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How Does Artificial Intelligent Impact the Likelihood of Repurchase Intention?

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Abstract
This study explores the impact of AI-driven product recommendations and chatbot quality on consumer repurchase intention on the Shopee platform, with consumer consideration as a mediating factor. Data were collected through a questionnaire distributed on social media, targeting Shopee users who had previously made purchases. A total of 155 respondents were selected via purposive sampling, and the data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS 3.0. The results show that AI-based product recommendations do not significantly influence consumer consideration or repurchase intention (p = 0.191 and p = 0.974). In contrast, chatbot quality significantly impacts both consumer consideration (p = 0.000) and repurchase intention (p = 0.004). Additionally, consumer consideration mediates the relationship between chatbot quality and repurchase intention (p = 0.000). These findings suggest that while AI product recommendations are ineffective in driving repeat purchases, high-quality chatbots play a crucial role in enhancing consumer engagement and loyalty. The study provides insights into the effectiveness of AI in e-commerce marketing and emphasizes the importance of chatbot quality in fostering consumer satisfaction and repurchase intention.
Keywords: Repurchase Intention, Artificial Intelligence, E-Commerce, Product Recommendation, Customer Considerations.

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INTRODUCTION

One result of the current development in digital business is e-commerce (electronic commerce), a transaction activity of buying and selling conducted through the internet. Along with technological advancements, e-commerce has adopted artificial intelligence technology to market products digitally (Hassan, 2021). The role of AI technology in e-commerce is to provide a more personalized shopping experience for customers (Srivastava, 2021). Additionally, AI can offer relevant product recommendations to customers based on behavioural data and customer preferences. In the context of customer service, AI features such as chatbots can provide responsive service to customers (Chen et al., 2022).

The application of AI product recommendation systems in e-commerce can add value to the business (Mariani et al., 2023). Previous research indicates that recommending products relevant to customers' needs can influence customers to accept these suggestions (Beyari & Garamoun, 2022). According to Zhang et al. (2021), product recommendations are an important tool for enhancing the quality of product suggestions. With the help of AI in recommending products, customers can see products that are relevant to their interests. This consideration can influence consumers' decisions to make repeat purchases. With AI, systems can evaluate users based on their demographics or previous purchase history to provide relevant recommendations (Sharma et al., 2021). Product recommendations in e-commerce are crucial because customers only want to see products that are relevant and meet their needs.

A series of product recommendations provided by AI in e-commerce can be a factor affecting customers' intention to make repeat purchases (Yun & Park, 2022). When customers find products that match their preferences, they will feel more satisfied with their shopping experience. Such appropriate recommendations will ultimately enhance customer satisfaction and increase the likelihood of repeat purchases. This statement aligns with the research conducted by Chen et al. (2023), which indicates that there is an influence of product recommendations on customer satisfaction and loyalty. Chen et al. (2023) also state that besides recommending products, AI can improve the quality of customer service in e-commerce. The quality of AI chatbots can affect customer loyalty through factors such as perceived value, cognitive and affective trust, and customer satisfaction. Previous research by Antonio et al. (2022) emphasizes the importance of developing AI chatbots with attention to ethics, security, and data privacy. According to Chen et al. (2023), AI chatbots can enhance operational efficiency and provide better service to customers in e-commerce. Overall, AI chatbots have a significant impact on improving the quality of e-commerce services, and business developers should ensure their implementation is carried out wisely, considering customer needs as well as data security and privacy aspects.

Through AI-based chatbots, e-commerce can provide quick and accurate responses to customer inquiries (Rakhra et al., 2021). Chatbots can offer 24/7 service to customers and provide the needed information quickly and easily. The information provided includes relevant product details such as prices, stock availability, and product features. Accurate information and relevant information can be one of the positive service qualities provided through e-commerce sites with the help of AI. This will certainly reduce customer wait times and can influence customers' decisions regarding repeat purchases of a product (Chen et al., 2023).

