



The Influence Of Perceived Convenience On AI-Enabled Customer Experience In Shopee's Chatbot With Perceived Sacrifice, Trust, And Customer Loyalty As Mediating Variables

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How to Cite :

Rosyada, A. A., Hartono. (2025). The Influence of Perceived Convenience on AI-Enabled Customer Experience in Shopee's Chatbot with Perceived Sacrifice, Trust, and Customer Loyalty as Mediating Variables. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(4). doi: <https://doi.org/10.37676/ekombis.v13i4>

ARTICLE HISTORY

Received [18 March 2025]

Revised [16 September 2025]

Accepted [20 September 2025]

KEYWORDS

Perceived Convenience,
Perceived Sacrifice, Trust,
Customer Loyalty, AI-enabled
Customer Experience, Shopee
Chatbot.

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ABSTRACT

Various e-commerce platforms have integrated AI-based services, including Shopee. The most commonly used AI-based service is chatbots, which play a role in enhancing customer interaction and service efficiency. This study aims to examine how *perceived convenience* influences *AI-enabled customer experience* among Shopee chatbot users, as well as to explore the mediating roles of *perceived sacrifice*, *trust*, and *customer loyalty* in this relationship. This research employs a quantitative approach using the *convenience sampling* technique, collecting data from 243 Shopee chatbot users, which were analyzed using *PLS-SEM*. The results indicate that *trust* and *customer loyalty* have a significant direct impact on *perceived convenience* and *AI-enabled customer experience*, and also serve as mediators in this relationship. Meanwhile, the *perceived sacrifice* variable does not have a direct effect and does not mediate the relationship between *perceived convenience* and *AI-enabled customer experience*.

INTRODUCTION

AI has been widely utilized to perform various tasks that significantly simplify activities and processes. This includes its application in the business environment, where AI is leveraged to build interactive relationships between companies and customers, aiming to create engagement that benefits the company. AI in e-commerce is transforming how businesses interact with customers by accurately predicting their behavior and enhancing personalized marketing efforts. AI-powered services such as chatbots are provided to answer inquiries and communicate with consumers at any time (Jenneboer et al., 2022).

Many companies offer chatbot services on their websites and platforms to enhance customer support, including the e-commerce platform Shopee. This technology helps improve customer interactions through various AI-driven features, which have been proven effective in boosting sales and enhancing overall customer experience. A positive customer experience plays a crucial role in fostering customer loyalty and contributing to the company's long-term profitability (Bascur & Rusu, 2020). This experience can stem from the perceived convenience felt by consumers when using chatbot services, which later develops into trust, loyalty, and willingness to make sacrifices.

The higher the perceived convenience of AI-based services, the lower the perceived sacrifice, ultimately leading to greater customer satisfaction (Lai & Liew, 2021). According to Chi & Vu (2022), trust in AI services can be enhanced by prioritizing empathetic responses and improving the quality of AI services provided to consumers. Fast response times and consistency in communication through AI interactions are considered to have a significantly positive impact on most consumers, fostering a sense of engagement.

Although previous studies have examined perceived convenience, trust, perceived sacrifice, and customer loyalty, no research has specifically explored the relationship between these variables and AI-enabled customer experience in Shopee's chatbot. Based on this, the author is interested in further investigating the relationship between convenience, trust, customer loyalty, and perceived sacrifice in shaping customer experience with AI-based services, particularly within the AI-powered chatbot feature provided by Shopee's e-commerce platform.

LITERATURE REVIEW

Perceived Convenience

Perceived convenience refers to the extent to which consumers feel comfortable when using chatbot services. When consumers use a service, they are actively participating in it and will assess whether the service meets their expectations, ultimately shaping their attitude toward it. Deborah & Keni (2019) define *perceived convenience* as the perception of ease, which is an individual's level of confidence that using technology will free them from excessive effort. The perception of ease and convenience is linked to consumers' evaluation of how efficient and practical a service is in meeting their needs without significant obstacles (Chowdhury, 2023).

