

From Trust to Retention: an AI-Driven Framework Linking Customer Satisfaction to Business Performance in Real Estate

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Abstract: Artificial intelligence (AI) is revolutionizing the real estate industry with the help of intelligent property search engines, chatbots, personalized recommendations, predictive analytics, automated follow-up systems, property valuation tools, and customer relationship management (CRM) systems. The business value to be derived from such technologies, however, relies on customer satisfaction, trust, and loyalty with the organization. This conceptual framework proposes that the real estate industry is connected by a relationship between AI-enabled service quality, customer satisfaction, trust, customer retention, and business performance, which is mediated by an AI system. The study is based on Commitment-Trust Theory, Expectation-Confirmation Theory, Relationship Marketing Theory and the Service-Profit Chain, suggesting that responsiveness, personalization, reliability, transparency, convenience and human support have positive impacts on satisfaction and trust. The anticipated results of these relationships are to increase customer retention and in turn, business performance: repeat transactions, referrals, customer lifetime value, reduced acquisition costs, and revenue stability. The proposed design is Quantitative-Cross Sectional with the questionnaire type using the scale of 1-5 Likert type and the analysis used is Structural Equation Modelling (SEM). The research underscores the role of AI in the real estate sector as a strategic asset for fostering sustainable customer relationships and optimizing real estate performance.

Keywords: Artificial Intelligence, Real Estate, PropTech, Customer Satisfaction, Customer Trust, Customer Retention, Customer Loyalty, AI Service Quality, Customer Experience, Business Performance, Customer Lifetime Value, Relationship Marketing, Artificial Intelligence in Real Estate.

I. INTRODUCTION

Artificial Intelligence (AI) is revolutionizing the real estate sector through smart property-search platforms, chatbots, personalized recommendations, predictive analytics, automated lead qualification, property valuation, virtual assistants, and customer relationship management (CRM) systems. These applications are increasingly integrated across the customer journey, from property discovery and enquiry to property visits, transactions, and after-sales service.

The relevance of AI is particularly significant in real estate because purchasing property involves substantial financial investment, uncertainty, lengthy decision-making processes, and extensive information requirements. Customers therefore expect AI-enabled services to provide reliable, responsive, transparent, personalized, and trustworthy interactions. AI can enhance the customer experience by providing immediate responses, 24/7 service availability, customized property recommendations, faster follow-up, and data-informed decision-making.

However, the value of AI in real estate depends not only on technological efficiency but also on the quality of the customer relationship created through AI-enabled interactions. Customers may evaluate whether the information provided is accurate, whether recommendations are relevant to their needs, whether AI use is sufficiently transparent, and whether human assistance is available when required. Therefore, the business benefits of AI extend beyond operational efficiency and lead generation to include customer satisfaction, trust, retention, and ultimately business performance.

Accordingly, the present study proposes an integrated framework linking AI-enabled service quality with customer satisfaction, customer trust, customer retention, and perceived business performance in the real estate sector. The framework considers responsiveness, personalization, reliability, transparency, convenience, and human support as important dimensions of AI-enabled customer experience. It further proposes that these dimensions influence customer satisfaction and trust, which subsequently contribute to customer retention and business performance. The proposed relationships will be examined through a quantitative cross-sectional design using a structured questionnaire and Structural Equation Modelling (SEM).

II. CONCEPT OF AI-ENABLED CUSTOMER EXPERIENCE

Customer experience is the customer's perception of all interactions with an organisation during the customer journey. In AI-powered real estate, this journey can include property search and enquiry, recommendations, communication, site visits, booking, documentation, possession and post-sale support. AI can improve this experience through faster service, relevant information, automated assistance, proactive communication and reduced waiting periods. The specific service-quality dimensions that shape this experience are discussed in the following section.

But, the successful use of AI to enhance the user experience requires more than just technology efficiency—it relies on information accuracy, relevance, transparency, privacy, and human support. AI suggestions can raise concerns among customers about whether they truly align with their needs, and if their data is being managed responsibly. These issues become especially critical when making real estate investments, as they represent significant investments, lifestyle choices, location preferences and long-term implications. AI-powered customer experience, therefore, should be viewed as a blend of technological efficiency, personalization, reliability, and relationship quality that can impact customer satisfaction, trust, retention, and ultimately, business performance.

