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Algorithmic Dispatch as a Service Experience Stimulus: A Conceptual Model Integrating SOR, Expectation–Confirmation, and Algorithmic Fairness in Food-Delivery Platforms

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Abstract: Food-delivery platforms increasingly rely on algorithmic dispatch systems to match riders, optimize routes, and predict delivery times. While existing research has primarily examined algorithmic management from the perspective of workers, the customer-side psychological mechanisms triggered by algorithmic operations remain insufficiently explored. This article develops a comprehensive conceptual framework integrating the Stimulus–Organism–Response (SOR) model with Expectation–Confirmation Theory (ECT) and emerging research on algorithmic fairness to explain how algorithmic stimuli shape customer experience and behavioral intentions. The framework proposes that key algorithmic features—dispatch efficiency, transparency, fairness cues, and information quality—serve as external stimuli that influence internal cognitive and affective responses, including expectation confirmation, perceived service quality, perceived algorithmic fairness, and satisfaction. These internal states ultimately drive trust, repurchase intention, and platform loyalty. By synthesizing theories from consumer behavior, human–algorithm interaction, and digital service management, this paper advances a customer-centered understanding of algorithm-driven service delivery. The model provides actionable insights for improving user experience, enhancing algorithmic transparency, and designing fairer platform mechanisms that foster sustainable customer loyalty.

Keywords: algorithmic dispatch; SOR model; expectation–confirmation theory; algorithmic fairness; food-delivery platforms

1. Introduction

Algorithmic decision-making has become a defining feature of contemporary digital service platforms. In the food-delivery sector, platforms such as Meituan, Ele.me, and Uber Eats rely on algorithmic dispatch systems to allocate orders, predict delivery times, and optimize routing in real time. These automated systems are not merely operational tools; they constitute part of the customer experience itself by shaping expectations regarding speed, reliability, and service quality. As algorithmic systems increasingly mediate interactions between customers, riders, and platforms,

understanding their psychological and behavioral effects on consumers has become an urgent issue in digital service management research. Existing studies show that algorithmic systems can significantly influence user perceptions through performance cues such as estimated delivery time, interface prompts, and real-time tracking (Caplan & boyd, 2018; Lee, 2018). However, scholars have only begun to explore how these algorithmic features function as experiential stimuli that guide customer evaluations and behavioral intentions.

Current research on algorithmic management in food-delivery platforms has predominantly focused on workers. Studies highlight how algorithmic control affects labor conditions, autonomy, and fairness perceptions among riders (Li et al., 2021; Sun, 2019). While this labor-centered perspective has advanced discussions on platform governance, it leaves a major gap concerning customers—the primary end-users whose satisfaction ultimately determines platform competitiveness. Although a growing stream of literature has examined customer experience in on-demand services (e.g., Wirtz & Zeithaml, 2018; McLean & Wilson, 2019), these studies typically treat service quality or convenience as the main predictors of satisfaction, without explicitly theorizing how algorithmic mechanisms shape these perceptions. As a result, the customer-side psychological processes triggered by algorithmic dispatch remain insufficiently conceptualized.

To address this gap, this paper proposes a comprehensive theoretical model that integrates three influential frameworks: the Stimulus–Organism–Response (SOR) model, Expectation–Confirmation Theory (ECT), and emerging research on algorithmic fairness. The SOR model, originally developed by Mehrabian and Russell (1974), has become a foundational framework in explaining how environmental stimuli—such as system features or interface cues—influence internal psychological states and subsequent behavioral responses. Recent digital service research demonstrates the value of SOR for studying algorithmically mediated environments, highlighting how algorithmic cues function as stimuli that shape user affect and cognition (Shin & Jian, 2020; Huang & Rust, 2021). Meanwhile, ECT (Oliver, 1980) provides a well-established account of how consumers evaluate digital services by comparing expected and actual performance, making it particularly relevant for delivery-time predictions and service accuracy in algorithmic dispatch systems. Finally, the rapidly expanding field of algorithmic fairness emphasizes that users evaluate algorithms not only by functional performance but also by perceived transparency, impartiality, and ethical conduct (Narayanan et al., 2018; Lee & Baykal, 2017). Fairness perceptions have been shown to shape trust, acceptance, and long-term engagement with algorithmic systems.

