Journal : **Journal of Management and Innovation Entrepreneurship (JMIE),**
Publisher : **Yayasan Nuraini Ibrahim Mandiri**
ISSN : **e-ISSN 3026-6505**
Volume / Issue / Year/ Page : **4/ 1/ 2026: October / 159-179**

WHEN CHATBOTS DELIVER VALUE: UNVEILING THE PATH TO REPURCHASE INTENTION IN E-COMMERCE

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Article Information

Submission : 03-09-2026
Review : 07-09-2026
Revised : 27-09-2026
Accepted : 10-10-2026
Published : 25-10-2026

Keywords
Customer satisfaction, E-*shopping enjoyment, Information quality,* Repurchase *intention, Responsiveness.*

Abstract

This study examines how information quality and responsiveness influence repurchase intention in e-commerce, with customer satisfaction as a mediating variable and e-shopping enjoyment as a moderating variable. A quantitative approach was employed using an online survey of 223 consumers who had previously used e-commerce chatbots. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that information quality has a positive and significant effect on customer satisfaction (β = 0.630, p < 0.001), but does not have a significant direct effect on repurchase intention (β = −0.106, p = 0.191). Customer satisfaction significantly influences repurchase intention (β = 0.720, p < 0.001) and mediates the relationship between information quality and repurchase intention (β = 0.454, p < 0.001). In contrast, responsiveness has a positive and significant direct effect on repurchase intention (β = 0.185, p = 0.019), but does not significantly affect customer satisfaction (β = 0.062, p = 0.577) or repurchase intention through customer satisfaction (β = 0.045, p = 0.571). Furthermore, e-shopping enjoyment does not significantly moderate the relationship between customer satisfaction and repurchase intention (β = 0.045, p = 0.438). These findings demonstrate that chatbot attributes influence repurchase intention through distinct pathways, with customer satisfaction serving as a key mechanism through which information quality translates into repeat-purchase intention. For e-commerce managers, the findings highlight the need to provide accurate, relevant, clear, and complete chatbot information while maintaining responsive and helpful interactions to enhance customer satisfaction and encourage repurchase intention.

How To Cite: Utami, W., Rosha, Z., Rahmi, S., Selvi, S. V., & Anggriawan, G. (2026). When chatbots deliver value: Unveiling the path to repurchase intention in e-commerce. *Journal of Management and Innovation Entrepreneurship (JMIE)*, 4(1), 159–179. https://doi.org/10.70248/jmie.v4i1.4685

DOI : https://doi.org/10.70248/jmie.v4i1.4685
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INTRODUCTION

The rapid advancement of digital technology over the past several decades has brought about substantial transformations in the business environment, particularly in the electronic commerce (e-commerce) sector. The widespread adoption of the internet and mobile devices has shifted consumer behavior from conventional transactions toward digital purchasing processes that are faster, more convenient, and more efficient. In this context, businesses are increasingly required to provide responsive, personalized, and round the clock services to enhance customer satisfaction and foster

long term repurchase intention.

One of the technological innovations that has developed rapidly to support customer service in e-commerce is the implementation of artificial intelligence (AI)-based chatbots. A chatbot is an automated system designed to simulate human conversation through text or voice, enabling it to respond to customer inquiries and needs in real time (Ashfaq et al., 2020). Chatbots are designed to emulate human communication, allowing users to interact with digital systems in a more convenient and intuitive manner (Hui et al., 2024). Within e-commerce environments, chatbots function as conversational interfaces that facilitate product searches, personalized recommendations, and real time customer support, thereby potentially accelerating purchasing processes and enhancing the customer experience (Rodríguez et al., 2024). The implementation of chatbots in online shopping enables businesses to automate customer service, reduce operational workloads, and improve communication efficiency between firms and consumers. These technological developments enable systems to interpret user inquiries and provide automated responses with greater speed (Atienza-Barba et al., 2024); (Hui et al., 2024); (Méndez-Suárez et al., 2023)

Chatbots can assist customers across three major stages of the online purchasing process: pre-purchase, purchase, and post-purchase. During the pre-purchase stage, chatbots provide product related information and assist consumers in searching for relevant products. During the purchasing stage, they can facilitate transactional activities, whereas in the post-purchase stage, chatbots can provide follow-up services such as order tracking, complaint management, and after-sales services (Lee et al., 2022);(Luo et al., 2019);(Ashfaq et al., 2020). Their conversational capabilities allow customers to obtain assistance directly without having to wait for human service representatives, thereby increasing the accessibility and immediacy of customer support (Lee et al., 2022).