III. AI SERVICE QUALITY IN REAL ESTATE

A. Responsiveness

Responsiveness indicates how fast AI can respond to inquiries, furnish property details, set appointments, and follow up after. Competitive real estate markets can result in missed opportunities when there's a delay in responding. So, quicker AI-driven responses can enhance the efficiency of service and satisfaction levels.

B. Personalization

Personalisation is customising property recommendations, advertising and communications to the specific preferences of individuals. AI can be used to evaluate factors like budget, location, property type, size, amenities, lifestyle, and previous interactions to make informed recommendations. Personalization, if done well, can save users time searching for what they need and boost satisfaction, however, over-personalization can pose privacy issues.

C. Reliability

Reliability is the dependability, consistency, and accuracy of AI-powered services. There are examples of how AI can be used in real estate, such as providing information to customers about the price, availability, location, amenities, and possession schedules. Correct information can increase satisfaction, while wrong or outdated information can lead to a lack of confidence, dissatisfaction and dispute of the organization.

D. Transparency

Transparency is about the customers' understanding of the use of AI, the information that can be generated automatically and when they can access human intervention. Transparency and transparency in disclosure can eliminate uncertainty and boost trust in AI-powered service offerings. Transparency is especially essential in situations where AI gives recommendations or information that could significantly affect important real estate decisions.

IV. THEORETICAL FOUNDATION

A. Commitment-Trust Theory of Relationship Marketing

According to the Commitment-Trust Theory, developed by Morgan and Hunt, necessary conditions for successful relationship marketing are trust and commitment. Reliable, transparent, and consistent AI interactions can boost customer trust in an organisation's competence and dependency, strengthening their perception in the era of AI-

powered real estate. AI-powered real estate relies on dependable, clear, and consistent AI interactions to reinforce customers' trust in the organization's competence and reliability. Thus, trust could be a factor that helps customers to maintain their relationship in the long run.

B. Expectation-Confirmation Perspective

The Expectation-Confirmation Perspective describes satisfaction as "the difference between what customers expect and what they receive. AI in real estate caters to the expectations of speed, precision, personalization, convenience, and transparency. If the performance is satisfactory or greater, they will be more satisfied; if it is less than they expect, they will be more likely to be dissatisfied.

C. Relationship Marketing Theory

The Relationship Marketing Theory is a theory that concentrates on building long-term relationships with customers instead of just transacting one time. This is a method that can be incredibly useful in real estate, where the connection can extend from property searching and buying through to property owning, post-sale service, future investments, and referrals. AI can aid these relationships by personalizing them, facilitating ongoing communication, and engaging customers.

D. Service-Profit Chain Perspective

The Service-Profit Chain links service quality to customer and organisational outcomes. The present framework adapts this perspective by proposing a sequential relationship among AI-enabled service capability, customer satisfaction, trust, customer retention, and business performance. Thus, AI is positioned as a strategic tool for sustainable customer relationships and organisational outcomes.

V. RELATED WORK

As AI is increasingly adopted in service industries, there has been an increased focus in the academic field on customer experience, satisfaction, trust, loyalty, and organizational performance. While there are existing studies that offer valuable insights into the impact of AI-driven service quality on customer relationships, the evidence is spread across various sources, and specific to the real estate sector. The present study is guided by these streams of the literature and combines the use of AI in CX, satisfaction, trust, retention and business performance into a one-stop framework.

1. AI-Enabled Service Quality and Customer Experience

AI-powered technologies have now permeated into customer-facing service system, such as chatbots, virtual assistants, recommendation systems, automated communication, and intelligent decision-support systems. Belanche et al. (2020) [1] analyzed service robot implementation and pointed out the role of the technological characteristics, customer perceptions, and organizational conditions in the successful implementation of AI-supported services. Their study found that technological ability doesn't go far enough: customers' assessment of service interactions continues to play a role in acceptance and service relationship outcomes.

In particular, Chen et al. (2023) [2] investigated the relationship between AI service quality and customer loyalty in the case of AI chatbots. According to their findings, AI-driven interactions can have an impact on customer retention metrics. This is especially significant for the current research as responsiveness, reliability, and convenience are key dimensions that customers can use to assess AI-assisted services.