Bringing these frameworks together enables a more holistic understanding of how algorithmic dispatch influences customer experience. First, algorithmic features such as dispatch efficiency, transparency, and information quality can be conceptualized as Stimuli (S) that trigger customer evaluations. Second, customers form internal judgments—Organism (O)—through expectation confirmation, perceived service quality, perceived algorithmic fairness, and satisfaction. Finally, these cognitive and affective states lead to Responses (R) such as trust, repurchase intention, and platform loyalty. This integrated SOR–ECT–fairness model offers an analytically robust way to theorize customer experience in algorithm-driven service contexts.

Understanding these mechanisms is vital for platform strategy. Competition in the food-delivery market increasingly depends on experiential differentiation rather than price. A platform's ability to reduce uncertainty, create transparent expectations, and foster a sense of fair treatment contributes directly to long-term user retention. Moreover, as algorithmic governance becomes a public concern, platforms must consider not only efficiency but also broader ethical and experiential outcomes. This conceptual model thus provides a theoretical foundation for future empirical research and offers actionable insights for practitioners seeking to design more trustworthy, transparent, and customer-centered algorithmic systems.

In summary, although algorithms have become central to food-delivery operations, research has yet to fully explore their role as experiential stimuli influencing customer psychology and behavior. By integrating SOR, ECT, and algorithmic fairness, this paper contributes a novel conceptual framework that captures the multidimensional impact of algorithmic dispatch on customer experience. This model advances theoretical discussions of human–algorithm interaction and provides a foundation for developing more equitable, reliable, and satisfying digital service ecosystems.

2. Literature Review

2.1 Algorithmic Dispatch and Customer Experience

Research on customer experience in digital service environments demonstrates that platform design and system-generated information strongly shape users' cognitive and affective evaluations. In algorithmically managed services, dispatch rules, timing predictions and interface cues act as experiential signals influencing perceived reliability, control and service quality. This logic aligns with the stimulus–organism–response (SOR) framework, which conceptualises environmental stimuli as triggers of internal psychological states (Mehrabian & Russell, 1974). Empirical research on online consumption shows that information quality, system responsiveness and perceived control significantly affect customer experience formation, satisfaction and trust (Rose et al., 2012). Applied to food-delivery platforms, algorithmic dispatch therefore functions as a central experiential stimulus that shapes customers' expectations and interpretations of service performance.

2.2 SOR Model in Algorithmic Consumer Environments

The SOR framework explains how external cues influence internal cognitive and emotional states, which subsequently drive behavioural outcomes. In digital service contexts, stimuli include interface design, algorithmic recommendations and automated decision rules. Rose et al. (2012) demonstrate that both cognitive and affective experiential states mediate the relationship between system attributes and behavioural intentions. More recent research in human–algorithm interaction suggests that algorithmic attributes such as responsiveness, predictability and stability shape users' emotional reactions and perceived control (Lee, 2018). These findings support the application of SOR to analyse how algorithmic dispatch influences customer evaluations in food-delivery platforms.

2.3 Expectation–Confirmation Mechanisms in Algorithmic Services

Expectation–confirmation theory (ECT) provides a complementary explanation of how satisfaction forms in digital services. Oliver (1980) conceptualises satisfaction as the result of comparing perceived performance with prior expectations. Extending this framework, Bhattacherjee (2001) shows that confirmation of expectations and perceived usefulness are key drivers of continuance intention in information systems. In algorithmic service environments, expectations are increasingly shaped by system-generated predictions, such as estimated delivery times and real-time updates. Empirical studies indicate that when algorithmic predictions align with actual performance, confirmation occurs and satisfaction increases, whereas inaccurate or opaque predictions lead to dissatisfaction and perceived risk (Shin, 2020).