The quality of a chatbot in e-commerce that provides good service can help customers consider products or services further. By providing relevant and responsive information, chatbots can influence customers' purchasing decisions. Effective and efficient chatbot service quality in e-commerce can enhance customer trust and satisfaction, which in turn can affect the intention to make repeat purchases (Soares et al., 2022). This is consistent with research by Presti et al. (2021), which states that the quality of chatbot service affects customer consideration, and

research by Fared et al. (2021), which indicates that the intention to make repeat purchases can be influenced by service quality.

Research on the use of artificial intelligence (AI) in digital marketing and its impact on consumer repeat purchase decisions on e-commerce platforms has shown significant potential in various previous studies. Relevant studies include Zhang et al. (2021), who state that using AI in product recommendations can increase consumer loyalty by providing more relevant recommendations aligned with individual preferences. Additionally, Soares et al. (2022) identify that high AI chatbot intelligence can enhance user experience and drive Repurchase Intentions.

The novelty of this research lies in its specific focus on the role of consumer consideration as a mediator between AI product recommendations and electronic service quality regarding Repurchase Intentions on e-commerce platforms. There has been no previous research specifically examining the role of consumer consideration as a mediator in this context. This research also has uniqueness as it combines two aspects of artificial intelligence (product recommendations and chatbots) and examines how both, through consumer consideration, affect repeat purchase decisions.

Although many studies have examined the general impact of AI in digital marketing, few focus on the specific interaction between product recommendations and chatbot service quality on Repurchase Intentions, considering the mediating role of consumer consideration. Therefore, this research is expected to contribute to expanding the understanding of factors affecting consumer Repurchase Intentions on e-commerce platforms through the use of artificial intelligence.

Additionally, the findings are expected to provide useful insights for business practitioners and e-commerce platform managers in developing more effective and personalized marketing strategies, leveraging artificial intelligence to enhance customer loyalty. Thus, this research not only contributes to academic literature but also has significant practical value in a business context. Through this research, it is hoped that concrete strategic recommendations can be generated to improve digital marketing effectiveness in the modern era.

METHOD

This research falls into the category of explanatory research, which aims to explain the position and relationships between the involved variables (Sugiyono, 2014). The study will test and analyse the effect of independent variables, namely AI product recommendations and AI chatbot quality, on the dependent variable, which is the intention to make repeat purchases. Additionally, this research will examine the mediating role of consumer consideration in moderating the relationship between AI product recommendations and AI chatbot quality on consumers' intention to make repeat purchases on the Shopee platform.

The data for this research will be sourced from primary data collected through a questionnaire distributed via Google Forms to respondents through social media. The collected data will be processed and analysed to obtain the desired research results. The population for this study comprises consumers in Jakarta who have made purchases through the Shopee e-commerce platform. This research focuses on the Shopee platform for several reasons. First, Shopee is one of the largest and most popular e-commerce platforms in Southeast Asia, making it a relevant choice for studying online shopping behaviour. By focusing on Shopee, this study can provide valuable insights into how AI technologies are used in a widely used platform. Second, Shopee uses advanced AI features such as product recommendations and chatbots, which are important for understanding how AI impacts consumer decisions. These features make Shopee an ideal platform to examine how AI can affect repurchase intentions. Finally, this study focuses on Shopee users in Jakarta, a city with a high number of online shoppers. By

concentrating on this group, the study aims to provide useful insights into how AI tools influence consumer behaviour in a specific, real-world setting.

The sampling technique used in this study is purposive sampling. Purposive sampling is a method where the researcher selects subjects based on specific criteria relevant to the research objectives (Sugiyono, 2014). In this study, the first criterion for sample selection is that respondents must be over 17 years old and capable of filling out the online questionnaire. The second criterion is that the consumers in Jakarta must have made at least 2 purchases through the Shopee platform in the past year. Based on these criteria, 155 qualified respondents have been selected for inclusion in the study.

This research uses a 5-point Likert scale to measure the involved variables, where the scale consists of: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Measurement for AI Product Recommendations uses 7 indicators adapted from Sharma et al. (2021), service quality of chatbots uses 6 indicators adapted from Ashiq & Hussain (2024), Consumer Consideration uses 6 indicators adapted from Beyari & Garamoun (2022), and Repurchase Intention uses 6 indicators adapted from Amoako, Doe & Neequaye (2023).