AI can aid in property discovery, automated enquiry management, recommendation systems, property valuation, lead qualification, and customer communication, in the case of real estate. The study Analyzing the Impact of AI-Enabled Chatbot on Service Quality in the Real Estate Sector (2025) also shows how AI-powered customer service technologies are becoming increasingly important in the real estate sector. However, there is a relatively small volume of sector-specific research compared to the research done in banking, hospitality, retail and e-commerce.

2. Trust in AI-Enabled Services

One of the most critical factors in customer relationships has become trust, when it comes to the impact of AI in the process. In this study, Frank et al. (2023) [3] analyzed consumer interest in AI services and highlighted the importance of trust for AI and businesses. Their results show that when it comes to perceptions of trust, customers are considering more than just the organization—they're considering the autonomy and capabilities of AI systems.[4]

In their study, Chen et al. (2022) [5] analyze how customer trust and AI impact customer engagement and loyalty in the home-sharing sector. Their study highlights the role of trust in technology-mediated service relationships and serves as a valuable foundation on which to build a comprehension of trust as a linkage mechanism between AI experiences and customer loyalty.[6]

3. AI, Transparency, Fairness and Human Support

The rise of AI systems with growing autonomy has also raised questions about the transparency, fairness, accountability, privacy, and need for human oversight. Responsible AI development and deployment is guided by OECD AI principles which highlight human-centred values, fairness, transparency and explainability, robustness, security and safety, and accountability (OECD, 2024) [7]. Likewise, the NIST AI Risk Management Framework offers a structured way to identify and manage risks arising from AI systems [8].

In their study, Wu et al. (2024) explored customer perceptions of fairness when dealing with human or AI service agents and noted that fairness is a key factor to consider when assessing a service occurrence. The results indicate that customers are not solely evaluating AI based on the efficiency. Customer trust in AI-powered organizations can be shaped by their perceptions of fairness, transparency, and how they are treated. [9]

In the real estate industry, AI can have a significant impact on property suggestions, ad creation, assessing value, prioritizing leads, and customer interaction. In real estate, this is especially crucial as the AI systems can affect property suggestions, ad generation, valuation, lead prioritization, and customer communication. Human help can consequently be an effective supplementary system. When interactions are automated, customers who have more complex financial, legal, contractual or property related issues may still need human interaction.[10]

4. AI and Business Performance

The application of AI in organizations is gaining a growing number of mentions in literature as a source of organizational efficiency and value creation. AI can streamline response times, eliminate repetitive tasks, enhance lead management, personalize customer interactions, and aid in decision-making. But, operational improvements do not always result in better financial results.[11]

An important link from service capabilities to economic value may be through customer outcomes as proposed by Mittal et al. (2023). This value can manifest itself in the real estate world in repeat sales, referrals, reduced acquisition expense, better conversion, increased revenue stability, customer lifetime value, and more.[12]

Growth in the interest in AI-driven value creation and transformation of customer experience in real estate is also noted in recent industry-oriented papers, such as McKinsey & Company (2026) [13] and Grant Thornton Bharat (2025) [14]. However, the industrial reports are mostly focused on strategy and operational aspects of the relationship pathway and do not test the entire pathway of the study.

VI. RESEARCH GAP

While there has been growing research in the areas of AI, customer experience, and PropTech, there are still areas that need coverage.[15]

1. Technology-performance gap

Past research on AI applications usually focuses on adoption, efficiency, service quality, or customer engagement. Far less attention has been paid to the full journey from AI-powered experience to customer retention to organizational performance.[16]

2. Real estate-specific gap

The context of real estate is a high value and high risk service context. The data that is available from a retail, hospitality or banking platform is not automatically representative of property transactions.

3. Trust-performance gap

While trust has been studied as a predictor of technology uptake, its impact as a link between customer satisfaction and retention in the context of AI-driven real estate needs additional research.[17]

4. Retention-performance gap

Often, the dependent variable is the last dependent variable: Customer retention. This paper takes it one step further and relates retention to business performance.[18]

5. AI-human interaction gap

Limited integration of the human support role in the real estate customer journey with AI.

6. Emerging-market gap

Context-specific evidence of trust, satisfaction, Context-specific evidence of trust, satisfaction, privacy, transparency and retention is needed in the context of AI driven real estate services in emerging markets.