2.4 Algorithmic Fairness, Transparency and Trust

Algorithmic fairness has emerged as a core dimension of user experience in automated decision-making systems. Research shows that users evaluate algorithmic decisions not only based on outcomes but also on perceived fairness, transparency and accountability. Lee (2018) finds that fairness perceptions strongly influence trust and emotional responses to algorithmic management. Shin (2020) further demonstrates that transparency and explainability enhance perceived legitimacy and acceptance of AI-driven decisions. A systematic review by Starke et al. (2022) confirms that fairness perceptions depend on procedural clarity, contextual norms and user expectations. From a sociotechnical perspective, Dolata et al. (2022) argue that fairness emerges through interactions between algorithmic design, organisational practices and user interpretation. These insights suggest that perceived algorithmic fairness functions as a key psychological mediator linking algorithmic stimuli to trust and behavioural intention.

2.5 AI-Driven Customer Experience and Behavioural Responses

Marketing and service research increasingly emphasise the role of artificial intelligence in shaping customer journeys. Huang and Rust (2021) argue that AI-enabled prediction, personalisation and automation can enhance customer value, while simultaneously generating concerns related to opacity and control. Empirical evidence indicates that trust mediates the relationship between satisfaction and continued platform use, particularly in AI-driven service contexts (Bhattacherjee, 2001). In food-delivery platforms, this implies that trust, repurchase intention and loyalty represent downstream behavioural responses that depend on both expectation confirmation and fairness-based evaluations.

Overall, existing research indicates that customer experience in algorithmic environments depends on how system-generated stimuli shape internal cognitive, affective and evaluative processes. However, few studies have systematically integrated SOR, expectation–confirmation theory and algorithmic fairness into a unified conceptual framework tailored to food-delivery platforms. Addressing this gap provides a theoretical foundation for analysing how algorithmic dispatch influences customer experience and long-term behavioural outcomes.

3. Conceptual Framework

Building on the preceding literature review, this study develops a conceptual model to explain how algorithmic dispatch shapes customer experience and behavioural

outcomes in food-delivery platforms. The model integrates three complementary theoretical perspectives—the stimulus–organism–response (SOR) framework, expectation–confirmation theory (ECT), and research on algorithmic fairness—into a unified analytical structure. Rather than offering an empirical test, the model provides a theoretical representation of the key constructs and their relationships, serving as a foundation for subsequent theoretical development and future empirical inquiry.

At the structural level, the model follows the core logic of the SOR framework by distinguishing between external system characteristics, internal customer evaluations, and downstream behavioural responses. Within this structure, algorithmic dispatch is conceptualised as a multidimensional system of stimuli. These stimuli include dispatch efficiency, transparency of system information, accuracy of delivery-time predictions, and the quality of real-time updates provided by the platform. Together, these features constitute the algorithmically mediated service environment in which customers form expectations and interpret service performance.

The organism component of the model captures customers' internal cognitive and affective states arising from exposure to algorithmic dispatch. Drawing on expectation–confirmation theory, the model identifies expectation confirmation as a central evaluative process through which customers compare algorithm-generated predictions with actual service outcomes. In addition, the organism layer incorporates perceived service quality, perceived algorithmic fairness, and overall satisfaction as distinct but interrelated evaluative dimensions. Perceived algorithmic fairness refers to customers' assessments of whether dispatch decisions are impartial, transparent, and procedurally just, while satisfaction reflects an overall affective appraisal of the service experience.

The response component of the model represents customers' behavioural orientations toward the platform. Trust occupies a central position within this layer, reflecting customers' confidence in the platform's algorithmic system and its capacity to deliver services reliably and fairly. Trust, in turn, underpins repurchase intention and platform loyalty, which represent customers' willingness to continue using and committing to a specific food-delivery platform over time.