Perceived Sacrifice

Perceived sacrifice in e-commerce features refers to the sacrifices made by users, such as costs and effort, to adapt to the uncertainty of new technology (Liao et al., 2022). This sacrifice includes how consumers often compromise their privacy and time to overcome concerns when using AI-powered services (Lopes et al., 2024). Perceived sacrifice may encompass consumers' doubts about AI-supported chatbot services, whether due to a lack of prior experience with the technology or unfamiliarity with its use.

Trust

Trust in the context of AI services in e-commerce refers to the confidence that arises through interactions with artificial intelligence in delivering services (Chi et al., 2021). Trust is crucial as it serves as the foundation of the relationship between consumers and a company. Consumer trust influences their experience both before and after using AI. Ameen et al. (2021) state that when customers find AI services convenient to use, it enhances their trust in the service, ultimately strengthening their positive experience with AI. In other words, trust in a service can influence consumers' evaluation of their overall experience with that service. When consumers trust a company, they are more likely to use the AI services provided by that company. The more accurate the solutions offered by AI, the higher the level of trust consumers place in it (Chi & Vu, 2022).

Customer Loyalty

Dick & Basu (1994) define customer loyalty as the relationship between an individual's attitude and repeat purchases, influenced by social norms and situational factors. Customer loyalty can be assessed as a positive response and reaction developed through customer interactions, where these interactions allow them to perceive benefits from the engagement. The greater the benefits derived from a service, the more consumers will demonstrate their loyalty.

Khan et al. (2023), in their study on the role of chatbots in the tourism sector in Pakistan, found that chatbot services enhance customer loyalty by providing personalized support, addressing issues promptly, and creating a pleasant experience for consumers using the service.

AI-enabled Customer Experience

AI-enabled customer experience can be defined as how the responsiveness and relevance of AI-powered features across various platforms create a pleasant experience for consumers (Nicolescu & Tudorache, 2022). The responsiveness and relevance of AI features, such as chatbots on different platforms, contribute to a positive consumer experience. Customer experience can be enhanced when they perceive high value, which is reflected in their expectations and the benefits they receive. Jenneboer et al. (2022) found that customer satisfaction through interactions with AI-based chatbot services can contribute to a positive experience provided by AI.

METHODS

The data collection technique in this study employed a quantitative approach by distributing an online questionnaire via Google Forms. The *convenience sampling* method was used for sampling, allowing the researchers to distribute the questionnaire randomly to individuals who met the respondent criteria through social media platforms such as Instagram, Twitter, Facebook, and WhatsApp. The study was conducted across Indonesia without any specific geographic limitations, as data was collected online without regional restrictions. The main requirement for respondents was that they had previously used Shopee's chatbot.

The data used to support the research process was obtained from participants who completed the online questionnaire. Out of 290 respondents who filled out the questionnaire, 243 met the eligibility criteria. The research sample, consisting of Shopee chatbot users, was then analyzed using PLS-SEM with SmartPLS software.

RESULTS

Descriptive Analysis

Table 1 presents the results of the descriptive analysis conducted on the respondent data, which includes questions about the respondents' personal information such as gender, current occupation, monthly income, and the frequency of using the Shopee chatbot in the last 6 months.

Table 1 Respondents Demographic Characteristics

Category	Frequency	%
Gender		
Female	209	83,3%
Male	42	16,7%
Age		8%
≤ 20 years	20	82,9%
21–25 years	208	5,2%