The aim of the proposed research is, therefore, to combine these relationships into a single model

VII. RESEARCH HYPOTHESES

The proposed model treats AI-enabled service quality as a multidimensional construct comprising responsiveness, personalization, reliability, transparency, convenience, and human support. Based on the theoretical foundations and proposed relationships, the following hypotheses will be tested using SEM:

H1: AI responsiveness has a positive effect on customer satisfaction.

H2: AI personalization has a positive effect on customer satisfaction.

H3: AI reliability has a positive effect on customer satisfaction.

H4: AI transparency has a positive effect on customer satisfaction.

H5: AI convenience has a positive effect on customer satisfaction.

H6: Human support has a positive effect on customer satisfaction.

H7: AI responsiveness has a positive effect on customer trust.

H8: AI personalization has a positive effect on customer trust.

H9: AI reliability has a positive effect on customer trust.

H10: AI transparency has a positive effect on customer trust.

H11: AI convenience has a positive effect on customer trust.

H12: Human support has a positive effect on customer trust.

H13: Customer satisfaction has a positive effect on customer trust.

H14: Customer satisfaction has a positive effect on customer retention.

H15: Customer trust has a positive effect on customer retention.

H16: Customer retention has a positive effect on perceived business performance.

H17: Customer trust mediates the relationship between customer satisfaction and customer retention.

VIII. RESEARCH METHODOLOGY

A. Research Design

This study will use quantitative research design with cross-sectional research design, deductive approach. The unit of analysis will be the individual customer. The study will look into the respondents' experience with AI-powered products in the real estate sector, such as chatbots, property portals, real estate recommendation engines, automated communication, virtual assistants, and AI-powered customer service platforms.

B. Target Population

The target audience will consist of customers that have engaged with an AI-powered real estate service within the last year. Participants can consist of home buyers, homeowners, investors, developers, home sellers, home brokers, agencies and property platforms. A screening question will be used to only include those that are relevant to the study.

C. Sampling Technique and Sample Size

Purposive sampling will be used because participants need to have first-hand experience with AI-powered real estate services. A target of 400–500 valid responses is proposed. For the primary structural paths, an a priori power analysis based on a medium effect size ($f^2 = 0.15$), $\alpha = 0.05$, power = 0.80, and up to six predictors indicates that a substantially smaller minimum sample would be sufficient; the proposed 400–500 cases therefore provides a conservative margin for measurement-model estimation, mediation testing, screening exclusions, and possible subgroup analyses. The final minimum will be confirmed using an a priori power analysis before the main survey. A pilot study with 30–50 respondents will be conducted prior to the main survey for clarity and reliability of the questionnaire.

D. Data Collection

Primary data will be gathered by a structured questionnaire which will be sent via online survey platforms, property networks, social media, professional networks, real estate organisations and direct recruitment. Participation will be voluntary. Information about the purpose of the study, confidentiality, anonymity, voluntary participation and the right to withdraw at any time will be provided to the respondents.

Table 1: Proposed Distribution of Respondents by Major Real Estate Customer Category

S. No.	Customer Category	Proposed Respondents	Percentage (%)
1	Prospective Buyers	100	20.0
2	Existing Homeowners	80	16.0
3	Tenants	80	16.0
4	Property Investors	80	16.0
5	Property Sellers	60	12.0
6	Commercial Property Customers	50	10.0
7	Other Real Estate Customers	50	10.0
Total	—	500	100.0

IX PROPOSED QUESTIONNAIRE

SECTION A: AI RESPONSIVENESS

Please tick one option for each statement.

Code	Statement	SD	D	N	A	SA
AIR1	The AI system responds quickly to my real estate enquiries.	☐	☐	☐	☐	☐
AIR2	I receive timely information when I request assistance.	☐	☐	☐	☐	☐
AIR3	The AI service reduces the waiting time associated with customer support.	☐	☐	☐	☐	☐
AIR4	The AI system provides prompt follow-up regarding my enquiries.	☐	☐	☐	☐	☐
AIR5	The AI service is available when I need assistance.	☐	☐	☐	☐	☐