Furthermore, the presence of chatbots can create additional value by making online shopping more interactive and personalized. Through natural language processing technologies, chatbots can interpret users' needs and generate relevant responses. Nevertheless, the effectiveness of chatbots in improving customer satisfaction and repurchase intention remains subject to debate in the existing literature. Conversely, limitations in processing complex conversational contexts may cause misunderstandings, generate user frustration, and ultimately reduce the quality of the online shopping experience. Despite these potential benefits, the implementation of chatbots in e-commerce does not always produce optimal outcomes. One of the primary challenges concerns the limited ability of chatbots to understand complex conversational contexts, which may result in inappropriate or inaccurate responses. In addition, inadequate capabilities in recognizing and responding to users' emotional states may compromise the quality of human chatbot interactions. These limitations may contribute to customer dissatisfaction and negatively influence consumers' perceptions of the e-commerce platform that influences on repurchase intention.

Generation Z, generally defined as individuals born from the mid-1990s to the early 2010s, is one of the generations most closely connected to the rapid development of the internet and digital technologies. Having grown up with smartphones, social media, and online platforms, Generation Z is highly familiar with digital environments and represents an important segment in e-commerce. Their exposure to instant digital services has created high expectations for fast, convenient, accessible, and reliable online services. Therefore, chatbot technology is particularly relevant to Generation Z's

online shopping behavior, as responsiveness and information quality can provide timely assistance and accurate information, thereby enhance their online shopping experience and potentially influence repurchase intention.

Flow Theory, also known as the “optimal experience theory,” was introduced by Csikszentmihalyi (1975). The theory explains that individuals may experience a state of flow when they become deeply engaged in an activity, to the extent that they become less aware of time and their surrounding environment. In the context of this study, responsive, informative, and human-like chatbot attributes may create a more immersive cognitive and emotional interaction experience, thereby enhancing flow, customer satisfaction, and the intention to reuse the service. Flow theory provides a perspective for understanding deep psychological involvement and pleasurable feelings (enjoyment) in artificial intelligence-based digital interactions. Thus, flow theory provides a theoretical perspective for understanding how engaging and immersive interactions with human-like chatbots may create positive customer experiences, which can subsequently enhance customer satisfaction and contribute to repurchase intention (Fullagar et al., 2013); (Lavoie et al., 2022);(Holdack et al., 2022).

One of the key factors determining the effectiveness of e-commerce services is the quality of interaction between digital systems and users. In this context, responsiveness and information quality represent two particularly important dimensions. Responsiveness refers to the ability of a system or service to respond to customer needs promptly and appropriately, whereas information quality concerns the accuracy, relevance, completeness, and clarity of the information provided to consumers. These dimensions constitute important foundations for developing a positive online customer experience. High-quality service, particularly in terms of response speed and information quality, is expected to enhance customer satisfaction. Customer satisfaction represents an important indicator of e-commerce service performance because satisfied customers are more likely to develop favorable evaluations of the services they receive. Such satisfaction extends beyond immediate perceptions of service quality and may influence consumers' future behavioral responses, including their willingness to continue using the platform and repurchase products through the same channel.

However, in today's digital environment, online shopping experiences are shaped not only by functional attributes but also by emotional factors. One relevant emotional factor is e-shopping enjoyment, which refers to the degree of pleasure, comfort, and enjoyment consumers experience while engaging in online shopping activities. E-shopping enjoyment may strengthen consumers' positive responses toward an e-commerce platform because pleasurable experiences can foster greater emotional attachment and encourage repeated engagement. Moreover, enjoyment derived from interacting with technology may influence consumers' acceptance and evaluation of chatbot services. Consumers who feel comfortable and enjoy interacting with chatbots may develop more favorable perceptions of the e-commerce platform, which may ultimately increase their repurchase intention.