26–30 years	13	2%
31–35 years	5	0,4%
36–40 years	1	1,6%
≥ 40 years	4	
Occupation		
Student/College students	208	82,9%
Entrepreneurs	5	2%
Private employees	26	10,4%
BUMN (State) Employees	3	1,2%
State Civil Apparatus (ASN)	3	1,2%
Others	6	2,3%
The average income per month		
≤ 2.000.000 IDR	139	55,4%
2.000.001–4.000.000 IDR	84	33,5%
4.000.001–6.000.000 IDR	11	4,4%
6.000.001–8.000.000 IDR	8	3,2%
8.000.001–10.000.000 IDR	3	1,2%
≥ 10.000.001	6	2,4%
Frequency of chatbot usage on the Shopee application in the last 6 months		
1-3 times	167	66,5%
4-6 times	62	24,7%
7-9 times	8	3,2%
More than 10 times	14	5,6%

Source: Primary data processed (2025)

Measurement Model: Validity and Reliability Data

Table 2 Validity and Reliability

Variable	Item Scale	Loadings	CA	CR	AVE
Perceived Convenience	PC1	0,873	0,907	0,931	0,730
	PC2	0,893			
	PC3	0,857			
	PC4	0,844			
	PC5	0,797			
Perceived Sacrifice	PS1	0,923	0,827	0,886	0,721
	PS2	0,838			
	PS5	0,781			
Trust	TRU1	0,854	0,946	0,954	0,698
	TRU2	0,831			
	TRU3	0,831			
	TRU4	0,864			
	TRU5	0,795			
	TRU6	0,864			
	TRU7	0,790			
	TRU8	0,820			
	TRU9	0,785			

Customer Loyalty	CL1	0,895	0,898	0,928	0,765
	CL2	0,922			
	CL3	0,891			
	CL4	0,784			
AI-enabled Customer Experience	ECE2	0,722	0,931	0,942	0,619
	ECE3	0,807			
	ECE4	0,825			
	ECE5	0,847			
	ECE6	0,788			
	ECE7	0,763			
	ECE8	0,754			
	ECE9	0,800			
	ECE10	0,792			
	ECE11	0,759			

Source: Primary data processed (2025)

The results shown in Table 2 indicate that the measurements in this study have been proven to be valid and reliable in terms of convergence. The reliability of the measurements is demonstrated by the Cronbach's alpha (CA) and composite reliability (CR) values, all of which are above 0.6. Additionally, the loading factor values for each indicator and the AVE values are also above 0.50.

A discriminant validity test was also conducted to ensure the uniqueness of each construct in this study, as shown in Table 3. Table 3 presents the results of the discriminant validity test based on the Fornell & Larcker criteria. According to Table 3, the square root of the AVE for each variable is greater than the values of the other variables below it, confirming the discriminant validity of the constructs.

Table 3 Fornell-Larcker Criterion On The Square Roots AVE

Variables	CL	ECE	PC	PS	TRU
CL	0,875				
ECE	0,635	0,787			
PC	0,458	0,731	0,854		
PS	0,514	0,238	0,079	0,849	
TRU	0,629	0,788	0,823	0,190	0,835

Source: Primary data processed (2025)

Structural Model Analysis

Table 4 displays the results of the collinearity test, confirming that no significant multicollinearity issues were detected. This is evidenced by the overall VIF values, all of which are below 5.

Table 4 The Collinearity Test

Variables	CL	ECE	PC	PS	TRU
CL		2.257			
ECE					
PC	1.000			1.000	1.000
PS		1.416			
TRU		1.722			

Source: Primary data processed (2025)

Table 5 The Results Of R-Square And Q-Square

Variables	R-Square	R-Square Adjusted	Q-Square
Customer Loyalty	0.210	0.207	0.152
AI-enabled Customer Experience	0.653	0.648	0.392
Perceived Sacrifice	0.006	0.002	0.001
Trust	0.678	0.676	0.467

Source: Primary data processed (2025)