Importantly, the conceptual model does not treat these elements as isolated variables, but as components of an integrated system. Algorithmic dispatch stimuli are assumed to influence behavioural responses indirectly, through their effects on customers' internal evaluative states. Within this structure, algorithmic fairness occupies a distinctive role by linking technical system features to normative and relational evaluations, thereby shaping how customers interpret both successful and problematic service encounters.

Overall, the conceptual model offers a structured representation of how algorithmic dispatch operates as an experiential mechanism in food-delivery platforms. By situating algorithmic service features within the SOR framework and incorporating expectation–confirmation and fairness-based evaluations, the model provides a coherent theoretical map of the customer experience process in algorithm-driven service contexts. The following section builds on this model by elaborating the theoretical logic underlying each of the proposed relationships.

4. Theoretical Development

This section elaborates the theoretical logic underlying the relationships depicted in the conceptual model. Building on the stimulus–organism–response framework, expectation–confirmation theory, and research on algorithmic fairness, the following analysis explains how algorithmic dispatch influences customer experience and behavioural outcomes in food-delivery platforms. Rather than proposing testable hypotheses, the discussion develops conceptually grounded pathways that clarify the mechanisms through which algorithmic systems shape customer perceptions, evaluations, and decisions.

4.1 Algorithmic Dispatch and Expectation Formation

Algorithmic dispatch systems play a central role in shaping customer expectations prior to and during service consumption. Through features such as estimated delivery times, route optimisation, courier assignment, and real-time tracking updates, platforms provide customers with continuous predictive signals regarding service performance. From the perspective of expectation–confirmation theory, these algorithm-generated signals function as cognitive reference points that frame customers' anticipations of speed, reliability, and overall service quality (Oliver, 1980).

Unlike traditional service contexts, where expectations may be vague or experience-based, algorithmic dispatch produces highly specific and dynamic expectations. Customers are therefore more likely to anchor their evaluations to system-generated predictions, making expectation formation increasingly dependent on algorithmic accuracy and consistency. As a result, algorithmic dispatch does not merely support service delivery but actively structures the evaluative lens through which customers interpret subsequent service outcomes.

4.2 Expectation Confirmation and Customer Satisfaction

During service delivery, customers compare actual performance with the expectations established by algorithmic dispatch. When delivery times, order accuracy, and system updates align with algorithmic predictions, expectation confirmation occurs, reinforcing positive evaluations of the service encounter. In contrast, discrepancies between predicted and actual outcomes generate disconfirmation, which may lead to dissatisfaction, frustration, or perceptions of unreliability.

In algorithmically mediated services, satisfaction thus emerges not solely from objective performance but from the perceived credibility of algorithmic forecasts. Accurate and consistent predictions enhance customers' sense of control and reduce uncertainty, while opaque or unstable predictions amplify perceived risk. Satisfaction, therefore, reflects a cumulative assessment shaped by both realised service outcomes and the integrity of the algorithmic expectation-setting process.

4.3 Algorithmic Dispatch and Perceived Service Quality

Perceived service quality in food-delivery platforms is closely intertwined with algorithmic dispatch mechanisms. Customers do not experience service quality independently of the system that coordinates delivery; rather, quality assessments are co-produced through interactions with algorithmic interfaces and information cues.

Dispatch efficiency, clarity of updates, and responsiveness to disruptions influence customers' judgments of competence and professionalism.

When algorithmic dispatch operates smoothly and transparently, customers are more likely to attribute high service quality to the platform, even in the absence of direct human interaction. Conversely, unexplained delays, inconsistent updates, or system errors may undermine quality perceptions regardless of the final delivery outcome. Algorithmic dispatch thus serves as a key experiential determinant of perceived service quality in digital service environments.