SECTION B: AI PERSONALIZATION

Code	Statement	SD	D	N	A	SA
AIP1	The AI system recommends properties relevant to my requirements.	☐	☐	☐	☐	☐
AIP2	The AI service considers my property preferences.	☐	☐	☐	☐	☐
AIP3	The information provided by the AI system is relevant to my needs.	☐	☐	☐	☐	☐
AIP4	The AI system provides personalized communication.	☐	☐	☐	☐	☐
AIP5	The recommendations become more useful as the system learns about my preferences.	☐	☐	☐	☐	☐

SECTION C: AI RELIABILITY

Code	Statement	SD	D	N	A	SA
AIREL1	The AI system provides accurate property information.	☐	☐	☐	☐	☐
AIREL2	The information provided by the AI system is consistent.	☐	☐	☐	☐	☐
AIREL3	I can rely on the AI system for routine real estate enquiries.	☐	☐	☐	☐	☐
AIREL4	The AI system provides dependable recommendations.	☐	☐	☐	☐	☐
AIREL5	The AI service performs consistently across different interactions.	☐	☐	☐	☐	☐

SECTION D: AI TRANSPARENCY

Code	Statement	SD	D	N	A	SA
AIT1	I understand when I am interacting with an AI system.	☐	☐	☐	☐	☐
AIT2	The organization clearly communicates how AI is used in its services.	☐	☐	☐	☐	☐
AIT3	The AI system provides understandable explanations for important recommendations or decisions.	☐	☐	☐	☐	☐
AIT4	I can identify whether information has been generated automatically.	☐	☐	☐	☐	☐
AIT5	The organization provides sufficient information about the limitations of its AI service.	☐	☐	☐	☐	☐

SECTION E: AI CONVENIENCE

Code	Statement	SD	D	N	A	SA
AIC1	AI makes it easier for me to search for properties.	☐	☐	☐	☐	☐
AIC2	AI reduces the time required to obtain property information.	☐	☐	☐	☐	☐
AIC3	AI makes comparison of properties more convenient.	☐	☐	☐	☐	☐
AIC4	AI makes communication with the real estate organization easier.	☐	☐	☐	☐	☐
AIC5	Overall, AI reduces the effort involved in my property search.	☐	☐	☐	☐	☐

SECTION F: HUMAN SUPPORT

Code	Statement	SD	D	N	A	SA
HS1	I can contact a human representative when the AI system cannot solve my problem.	☐	☐	☐	☐	☐
HS2	The organization provides human assistance for complex real estate matters.	☐	☐	☐	☐	☐
HS3	I feel comfortable requesting human intervention when necessary.	☐	☐	☐	☐	☐
HS4	Human representatives complement the AI service effectively.	☐	☐	☐	☐	☐
HS5	The availability of human support increases my confidence in the organization.	☐	☐	☐	☐	☐

SECTION G: CUSTOMER SATISFACTION

Code	Statement	SD	D	N	A	SA
CS1	I am satisfied with my experience with the AI-enabled real estate service.	☐	☐	☐	☐	☐
CS2	The AI-enabled service meets my expectations.	☐	☐	☐	☐	☐
CS3	The AI service provides a satisfactory customer experience.	☐	☐	☐	☐	☐
CS4	Overall, I am pleased with the organization's AI-enabled services.	☐	☐	☐	☐	☐
CS5	The AI service provides good value for my time and effort.	☐	☐	☐	☐	☐

SECTION H: CUSTOMER TRUST

Code	Statement	SD	D	N	A	SA
CT1	I trust the real estate organization that provides this AI-enabled service.	☐	☐	☐	☐	☐
CT2	I believe the organization uses AI responsibly.	☐	☐	☐	☐	☐
CT3	I believe the organization provides reliable information to customers.	☐	☐	☐	☐	☐
CT4	I believe the organization has customers' interests in mind.	☐	☐	☐	☐	☐
CT5	I feel confident relying on this organization for future real estate needs.	☐	☐	☐	☐	☐

SECTION I: CUSTOMER RETENTION

Code	Statement	SD	D	N	A	SA
CR1	I intend to continue using services from this real estate organization.	☐	☐	☐	☐	☐
CR2	I would consider this organization for my future real estate requirements.	☐	☐	☐	☐	☐
CR3	I would recommend this organization to others.	☐	☐	☐	☐	☐
CR4	I am less likely to switch to another organization because of my positive experience.	☐	☐	☐	☐	☐
CR5	My positive AI-enabled experience increases my willingness to maintain a relationship with this organization.	☐	☐	☐	☐	☐

SECTION J: PERCEIVED BUSINESS PERFORMANCE

For customers, business performance is measured through perceived organizational outcomes rather than audited financial information.