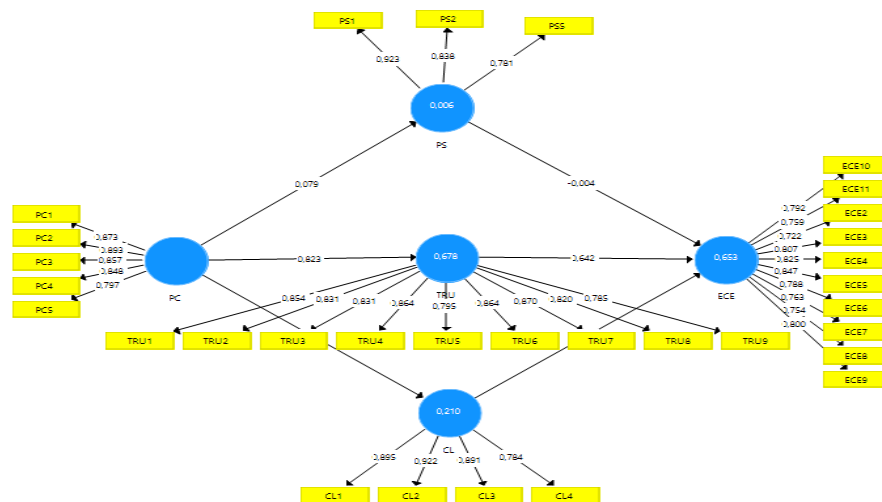
According to Table 5, the R-Square results indicate that the independent variables are able to explain nearly all of the dependent variables effectively. This is because almost all scores exceed the threshold value of 0.19, which is considered good, except for the perceived sacrifice variable. Meanwhile, the Q-Square results refer to the predictive relevance of the variables. This shows that the overall Q-square value is greater than zero.

Table 6 Hypothesis Testing

Variables Relation	Hypotesis	T Statistic	P-Values	Conclusion
CL → ECE	H6	4,132	0,000	Supported
PC→CL	H3	10,207	0,000	Supported
PC → PS	H1	1,427	0,155	Rejected
PC → TRU	H2	31,646	0,000	Supported
PS → ECE	H4	0,106	0,916	Rejected
TRU → ECE	H5	14,430	0,000	Supported
PC → CL → ECE	H7c	3.805	0.000	Supported
PC → TRU → ECE	H7b	12.151	0.000	Supported
PC → PS → ECE	H7a	0.076	0.939	Rejected

Source: Primary data processed (2025)

Table 6 shows that three hypotheses were rejected: the direct relationship between perceived convenience and perceived sacrifice, perceived sacrifice and AI-enabled customer experience, and perceived sacrifice as a mediator in the relationship between perceived convenience and AI-enabled customer experience. Meanwhile, the other hypotheses were accepted. The supported relationships meet the criteria for acceptance, with p-values < 0.05 and t-statistics > 1.96. The structure of this research model can be seen in the image below.

Figure 1 Research Model

Effect of Perceived Convenience On Perceived Sacrifice

The findings of this study indicate that the relationship between perceived convenience and perceived sacrifice is rejected and not significant, meaning these variables are not related. This suggests that no matter how much convenience is perceived, it will not influence the sacrifice experienced when using AI-powered chatbots. In other words, the higher the perceived convenience, the higher the possibility of perceived sacrifice when using a particular service.

In this study, these results can be linked to the fact that the majority of respondents are aged 21-25 years. Most individuals in this age group belong to Gen Z, who are increasingly using AI-powered services. While they may find these chatbot services convenient, they also understand that unexpected risks can arise at any time.

Effect of Perceived Convenience on Trust

Perceived Convenience positively and significantly affects user trust in the Shopee chatbot. The level of comfort felt by consumers when using the Shopee chatbot service can reduce any doubts that may arise in the consumer's mind. Afterward, users of the Shopee chatbot service will be confident that the service is safe to use. Thus, the level of comfort can motivate the formation of consumer trust in the chatbot service.

Respondents who have used the Shopee chatbot service 1-3 times in the past 6 months contribute the most to this research. This means that consumers who use the Shopee app are likely to use the chatbot service during this period every 6 months. Based on this, it can be concluded that consumers who use the Shopee app within this timeframe tend to utilize the chatbot service to obtain the information they need, whether related to products, order status, or other technical assistance.