Previous studies have examined the effects of chatbots on customer satisfaction and usage intentions; however, their findings remain inconsistent. While some studies report that chatbots positively influence user experiences and customer loyalty, others indicate that chatbot limitations may reduce perceived service quality. These inconsistent findings highlight a research gap that warrants further investigation. In addition, most previous studies have focused primarily on the technical aspects of

chatbot technology, such as system quality and ease of use, while paying less attention to psychological factors such as e-shopping enjoyment as a moderating variable. In the context of today's digital experience economy, emotional factors may play an increasingly important role in shaping consumer behavior. Therefore, this study seeks to address the existing gap by developing a conceptual model that integrates chatbot attributes, e-shopping enjoyment, and repurchase intention. The study is expected to contribute theoretically to the development of digital marketing research, particularly by providing insights into how AI-based chatbot technology can enhance customer experiences and influence post-purchase behavior.

Based on the foregoing discussion, this study aims to examine the effects of information quality and responsiveness on repurchase intention, with customer satisfaction as a mediating variable and e-shopping enjoyment as a moderating variable. By integrating chatbot service attributes, customer satisfaction, and the experiential dimension of online shopping, this study seeks to contribute to the literature on AI-enabled e-commerce by explaining not only whether chatbot services influence repurchase intention, but also the mechanisms and experiential conditions through which such influence may occur.

Literature Review

Repurchase Intention

Repurchase intention refers to a consumer's intention to purchase the same product or service again in the future and is widely recognized as an important indicator of customer loyalty in digital marketing. Repurchase intention demonstrates the subjective probability that customers will purchase a product or service in the future (Shi et al., 2018). From a consumer behavior perspective, repurchase intention is influenced by previous consumption experiences, customer satisfaction, and the perceived value obtained from a product or service. In e-commerce, repurchase intention is particularly important because retaining existing customers is generally more cost effective than acquiring new ones. In the context of chatbot enabled e-commerce, repurchase intention reflects consumers' willingness to make subsequent purchases after interacting with a chatbot. Previous research suggests that chatbots may indirectly influence repurchase intention by enhancing customer satisfaction and creating positive service experiences. When chatbots provide responsive, accurate, and helpful interactions, customers are more likely to develop favorable perceptions of the e-commerce platform, resulting in higher satisfaction and stronger intentions to repurchase. Therefore, repurchase intention in e-commerce can be understood as an important behavioral outcome shaped by consumers' chatbot experiences, interaction quality, and resulting satisfaction.

Information Quality

Information quality refers to the extent to which information provided by an e-commerce system is accurate, relevant, complete, sufficient, timely, reliable, and easy to understand. In online shopping, consumers rely heavily on product related information, such as descriptions, prices, reviews, and specifications, to support their purchasing decisions. Information quality encompasses the accuracy, relevance, adequacy, and timeliness of information (Gao et al., 2015), while access to sufficient, accurate, up-to-date, and reliable information plays an important role in enhancing user satisfaction (Teo et al., 2008). In chatbot enabled e-commerce, consumers frequently use chatbot

services to obtain product information, current offers, recommendations, and usage instructions. As one of the key dimensions in evaluating information system success, information quality has been found to contribute positively to user satisfaction (DeLone & McLean, 2003); (Chung & Kwon, 2009). High-quality information enables consumers to obtain the information they need more efficiently, reduces uncertainty during the purchasing process, and facilitates more informed decision making.

Responsiveness

Responsiveness is an important dimension of service quality that reflects the ability of a system or service provider to respond to customers' needs and requests promptly, accurately, and effectively (Eroglu et al., 2003). In the context of e-commerce, chatbot responsiveness refers to the extent to which a chatbot can provide timely, relevant, and appropriate responses to users' inquiries and activities (Hui et al., 2024). Responsiveness is not limited to the speed of responses but also encompasses the accuracy and relevance of the information delivered. A responsive chatbot can provide immediate assistance, remain accessible when needed, and facilitate real-time interactions, thereby improving the efficiency and convenience of online customer service. These characteristics are particularly important in e-commerce, where consumers expect immediate assistance throughout the online shopping process. When chatbots respond quickly and appropriately, customers may perceive the service as more reliable and attentive, resulting in more favorable evaluations of the e-commerce platform. Previous studies indicate that responsiveness is an important factor in shaping customer experiences and satisfaction in digital service environments (Vassilakopoulou et al., 2023); (Xie et al., 2023). Furthermore, chatbot responsiveness can contribute to the creation of positive customer experiences by reducing the time and effort required to obtain assistance. Instant responses enable chatbots to handle routine customer inquiries efficiently and provide continuous support without being constrained by conventional service hours.