Table 1. Measurement of Variables and Indicators

Variable	Indicators	Reference
Product Recommendation	1. Personalization of recommendations 2. Relevance of recommended products 3. Accuracy of recommendation 4. Timeliness of recommendations 5. Frequency of recommendations 6. Adaptibility to user preference 7. Overall satisfaction with recommendations	Sharma, J., Sharma, K., Garg, K., & Sharma, A. K. (2021). Product recommendation system a comprehensive review. In IOP Conference Series: Materials Science and Engineering.
Chatbot Quality	1. Response speed 2. Accuracy of responses 3. Ability to solve problems 4. Level of politeness 5. Clarity of communication 6. Ability to understand user intent	Ashiq, R., & Hussain, A. (2024). Exploring the effects of e-service quality and e-trust on consumers'-satisfaction and e-loyalty: insights from online shoppers in Pakistan. Journal of Electronic Business & Digital Economics, 3(2), 117–141.
Consumer Consideration	1. Interest in exploring recommended products 2. Perceived value of recommended products 3. Willingness to learn more about the products 4. Consideration of purchasing based on recommendations 5. Trust in the recommendation system 6. Perceived usefulness of recommendation	Beyari, H., & Garamoun, H. (2022). The effect of artificial intelligence on end-user online purchasing decisions: Toward an integrated conceptual framework. Sustainability, 14(15), 9637

Variable	Indicators	Reference
Repurchase Intention	1. Likelihood to purchase 2. Intention to recommend 3. Desire to continue using app for future purchases 4. Loyalty to app 5. Willingness to engage with promotion and offers	Amoako, G. K., Doe, J. K., & Neequaye, E. K. (2023). Online innovation and repurchase intentions in hotels: the mediating effect of customer experience. International Hospitality Review, 37(1), 28–47.

Data for this study will be collected through a survey using Google Forms, which will be distributed to residents of Jakarta who have shopped online through Shopee during the period from April to May 2024. Data testing will be performed using Smart-PLS 3.0, which is used to evaluate the validity of prediction models that represent consumers' Repurchase Intentions. With a sample size of 155 respondents, the PLS-SEM approach is considered appropriate. PLS-SEM, or Partial Least Squares Structural Equation Modeling, is an analysis technique used to predict causal relationships between latent variables (Cepeda-Carrión et al., 2022).
The model used in this study as follows:

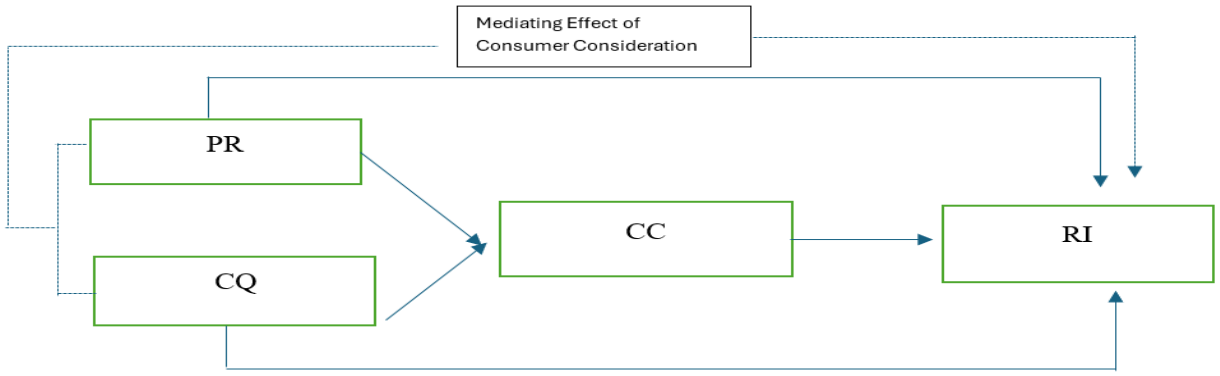

Figure 1. Research Model
Source: Author's Data Analysis

RESULTS AND DISCUSSION

Table 1 below shows that the respondents in this study are predominantly female, with 78 individuals or 50.30 percent, while the number of male respondents is 77 individuals or 49.70 percent. In terms of age, the majority of respondents are between 28 and 37 years old, totalling 63 individuals or 40.60 percent. Regarding employment, the respondents primarily work as private sector employees, with 69 individuals or approximately 44.50 percent. Most respondents are married, totalling 102 individuals or about 65.81 percent. In terms of monthly income, the majority of respondents earn between Rp 5,000,000.00 and Rp 15,000,000.00, with 52 individuals or around 33.55 percent.

Table 2. Demographic Caracteristic

	N	%		N	%
Sex			**Occupation**		
Male	77	49,70	Unemployed	16	10,30
Female	78	50,30	Employed	69	44,50
Total	**155**	**100**	Entrepreneur	38	24,50
			Civil Servant	14	9,00
			Other	18	11,60
			Total	**155**	**100,00**
Age			**Income**		
18-27 years old	56	36,10	No Income	16	10,30
28-37 years old	63	40,60	Less than Rp. 5.000.000	50	32,3
38-47 years old	20	12,90	Rp. 5.000.000 - 15.000.000	52	33,6
48-57 years old	9	5,80	Rp. 16.000.000 - Rp. 25.000.000	33	21,3
Above 57 years old	7	4,60	Above Rp. 25.000.000	4	2,6
Total	**155**	**100**	**Total**	**155**	**100**
Marital Status					
Married	102	65,81			
Unmarried	53	34,19			
Total	**150**	**100**			

Source: Author's Data Analysis

Thus, it can be concluded that the majority of respondents in this study are women, within the productive age range (28-37 years), working as private sector employees, married, and have a monthly income between Rp 5,000,000 and Rp 15,000,000. These characteristics suggest that the studied population is relatively stable in terms of marital status and employment and falls within the middle-income bracket. This data also shows a diverse demographic distribution, allowing for a more comprehensive analysis of various aspects investigated in this study.

Table 3. Validity and Reability

Variables	No.Items	Mean	SD	CA	DG *rho*	CR	AVE	VIF
PR	7	3,585	0,955	0,760	0,868	0,858	0,67	1,208
CQ	6	3,387	0,952	0,830	0,852	0,877	0,588	1,336
CC	6	3,189	0,945	0,718	0,874	0,824	0,612	1,190
RI	6	2,884	1,117	0,835	0,84	0,924	0,858	1,208

Note : PR: Product Recommendation, CQ:Chatbot Quality, CC:Customer Consideration, RI:Repurchase Intention, SD: Standard
Deviation; AVE : Average Variance Extracted, CA : Cronbach's Alpha; DG *rho: Dillon-Goldstein's rho*; CR: Composite Reability,
VIF : Variance Inflation Factors.

Source: Author's Data Analysis

Table 3 in this study shows that the Composite Reliability values for each variable are above 0.70, specifically 0.858, 0.877, 0.824, and 0.924. This means that the reliability testing for all constructs in this study has met the criteria. Composite Reliability (CR) is a measure of the internal consistency reliability of the indicators forming a construct. Hair et al. (2014) state that a good reliability criterion is having a CR value above 0.70. Additionally, the Cronbach's Alpha values for all constructs in this study are greater than 0.60, specifically 0.760, 0.830, 0.718, and 0.835. This indicates that the constructs meet the reliability criteria. Cronbach's Alpha is a

measure of reliability or internal consistency of a set of items or indicators. Cronbach's Alpha values range from 0 to 1, with values above 0.60 generally considered to indicate good reliability (Hair et al., 2014).

For validity testing in this study, the Average Variance Extracted (AVE) values are examined. The AVE value that meets the criteria for convergent validity of a construct is above 0.50 (Fornell & Larcker, 1981). In Table 2, it can be seen that the AVE values are 0.670, 0.588, 0.612, and 0.858, meaning that the constructs in this study meet the validity criteria as they have AVE values above 0.50.