Effect of Perceived Convenience on Customer Loyalty

This research found that perceived convenience is considered to have a positive and significant impact on customer loyalty. The more comfortable customers feel when using the chatbot service, the greater the likelihood that they will use it again in the future, thereby fostering customer loyalty.

In the context of this research, the majority of respondents are Gen Z, aged 21–25. Older generations often have higher concerns about technology, which makes them reluctant to use such technology in the future. Meanwhile, younger generations, who are more comfortable

using AI services like chatbots, tend to be more loyal to platforms like Shopee, as they perceive the technology to make their shopping process easier.

Effect of Perceived Sacrifice on AI-enabled Customer Experience

The results of this study found that perceived sacrifice was rejected and not significant to the AI-enabled customer experience variable. This means that no matter how much sacrifice is felt, it does not affect the AI-enabled customer experience. This explains that even though users may feel they have to sacrifice time, effort, or privacy to adapt to AI technology, it does not directly impact their experience in using the AI-powered chatbot.

In the context of this research, this can be seen from the frequency of Shopee chatbot usage, where the most common choice among respondents was to use the Shopee chatbot 1-3 times in the last 6 months. Within this frequency, users will accumulate their efforts into experiences that shape their perception of the quality of the AI-based services provided by Shopee. Although consumers may use the Shopee chatbot several times within a certain period, the frequency of use does not necessarily reflect the level of positive experience they gain.

Effect of Trust on AI-enabled Customer Experience

The results of this study found that trust is considered to have a positive and significant impact on the AI-enabled customer experience. When consumers trust that the service can provide complex benefits, they will gain a new experience where their needs can be addressed efficiently and effectively. Therefore, the level of consumer trust when using the Shopee chatbot service can motivate the formation of an AI-enabled customer experience.

The discussion of trust can be linked to a person's occupation. The data from this study is dominated by respondents whose occupation is students, who are generally younger. Respondents who are students tend to have more courage and openness towards adopting new technologies, including AI-based services like chatbots. By using these services, students can access information more easily and manage various activities more practically. The adoption of this technology reflects the younger generation's openness to innovations that support productivity and efficiency in their daily lives.

Effect of Customer Loyalty on AI-enabled Customer Experience

This study found that customer loyalty is considered to have a positive and significant impact on the AI-enabled customer experience. Customer loyalty itself can be formed from consumers' perceptions when they feel helped by the use of AI-based services. The greater the benefits obtained from a service, the more loyal consumers will be. AI services that provide satisfaction and offer new features to consumers can create strong relationships while also offering new experiences for them.

The impact of customer loyalty on the AI-enabled customer experience can be seen based on the average age of the respondents, who are Gen Z. Many Gen Z individuals regularly engage with AI services to meet their needs. Older users, such as Gen X, are usually more cautious, selective, and less quick to adopt or use new technologies compared to younger generations (Arachchi, 2024). Therefore, the repeated use of AI technology is more frequently seen in Gen Z because their acceptance of new technologies is much higher than previous generations, allowing them to gain a variety of experiences and insights through their interactions with AI.

Perceived Sacrifice as Mediator

The results of this study found that there is no mediating role of perceived sacrifice in the relationship between perceived convenience and AI-enabled customer experience. This means that although customers feel ease when interacting with AI-powered technology, the feeling of sacrifice or risk they perceive does not affect that relationship. Even if customers experience

some form of sacrifice, it does not impact the connection between the comfort they feel and their experience with AI technology.

In the context of this research, the role of perceived sacrifice as a mediator between perceived convenience and AI-enabled customer experience can be seen from the fact that the majority of respondents are students. Students are typically associated with having knowledge and education. They tend to have a better understanding of new technologies and are aware of the risks and sacrifices that may come with using them. Therefore, they understand that, regardless of how high or low the comfort they feel, it will not influence the level of sacrifice they experience when using AI technology and receiving AI-powered experiences through chatbot services.