Customer Satisfaction

Customer satisfaction refers to customers' overall evaluation of their experiences after using a product or service. It is widely regarded as a critical determinant of business success because it is closely associated with a firm's competitiveness, customer retention, and profitability. Higher levels of customer satisfaction can strengthen a company's ability to maintain its market position and achieve sustainable competitive advantages (Auh et al., 2011); (Cavazotte et al., 2020). Satisfied customers are also more likely to develop favorable perceptions of a company, remain committed to the service provider, and continue their relationship with the firm. In the e-commerce context, customer satisfaction is influenced by multiple factors, including service quality, ease of use, transaction efficiency, and information quality. With the increasing adoption of AI-based technologies, chatbot services have become an important component of digital customer service. Customer satisfaction in this context reflects users' evaluations of their experiences when interacting with chatbots. The ability of chatbots to provide rapid, personalized, and efficient assistance can enhance consumers' perceptions of service quality and contribute to greater satisfaction.

E-Shopping Enjoyment

E-shopping enjoyment refers to the degree of pleasure and positive emotional

experience consumers derive from engaging in online shopping activities. It represents the hedonic dimension of consumer behavior, emphasizing the experiential and affective value of shopping beyond purely utilitarian benefits. According to (Fang et al., 2016) conceptualize e-shopping enjoyment as the pleasurable experience or satisfaction consumers obtain while engaging in online shopping. From the perspective of hedonic motivation, enjoyment is an important factor that encourages technology use and consumption behavior because consumers tend to engage more actively with platforms that provide pleasurable experiences. In the context of chatbot enabled e-commerce, e-shopping enjoyment reflects the positive emotional experience consumers obtain while interacting with chatbot services throughout the online shopping process. Beyond functional benefits such as convenience and efficiency, enjoyable chatbot interactions can create a more engaging and immersive shopping experience.

Development of Hypothesis

Information quality in chatbot refers to the extent to which the information provided to consumers is accurate, relevant, complete, clear, timely, and reliable in supporting their shopping activities. Information quality is particularly important because chatbots represent a key interaction point between consumers and e-commerce platforms, through which users can obtain product information, prices, availability, promotional offers, order status, and assistance with transaction related issues. When chatbot generated information meets consumers' informational needs, it can reduce uncertainty, increase confidence in the platform, and facilitate more informed purchasing decisions. Previous research supports the importance of information quality in shaping consumers' behavioral responses. Similarly, (Firahmi et al., 2026) identified information quality as one of the factors associated with repurchase intention. Accurate and relevant information provided by chatbots can reduce consumers' perceived uncertainty, strengthen their trust in the platform, and facilitate more confident repurchasing intention. Positive experiences resulting from reliable chatbot information may subsequently encourage consumers to revisit the platform and make repeat purchases. Therefore, higher perceived information quality in e-commerce chatbot services is expected to increase repurchase intention. Based on the above discussion, the following hypothesis is proposed

H_1: Information quality has a positive effect on repurchase intention.

Responsiveness refers to the ability of a chatbot to provide fast, accurate, and appropriate responses to consumers' questions and needs throughout their interactions with an e-commerce platform. Prompt responses allow consumers to obtain information and assistance without waiting for human customer service, thereby reducing barriers during the purchasing process and creating a more efficient shopping experience. When chatbots respond effectively to consumers' needs, they can enhance perceived service quality and generate more favorable evaluations of the e-commerce platform. Empirical evidence supports the importance of responsiveness in shaping consumer behavioral outcomes. According (Ananda & Widagda, 2024) found that responsiveness has a positive and significant effect on repurchase intention. Accordingly, when consumers receive timely, accurate, and useful responses that effectively address their needs, they are more likely to develop positive interaction experiences and revisit the same e-commerce platform for future purchases. Based on the above discussion, the following hypothesis is proposed:

H_2: Responsiveness has a positive effect on repurchase intention.

