AND DISCUSSION

The study can evaluate how respondents rate ease of use, usefulness, response quality, reliability, transparency, privacy, trust, satisfaction, and continued-use intention. Descriptive results can show which dimensions receive stronger or weaker ratings. Relationship-based analyses may indicate whether, for example, perceived reliability and transparency are associated with trust, or whether trust and satisfaction are associated with continued-use intention. No numerical findings are reported in this paper because the survey has not been conducted. The proposed framework should be tested with real responses, and conclusions should not be stated as established facts before analysis. Self-reported measures may be affected by recall, sampling, and response biases; results from one assistant or user group may not generalize to others.

7.1 POTENTIAL ADVANTAGES

• Combines practical user experience factors with trust-related concerns. • Provides a structured framework that can guide questionnaire-based academic research. • Can inform design decisions such as clearer responses, uncertainty communication, and privacy-aware interaction. • Can be adapted to different conversational assistant settings. 7.2 Limitations • The framework is conceptual and has not yet been validated with participant data. • Convenience sampling may limit the representativeness of results. • Trust and UX are subjective and may vary by task, culture, experience, and assistant type. • Self-reported intention does not necessarily predict actual future usage. • AI assistants change rapidly, so perceptions may depend on the version used.

8. ETHICAL AND RESPONSIBLE USE

Trustworthy virtual assistants should communicate clearly, avoid presenting uncertain outputs as guaranteed facts, and provide users with ways to correct errors or seek additional help. Users should know when they are interacting with AI and should be given understandable information about relevant limitations. Privacy-conscious design should minimize data collection, protect stored information, and explain how conversation data is used. The goal should be appropriate trust—not blind reliance—so that users can make informed decisions about when to accept, verify, or disregard an assistant's response.

9. FUTURE SCOPE

Future work may extend the study to compare voice assistants, customer-support chatbots, and generative-AI assistants. Researchers could examine differences across age groups, levels of digital literacy, languages, and task types. A longitudinal study could observe whether trust changes after repeated interactions or after users experience an error. Further work may also test interface features such as confidence cues, source citations, explanation controls, privacy notices, and easy error-reporting mechanisms. 10. Conclusion This paper presents a conceptual research study on user experience and trust in AI-powered virtual assistants. It identifies usefulness, ease of use, response quality, reliability, transparency, privacy, and error handling as relevant factors that may shape user experience and trust. The proposed survey methodology can be used to investigate how these perceptions relate to satisfaction and intention to continue using an assistant. Since no user data have been collected, the framework and relationships remain proposals requiring empirical validation. The study emphasizes that successful virtual assistants should provide useful interactions while supporting transparency, privacy, and appropriate—not unconditional—trust.

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