Table 4. Discriminant Validity

	PR	CQ	CC	RI
Fornell Lacker Crietion				
Product Recommendation	0,782			
Chatbot Quality	0,400	0,819		
Consumer Consideration	0,262	0,397	0,767	
Repurchase Intention	0,197	0,395	0,454	0,926
Heterotrait-Monotrai Ratio (HTMT)				
Product Recommendation	-			
Chatbot Quality	0,467	-		
Consumer Consideration	0,280	0,450	-	
Repurchase Intention	0,225	0,461	0,493	-

Note: PR: Product Recommendation, CQ: Chatbot Quality, CC: Consumer Consideration, RI: Repurchase Intention

Source: Author's Data Analysis

Table 4 in this study shows that the discriminant validity values have met the established assessment criteria. According to Hair et al. (2014), discriminant validity in research can be evaluated using the criteria of Cross Loading, Heterotrait-Monotrait (HTMT), and Fornell-Larcker. Looking at the Cross Loading criteria, the item loadings for each construct in this study are higher than their cross-loadings, thus meeting the discriminant validity criteria. The HTMT values in this study are below 0.85, indicating that discriminant validity is achieved, meaning the constructs are indeed distinct from one another and do not measure the same thing.

The Fornell-Larcker criterion is a method that compares the Average Variance Extracted (AVE) of a construct with the correlations between constructs. Discriminant validity in this study meets the criteria because the AVE value of a construct is greater than the squared correlations between that construct and other constructs.

In this study, the values based on the Fornell-Larcker, Cross Loading, and HTMT criteria have met the specified standards. Therefore, it can be concluded that this study has fulfilled the criteria for discriminant validity.

Table 5. Path Coefisien

Hypothesis	*Relation*	*Beta*	*t*	*p*	r^2	f^2	Q^2	*Decision*
H1 a	PR - CC	0,123	1,308	0,191	0,170	0,015	0,085	*Rejected*
H1 b	PR - RI	0,032	0,032	0,974	0,261	0,000	0,195	*Rejected*
H2 a	CQ - CC	5,527	5,527	0,000		0,123		*Accepted*
H2 b	CQ - RI	2,911	2,911	0,004		0,065		*Accepted*
H3	CC - RI	4,984	4,984	0,000		0,139		*Accepted*

Note : PR: Product Recommendation, CQ: Chatbot Quality, CC: Customer Consideration, RI: Repurchase Intention