Code	Statement	SD	D	N	A	SA
BP1	The organization's AI-enabled services appear to improve its ability to attract customers.	☐	☐	☐	☐	☐
BP2	AI-enabled customer service appears to improve the organization's sales effectiveness.	☐	☐	☐	☐	☐
BP3	Satisfied customers are likely to generate more referrals for this organization.	☐	☐	☐	☐	☐
BP4	AI-enabled service can help the organization reduce customer-service costs.	☐	☐	☐	☐	☐
BP5	Strong customer relationships can improve the organization's long-term revenue performance.	☐	☐	☐	☐	☐
BP6	Customer retention strengthens the organization's competitive position.	☐	☐	☐	☐	☐
BP7	The organization's investment in AI appears to create business value.	☐	☐	☐	☐	☐

X. DATA ANALYSIS PLAN

Data will be analyzed with the appropriate software for the collected data, SPSS & SmartPLS/AMOS.

1. Data Screening

The collected dataset will initially be screened for quality and accuracy. The screening process will include checking for missing values, duplicate responses, extreme outliers, unusual response patterns, normality, and possible data-entry errors. The data will undergo preliminary descriptive and inferential statistical analysis only after incomplete or invalid responses have been identified and appropriately handled.

2. Descriptive Statistics

The characteristics of the respondents and the study variables will be summarized using descriptive statistics. Demographic variables which are categorical will be summarized using frequency and percentage distributions, and construct-level responses will be summarized using means and standard deviations. These statistics will give an overall picture of the characteristics of the sample and of the distribution of the answers to the main variables of the study.

3. Reliability Analysis

Cronbach's alpha and composite reliability will be used for internal consistency of each multi-item construct. The success of these measures will affect the consistency of questionnaire items as a measure of the construct. Generally a coefficient of around 0.7 or higher will be deemed acceptable depending on the research context and stage of development of the scale.

4. Convergent Validity

Convergent validity will be assessed to determine whether the indicators of each construct share adequate common variance. The Average Variance Extracted (AVE) will be examined for each latent variable. An acceptable AVE value will indicate that the indicators adequately represent their respective theoretical constructs and provide evidence of convergent validity within the measurement model.

5. Discriminant Validity

Discriminant validity will be analyzed to determine if the theoretically distinct constructs are different. The analysis will also take into account the Fornell–Larcker criterion, cross-loadings and Heterotrait–Monotrait (HTMT) ratio. If constructs like satisfaction, trust, retention, and dimensions of service quality are distinct, then acceptable results will show that they are.

6. Structural Model

Structural Equation Modelling (SEM) will be used to test the hypothesized relationships among the constructs of the study. Where applicable, standardized path coefficients, significance levels, R^2 values, effect sizes, predictive relevance, and model-fit indicators will be assessed. The analysis will provide empirical evidence regarding the proposed theoretical relationships.

7. Mediation Analysis

The proposed mediating effect in the conceptual framework will be tested using bootstrapping procedures. The analysis will validate the links of AI customer experience to customer satisfaction and trust, and then to retention. The relationship between AI Experience, Satisfaction, Trust and Retention will be given special attention in the serial mediation pathway.

8. Business-Performance Analysis

Perceived business performance will be analyzed with regard to the relationship with customer retention using the structural model. If organizational data are available, future studies could include actual sales, repeat purchases, referrals, acquisition costs, customer lifetime value, revenue per customer and rate of retention. This information would help to make the link between perception and actual business results more significant.

XI. DISCUSSION

The proposed model suggests that AI has broader business relevance in the real estate market beyond simple automation and operational efficiency. The value of speed, personalization, and convenience is expected to be realized when customers perceive AI-enabled communications as accurate, transparent, reliable, and supportive. Positive AI-enabled experiences are hypothesized to strengthen customer satisfaction and trust, which may subsequently contribute to customer retention, referrals, engagement, and increased customer lifetime value.

