IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 6, Issue 1, January 2026
Impact Factor: 7.67

EDUHELPER as A Smart Educational Service: An Empirical Study of AI Chatbots, Student Acceptance, and Economic Value Creation in Higher Education

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Abstract: *Higher education institutions increasingly deploy artificial intelligence (AI)–based chatbots to enhance student services, reduce administrative workload, and improve institutional efficiency. This study presents an empirical investigation of EduHelper, an AI-powered educational chatbot implemented in a higher education institution in Goa. Moving beyond a purely technical evaluation, the research integrates perspectives from education technology, service marketing, and economics. Using a mixed-method design, system performance data are combined with a structured student survey analyzed through Structural Equation Modeling (SEM). The results indicate that perceived usefulness and perceived service value significantly influence students' behavioral intention to use the chatbot, which in turn affects willingness to pay for AI-enabled educational services. From a commercial standpoint, the findings demonstrate substantial cost savings through automation of routine inquiries and scalable service delivery. The study contributes to interdisciplinary literature by positioning educational chatbots as marketable smart services that generate measurable economic and societal value.*

Keywords: Educational chatbots, artificial intelligence, technology acceptance, perceived value, SEM, higher education, service marketing

DOI: 10.48175/IJARSCT-30718