4.4 Algorithmic Fairness as a Normative Evaluation

Beyond performance-based assessments, customers also engage in normative evaluations of algorithmic dispatch systems. Algorithmic fairness refers to customers' perceptions that dispatch decisions are impartial, transparent, and procedurally just. In food-delivery platforms, fairness perceptions may be shaped by the consistency of estimated delivery times across users, the transparency of delay explanations, and the perceived neutrality of system decisions.

These fairness evaluations extend beyond instrumental concerns and reflect broader moral and relational judgments about the platform. Even when service outcomes are satisfactory, perceived unfairness or arbitrariness in algorithmic decision-making can undermine positive evaluations. Algorithmic fairness therefore constitutes a distinct cognitive–normative dimension of customer experience that operates alongside expectation confirmation and service quality assessments.

4.5 Algorithmic Fairness and Trust Formation

Trust represents a central relational outcome in algorithm-driven service platforms. In this context, trust is directed not only toward the firm as an organisation but also toward the algorithmic system that mediates service delivery. When customers perceive algorithmic dispatch as fair, transparent, and predictable, they are more likely to attribute benevolent intentions and technical competence to the platform.

Conversely, opaque or seemingly biased algorithmic decisions may erode trust even in the presence of acceptable service performance. Algorithmic fairness thus plays a critical role in shaping trust by linking technical system characteristics to relational beliefs. Trust emerges as a function of both performance reliability and normative legitimacy in algorithmic governance.

4.6 Trust, Repurchase Intention, and Platform Loyalty

Trust serves as a key mechanism translating customer experience into behavioural commitment. In highly competitive food-delivery markets characterised by low switching costs, trust reduces perceived risk and increases customers' willingness to continue using a specific platform. Customers who trust a platform's algorithmic dispatch system are more likely to tolerate occasional service failures, interpret disruptions more charitably, and maintain long-term engagement.

Repurchase intention and platform loyalty therefore arise not solely from satisfaction with individual transactions but from sustained confidence in the platform's algorithmic governance. Trust functions as a stabilising force that supports repeated use and long-term relational commitment in algorithm-driven service environments.

4.7 Integrative Logic of the Conceptual Model

Taken together, the theoretical pathways outlined above illustrate the integrative logic of the proposed conceptual model. Algorithmic dispatch operates as a system of external stimuli that shape customer expectations, fairness perceptions, and quality evaluations. These stimuli activate internal organismic states—expectation confirmation, satisfaction, perceived service quality, and trust—which in turn generate behavioural responses such as repurchase intention and platform loyalty.

Importantly, the model highlights that customer responses to algorithmic systems are shaped by both instrumental evaluations of performance and normative judgments of fairness. This dual-process perspective provides a more comprehensive understanding of customer experience in algorithm-driven service platforms and underscores the relational implications of algorithmic design and governance.

5. Managerial Implications

The conceptual model developed in this study offers several important implications for managers operating in food-delivery platforms and other algorithm-driven service environments. By framing algorithmic dispatch as an experiential mechanism rather than a purely operational tool, the analysis highlights how managerial decisions regarding algorithm design, communication, and governance directly shape customer perceptions and long-term platform performance.

5.1 Implications for Platform Governance

For platform managers, the findings underscore the need to reconceptualise algorithmic dispatch as a core element of customer experience governance. Dispatch efficiency and speed remain important competitive dimensions, but they are insufficient on their own to sustain customer trust and loyalty. Managers should recognise that customers interpret algorithmic decisions as signals of organisational competence, reliability, and intent. Consequently, platform governance strategies should balance performance optimisation with consistency, predictability, and clarity in algorithmic outcomes.

From a strategic perspective, this implies that platform governance should move beyond short-term efficiency metrics and incorporate experiential indicators such as customer trust, perceived fairness, and tolerance of service disruptions. Platforms that treat algorithmic dispatch as a relational interface—rather than an invisible backend process—are better positioned to build stable and resilient customer relationships in highly competitive markets.