A. Satisfaction as the First Relationship Outcome

Customer satisfaction is conceptualized as an immediate response to the AI-enabled service experience. Relevant property recommendations, prompt responses, ease of access, and useful information may enhance customers' perceived value of the service. However, satisfaction alone may not be sufficient in high-stakes real estate transactions involving substantial financial commitments and perceived risk. Customers may also require a higher level of trust to develop and maintain lasting relationships with real estate organizations. Therefore, the proposed framework positions customer satisfaction as an important initial relationship outcome that may contribute to the development of customer trust.

B. Trust as the Conversion Mechanism

Trust is conceptualized as a mechanism that may convert a positive customer experience into a willingness to maintain a relationship with the organization. Customers may evaluate the accuracy of information, pricing, privacy practices, recommendations, project commitments, and timelines when developing trust in an AI-enabled real estate service. While satisfaction reflects the extent to which customers perceive that their service expectations have been met, trust reflects their confidence in the reliability, integrity, and dependability of the organization. Accordingly, the proposed framework expects customer satisfaction to contribute to customer trust, which may subsequently strengthen customers' willingness to continue their relationship with the organization.

C. Retention as the Relationship Outcome

Customer satisfaction and trust are expected to increase customers' likelihood of maintaining their relationships with real estate organizations. A positive AI-enabled service experience may encourage customers to continue using the organization's services, consider the organization for future real estate requirements, and recommend it to others. Customer retention can create value beyond the initial transaction through future purchases, investments, services,

referrals, recommendations, and positive word-of-mouth. Thus, the proposed framework positions customer retention as an important relationship outcome that may connect customer satisfaction and trust with longer-term economic and competitive value for the organization.

XII. ETHICAL CONSIDERATIONS AND LIMITATIONS

Ethical protections are vital for AI-powered real estate services, as the study may involve the collection and processing of customer information. The study will be conducted in a manner that ensures informed consent, voluntary participation, confidentiality and anonymity of data, minimal collection of personal information, responsible data use, and clear communication of the purpose of the research. Particular emphasis will be placed on fairness, privacy, transparency, accountability, safety, and meaningful human oversight in the use of AI by organizations.

The proposed study has several potential limitations. The cross-sectional design may preclude causal inferences over time, while purposive sampling may limit the generalizability of the findings. Perceived business performance may not accurately reflect actual financial performance, as it will be assessed from the customers' perspective. The results may also vary across different segments, such as residential, commercial, rental, luxury, and property management. Moreover, customer responses may be influenced by factors such as AI literacy and privacy concerns. Future studies should consider longitudinal and probability-based research designs, incorporate objective organizational performance measures, and examine human oversight as a potential moderator. Comparative analyses of AI-only, human-only, and hybrid (human-and-AI) services may also help clarify which service approach is most satisfying, trustworthy, and effective in fostering customer retention.

XIII. CONCLUSION

AI is changing the real estate landscape by revolutionizing property discovery, customer communication, personalization, lead management, service delivery, and decision-making. The sustainable business value of AI, however, is not limited to automation, speed, productivity, or cost reduction. The central argument of this study is that AI can create business value indirectly by strengthening customer relationships.

The proposed framework defines AI-powered customer experience in terms of responsiveness, personalization, reliability, transparency, convenience, and human support. These dimensions are hypothesized to positively influence customer satisfaction and trust, which are expected to contribute to customer retention. Customer retention may, in turn, create value for the organization through repeat transactions, referrals, reduced customer acquisition costs (CAC), increased customer lifetime value (CLTV), and greater revenue stability.

The proposed relationship can therefore be summarized as:

AI Experience → Satisfaction → Trust → Retention → Business Performance

This relationship is particularly relevant to the real estate sector because of the substantial financial investment, uncertainty, extended decision-making processes, and importance of trust in the credibility of the organization. Therefore, positive AI-enabled interactions should be accurate, transparent, reliable, privacy-conscious, and supported by accessible human assistance when required.

Finally, the future of AI in the real estate market is not about choosing between humans and AI, but about promoting effective collaboration between humans and AI to strengthen customer relationships. Organizations that combine the efficient use of AI technologies with effective trust-building practices may be better positioned to transform satisfied customers into loyal customers and achieve sustainable business performance.

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