Trust as Mediator

In the results of this study, trust can mediate or help explain the relationship between perceived convenience and AI-enabled customer experience. When customers find the process of using AI technology easy and practical, they tend to start trusting the system or platform. This trust makes customers feel confident that the AI technology is reliable and useful. As a result, customers become more comfortable and satisfied in using AI features, making their experience with the technology more positive.

The indirect effect within the relationship between perceived convenience and AI-enabled experience can be seen from the gender of the majority of respondents in this study. The majority of respondents were women. Many online applications tend to be dominated by female users. According to a study conducted on the Xiaohongshu platform, it is dominated by women because the app offers many features that cater to women's preferences (Wang, 2023). Indirectly, this means that the average user of e-commerce and online apps is more likely to be female than male.

Customer Loyalty

This study confirms the role of customer loyalty in mediating the relationship between perceived convenience and AI-enabled customer experience. Consumers will gain a new experience through their interaction with AI after finding comfort in using it, which leads to repeated interactions. Customer loyalty is not formed instantly. Positive experiences repeated over interactions with AI technology can strengthen the emotional bond between the consumer and the service (Hossain et al., 2024).

The majority of respondents in this study are students. Students who use AI chatbots for shopping report higher satisfaction compared to those who do not, ultimately showing that the collaboration of AI in e-commerce enhances students' shopping experiences and encourages them to continue using the service (Hamsar et al., 2024).

DISCUSSION

This study aims to enhance understanding of the factors that can create new experiences for consumers using AI-based services, particularly the Shopee chatbot service. The results of this study found that the direct relationships between variables were accepted and significant, except for the relationship between perceived convenience and perceived sacrifice, which was rejected and not significant, as well as the relationship between perceived sacrifice and AI-enabled customer experience, which was also rejected. Regarding the mediating role, it was found that perceived sacrifice could not mediate the relationship between perceived convenience and AI-enabled customer experience, while the variables of trust and customer loyalty positively mediated that relationship.

There are several factors that can trigger AI-enabled customer experience in the Shopee chatbot, as observed from the 251 respondents sampled in this study. In general, this research

reveals that factors such as perceived convenience, trust, and customer loyalty are believed to be key drivers of the emergence of AI-enabled customer experience.

CONCLUSION

The results of this study indicate that:

1. Perceived Convenience does not affect users' Perceived Sacrifice toward the Shopee chatbot.
2. Perceived Convenience has a positive and significant effect on users' Trust in the Shopee chatbot.
3. Perceived Convenience positively affects users' Customer Loyalty toward the Shopee chatbot.
4. Perceived Sacrifice does not affect the emergence of AI-enabled customer experience in users of the Shopee chatbot.
5. Trust influences the emergence of AI-enabled customer experience in users of the Shopee chatbot.
6. Customer Loyalty has a positive and significant effect on the emergence of AI-enabled customer experience in users of the Shopee chatbot.
7. Perceived Sacrifice cannot mediate the relationship between Perceived Convenience and AI-enabled Customer Experience in users of the Shopee chatbot.
8. Trust can mediate the relationship between Perceived Convenience and AI-enabled Customer Experience in users of the Shopee chatbot.
9. Customer Loyalty can mediate the relationship between Perceived Convenience and AI-enabled Customer Experience in users of the Shopee chatbot.

LIMITATION

This study has several limitations that could be considered for future research. The majority of respondents in this study are female, so the results and implications may not be as relevant when applied to other specific business types. Additionally, most respondents are students, which may not represent the behavior of consumers from other groups. Therefore, future research is expected to involve respondents from various professions and societal layers to make the results more representative. Furthermore, this research focuses only on consumers using chatbots on the Shopee platform, so the findings may differ when applied to users on other platforms.

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