5.2 Implications for Algorithm Design and Operations Teams

For algorithm design and operations teams, the model highlights the managerial importance of transparency and expectation management. Algorithmic systems that generate delivery-time predictions, routing decisions, and service updates play a central role in shaping customer expectations. When these expectations are consistently confirmed, satisfaction and trust are reinforced; when they are frequently disconfirmed without adequate explanation, customer confidence erodes.

Managers overseeing algorithmic operations should therefore prioritise the credibility and communicative quality of system outputs, rather than focusing

exclusively on optimisation accuracy. Clear explanations for delays, consistent update logic, and stable prediction mechanisms can mitigate negative customer reactions even when service disruptions occur. In this sense, managing algorithmic communication becomes as important as managing algorithmic performance.

5.3 Implications for Customer Experience Management

The findings also carry significant implications for customer experience (CX) management. In algorithm-driven platforms, customer experience is increasingly shaped by indirect interactions with automated systems rather than direct human contact. As a result, CX strategies must explicitly incorporate algorithmic touchpoints—such as tracking interfaces, notification systems, and estimated delivery times—into experience design and evaluation.

Managers should recognise that customer satisfaction and loyalty depend not only on successful service outcomes but also on how algorithmic processes are perceived and interpreted. Perceived algorithmic fairness emerges as a critical dimension of experience management, influencing trust and long-term engagement. CX initiatives that address transparency, consistency, and perceived impartiality of algorithmic decisions can therefore strengthen relational bonds between customers and platforms.

5.4 Strategic Implications for Competitive Positioning

At a broader strategic level, the study suggests that experiential differentiation in food-delivery markets increasingly depends on how platforms govern and communicate algorithmic systems. As price competition intensifies and service offerings converge, customer experience becomes a key source of competitive advantage. Platforms that successfully align algorithmic efficiency with fairness, transparency, and expectation confirmation are more likely to foster durable customer loyalty.

Rather than competing solely on speed or cost, managers may benefit from positioning their platforms as trustworthy and customer-oriented algorithmic systems. This shift reframes algorithmic dispatch from a background efficiency mechanism into a strategic asset that supports long-term value creation and platform sustainability.

6. Policy Implications

The conceptual framework developed in this study also carries important implications for public policy and platform regulation in algorithm-driven service markets. As food-delivery platforms increasingly rely on automated dispatch systems to mediate service provision, algorithmic governance has become a matter of public concern that extends beyond firm-level management. Customer experience, trust, and fairness are no longer solely shaped by market competition but are also influenced by the regulatory environment within which platforms operate.

6.1 Algorithmic Transparency and Consumer Information Rights

One key policy implication concerns algorithmic transparency and consumers' right to information. Algorithmic dispatch systems generate predictions and decisions that directly affect customers' expectations and evaluations, yet these processes often remain opaque. From a policy perspective, ensuring a minimum level of transparency regarding how delivery times are generated, how delays are managed, and how information is

communicated can help reduce uncertainty and asymmetries between platforms and consumers.

Rather than requiring full disclosure of proprietary algorithms, policymakers may focus on outcome-oriented transparency measures. These include clear explanations for delays, consistent communication standards, and accessible information about how service estimates are updated. Such measures can enhance consumers' ability to interpret algorithmic decisions and support more informed and confident platform use.

6.2 Algorithmic Fairness and Procedural Accountability

The findings of this study highlight algorithmic fairness as a central dimension of customer experience, with direct implications for trust and long-term platform engagement. From a policy standpoint, this suggests the need to move beyond purely efficiency-based regulatory approaches and consider procedural fairness as a legitimate governance concern.

Policy frameworks may encourage platforms to demonstrate that algorithmic dispatch systems operate in a consistent and impartial manner, particularly in situations involving delays, service disruptions, or unequal outcomes across users. Procedural accountability mechanisms—such as internal review processes, documentation of decision logic, and channels for user feedback—can help ensure that algorithmic decisions are perceived as legitimate and justifiable, even when outcomes are imperfect.