Source: Author's Data Analysis

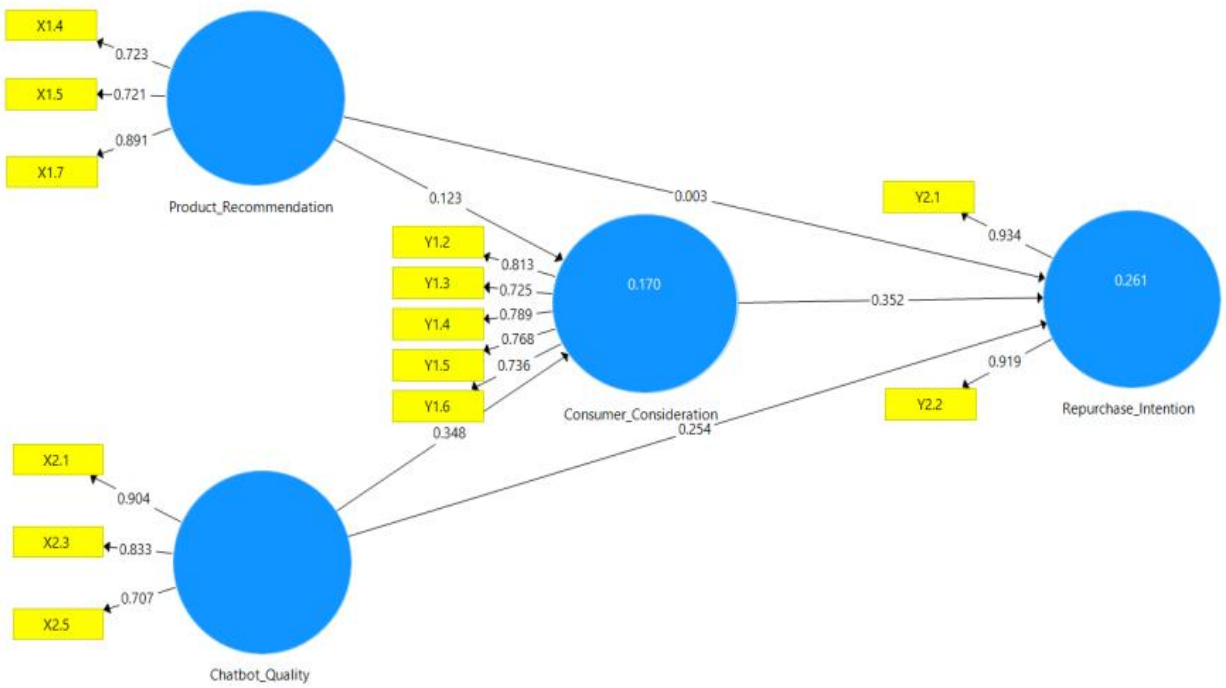

Figure 2: Path Analysis
Source : Author's Data Analysis

Figure 2 in this study shows the path analysis processed using SmartPLS 3.0. Table 4 presents the results of the structural model testing, which demonstrates the causal relationships in the research model.

The results of hypothesis testing for the first points (a and b) in this study are rejected because they have p-values of 0.191 and 0.974 (both greater than 0.05). This indicates that AI product recommendations on Shopee do not affect consumer consideration or repurchase intention. Therefore, AI-based product recommendations on Shopee do not have a significant impact on consumers' consideration of products or their intention to make repeat purchases. This means that, although Shopee uses AI technology to provide product recommendations, these recommendations are not strong enough to significantly influence consumers' decisions either in considering products to buy or in increasing their desire to repurchase products in the future. This finding is inconsistent with the research by Beyari & Garamoun (2022), which states that product recommendations influence customer consideration, and Chen et al. (2023), which states that product recommendations affect customer satisfaction and loyalty.

The results of hypothesis testing for the second points (a and b) in this study are accepted, as they have p-values below 0.05, specifically 0.000 and 0.004. This indicates that chatbot quality on Shopee affects consumer consideration and repurchase intention. In other words, high-quality AI chatbots on Shopee can influence consumers in considering products to buy and increase their desire to repurchase products in the future. In other words, the better the quality of the chatbot used, the greater its impact on purchasing decisions and customer loyalty. This finding is consistent with the research by Presti et al. (2021), which states that chatbot service quality affects consumer consideration, and the research by Ellitan & Suhartatik (2023), which states that repurchase intention can be influenced by service quality.

Additionally, the results of hypothesis testing for the third hypothesis in this study are also accepted because it has a p-value below 0.05, specifically 0.000. This indicates that consumer consideration significantly affects repurchase intention. This means that the higher the level of consumer consideration of a product or service, the greater the likelihood of them

repurchasing that product in the future. This highlights the importance of considering consumer preferences and needs in marketing strategies to enhance customer loyalty and retention. This finding aligns with the research by Beyari & Garamoun (2022), which states that customer consideration positively influences repurchase decisions

CONCLUSION

The aim of this research was to examine and analyse the impact of AI product recommendations and chatbot quality on repurchase intention, considering the mediating role of consumer consideration on the Shopee platform. The results indicate that AI product recommendations do not have a significant impact on consumer consideration or repurchase intention. However, chatbot quality significantly affects both consumer consideration and repurchase intention. Additionally, consumer consideration significantly affects repurchase intention.

Therefore, future researchers are advised to explore factors that enhance the effectiveness of AI product recommendations. Shopee may consider advancing AI technology and employing more sophisticated algorithms. Further research and development on chatbot quality, including artificial intelligence and responsiveness, are also important. Shopee could enhance the consumer experience through transparent product information and recommendations tailored to individual preferences. Future studies might examine the combination of AI product recommendations and chatbot interactions to improve customer loyalty.