6.3 Consumer Trust and Platform Accountability

Trust in algorithm-driven platforms is not solely the result of individual user experience but is also shaped by broader institutional signals. Regulatory oversight and clearly articulated standards for algorithmic conduct can reinforce public confidence in platform-based services. When consumers perceive that algorithmic systems operate within a recognised regulatory framework, trust is more likely to be sustained even in the presence of occasional service failures.

From this perspective, policy interventions that promote platform accountability—such as transparency obligations, reporting requirements, or independent audits—may indirectly contribute to customer trust and market stability. These measures signal that algorithmic systems are subject to oversight and normative expectations, reducing perceived risk for consumers.

6.4 Toward a Balanced Approach to Algorithmic Governance

Finally, the analysis suggests the importance of a balanced approach to algorithmic governance that recognises both innovation and consumer protection. Overly restrictive regulation may hinder technological development and service efficiency, while insufficient oversight risks undermining fairness, trust, and long-term market sustainability. Policy frameworks should therefore aim to create conditions under which algorithmic systems can innovate responsibly while aligning with societal expectations regarding transparency, fairness, and accountability.

By acknowledging customer experience as a relevant outcome of algorithmic governance, policymakers can broaden the scope of platform regulation beyond labour and competition concerns. This broader perspective supports the development of digital

service ecosystems that are not only efficient but also trustworthy, equitable, and socially legitimate.

7. Conclusion

This study set out to examine how algorithmic dispatch shapes customer experience and behavioural outcomes in food-delivery platforms. In response to the growing prominence of algorithmic decision-making in digital services, the paper developed a conceptual model that integrates the stimulus–organism–response framework, expectation–confirmation theory, and research on algorithmic fairness. By shifting the analytical focus from workers to customers, the study addresses an important gap in existing platform research and contributes to a more balanced understanding of algorithmic governance in service markets.

From a theoretical perspective, the paper makes several contributions. First, it reconceptualises algorithmic dispatch as an experiential mechanism rather than a purely operational tool. This perspective extends customer experience research by highlighting how algorithm-generated signals actively structure expectation formation, evaluative processes, and behavioural responses. Second, by incorporating expectation–confirmation theory into the analysis of algorithmic services, the study clarifies how system-generated predictions influence satisfaction dynamics in digital environments. Third, the integration of algorithmic fairness into the SOR framework advances existing theory by recognising that customer responses to algorithmic systems are shaped not only by performance-based evaluations but also by normative and relational judgments.

The proposed conceptual model also offers meaningful implications for practice and policy. At the managerial level, the findings suggest that platform competitiveness increasingly depends on how algorithmic systems are governed, communicated, and perceived by customers. Algorithmic transparency, consistency, and fairness emerge as strategic assets that support trust, customer retention, and long-term platform sustainability. At the policy level, the analysis underscores the relevance of consumer experience in debates on algorithmic regulation, highlighting the need for governance frameworks that balance innovation with transparency, fairness, and accountability.

As a conceptual study, this research is subject to certain limitations. The model is not empirically tested and does not account for contextual variations across platforms, markets, or regulatory environments. Customer heterogeneity, cultural differences, and platform-specific design features may shape algorithmic experiences in ways not fully captured by the present framework. These limitations, however, also point to promising avenues for future research. Empirical studies could test the proposed relationships using quantitative or qualitative data, while comparative research might explore how different regulatory regimes or platform designs influence customer perceptions of algorithmic dispatch.

In conclusion, as algorithmic systems become increasingly central to service provision, understanding their experiential and relational implications is essential. By offering an integrated conceptual framework, this study contributes to ongoing debates on human–algorithm interaction and provides a foundation for developing more transparent, fair, and customer-centred digital service ecosystems.

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