The findings show that consumer consideration mediates the relationship between chatbot quality and repurchase intention but does not mediate the relationship between AI product recommendations and repurchase intention. Therefore, Shopee is advised to continue improving chatbot service quality, enhancing responsiveness and artificial intelligence, and providing accurate solutions and personalized experiences to consumers. Marketing strategies should focus on understanding and responding to consumer needs. preferences and needs of consumers by providing detailed product information, customized offers, and personalized interactions.

One limitation of this study is its focus on the Shopee platform, which may restrict the applicability of the findings to other e-commerce platforms or industries. Different platforms may employ distinct AI systems, chatbot capabilities, and have varying consumer behaviours, which could influence how AI product recommendations and chatbot quality affect repurchase intentions. As a result, the insights drawn from Shopee might not be fully representative of the broader e-commerce landscape.

Another limitation lies in the finding that AI product recommendations did not significantly influence consumer consideration or repurchase intention. This outcome might be attributed to the current limitations in the AI algorithms used by Shopee, suggesting that more advanced or tailored AI systems could uncover a stronger relationship. Additionally, the research did not explore all the potential variables that could affect the impact of AI recommendations, such as user demographics, platform design, or the nature of the products being recommended.

The study also found that consumer consideration played a mediating role between chatbot quality and repurchase intention, but not between AI product recommendations and repurchase intention. This suggests that consumer decision-making is complex, and other factors beyond consideration, such as emotional responses or external influences, may be at play when interacting with AI-driven product recommendations. Furthermore, the study's cross-sectional design limited the ability to explore how these relationships evolve over time, making it difficult to understand the long-term effects of AI technologies on consumer behaviour.

The findings suggest that future research should focus on exploring ways to enhance the effectiveness of AI product recommendations. Specifically, investigating the integration of more advanced AI techniques, such as machine learning algorithms that can better predict individual preferences or user behaviour, may improve the ability of these recommendations to influence consumer decision-making. Understanding how different types of AI systems (e.g., collaborative filtering or content-based algorithms) affect consumer behaviour could offer valuable insights into optimizing AI-based marketing strategies.

Additionally, the study highlights the importance of chatbot quality in shaping consumer consideration and repurchase intention. Future research should explore in greater detail which specific features of chatbot quality—such as response speed, empathy, or conversational accuracy—are most influential in driving consumer satisfaction and loyalty. Investigating the role of natural language processing, context-aware responses, and multi-channel support could also offer valuable insights into how chatbots can be further optimized to meet consumer needs and preferences.

The role of consumer consideration as a mediator in the relationship between chatbot quality and repurchase intention raises important questions about other factors that may influence the connection between AI-driven tools and repurchase behaviour. Future studies could explore other potential mediators, such as trust, perceived value, or product satisfaction, to better understand the psychological processes that underpin consumer decisions. This would allow for a more nuanced understanding of how AI technologies interact with consumer mindsets to drive loyalty.

Furthermore, the combination of AI product recommendations and chatbot interactions presents an interesting area for further research. As both factors were found to influence repurchase intention, future studies could examine how these technologies complement each other to create a seamless and personalized consumer experience. Understanding how a holistic approach that integrates AI recommendations with chatbot assistance can enhance customer loyalty and satisfaction would be valuable for e-commerce platforms aiming to optimize user engagement.

Lastly, the practical implications for platforms like Shopee suggest that improving chatbot service quality, including responsiveness and the ability to offer accurate solutions, should remain a priority. Investing in AI technologies that deliver personalized experiences—such as customized product recommendations and tailored interactions—could significantly enhance consumer satisfaction and repurchase intentions. Future research could also explore how transparency in product information and the use of advanced AI systems can build consumer trust and lead to greater long-term loyalty.

By delving deeper into these areas, future research could build upon the current study's findings, providing a more comprehensive understanding of the role AI technologies play in shaping consumer behavior within e-commerce environments. This would ultimately help businesses refine their AI strategies, improve customer experiences, and foster stronger relationships with their users.

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