Information quality refers to the extent to which information provided by a system is accurate, relevant, complete, reliable, and easy to understand. In e-commerce, chatbots serve as an important source of information that assists consumers throughout the purchasing decision making process. According to (Claudia et al., 2025) found that information quality among chatbot users contributes to continued chatbot use through user satisfaction, suggesting that higher quality information leads to more favorable evaluations of chatbot services. According to (DeLone & McLean, 2003) information quality is a key determinant of user satisfaction because the quality of information influences users' evaluations of the system and the services it provides. Therefore, chatbots that consistently provide high quality information are more likely to generate favorable consumer evaluations and enhance customer satisfaction with (Ashfaq et al., 2020); (Mustika & Suhendra, 2026). Accordingly, the higher the perceived quality of information provided by an e-commerce chatbot, the greater the level of customer satisfaction. Based on the above discussion, the following hypothesis is proposed:
H_3: Information quality has a positive effect on customer satisfaction.

Responsiveness is an essential dimension of service quality that reflects the ability of a system, including chatbots, to provide prompt, accurate, and relevant responses to users' needs. In the e-commerce context, response speed is particularly important because consumers increasingly expect immediate assistance without having to endure lengthy waiting times. Chatbot responsiveness can directly influence consumers' evaluations of the services they receive. By providing real-time responses, chatbots can improve interaction efficiency, reduce uncertainty, and facilitate a smoother online shopping experience. In an increasingly competitive e-commerce environment, responsiveness has become an important chatbot capability for creating positive customer perceptions and fostering long-term relationships with consumers. Accordingly, higher levels of perceived chatbot responsiveness are expected to result in higher levels of customer satisfaction (Hui et al., 2024). Moreover, chatbots that are easily accessible and available whenever assistance is required provide greater convenience and flexibility for consumers. Therefore, when consumers perceive a chatbot as capable of responding quickly, accurately, and appropriately to their needs, they are more likely to evaluate the service positively and experience greater satisfaction. Based on the above discussion, the following hypothesis is proposed:
H_4: Responsiveness has a positive effect on customer satisfaction.

Customer satisfaction refers to consumers' overall evaluation of their experiences after using a product or service. From a consumer behavior perspective, satisfaction is considered an important antecedent of customer loyalty and repurchase intention. In the context of chatbot enabled e-commerce, satisfactory interactions with chatbots can enhance consumers' overall evaluations of the e-commerce platform. When chatbots provide convenient, accurate, responsive, and helpful assistance, consumers are more likely to perceive their shopping experience positively and develop a stronger intention to return to the platform (Zhao et al., 2026);(Yun & Park, 2022);(Ananda & Widagda, 2024) and (Lee et al., 2022). Customer satisfaction therefore serves as an important mechanism linking consumers' previous experiences with their subsequent behavioral intentions. The higher the level of satisfaction experienced by

consumers, the greater their likelihood of engaging in future purchasing activities through the same e-commerce platform. Accordingly, customer satisfaction is expected to have a positive effect on repurchase intention. Based on the above discussion, the following hypothesis is proposed:
H_5: Customer satisfaction has a positive effect on repurchase intention.

Responsiveness may influence repurchase intention not only directly but also indirectly through customer satisfaction. In the context of chatbot enabled e-commerce, a responsive chatbot can provide prompt, accurate, and relevant assistance, thereby improving the efficiency and convenience of customer interactions. These positive service experiences are likely to enhance customer satisfaction, which subsequently encourages consumers to maintain their relationship with the e-commerce platform and engage in future purchases. Customer satisfaction therefore serves as an important mediating mechanism through which chatbot responsiveness can influence repurchase intention (Mustika & Suhendra, 2026). When consumers perceive chatbot services as responsive and capable of addressing their needs effectively, they are more likely to experience satisfaction with the overall service. Accordingly, higher perceived chatbot responsiveness is expected to increase repurchase intention through enhanced customer satisfaction. Based on the above discussion, the following hypothesis is proposed:
H_6: Customer satisfaction mediates the relationship between responsiveness on repurchase intention.

Information quality provided by chatbots may influence consumers repurchase intention indirectly through customer satisfaction. Accurate, relevant, complete, and reliable information can help consumers make better informed purchasing decisions, reduce uncertainty, and improve their overall evaluation of the online shopping experience. When chatbot generated information effectively meets consumers' informational needs, customers are more likely to perceive the service as reliable and satisfactory, which may subsequently strengthen their intention to repurchase from the same e-commerce platform. Thus, high-quality information provided by chatbots can enhance customer satisfaction, and this positive evaluation may encourage consumers to revisit the platform and make subsequent purchases. Therefore, customer satisfaction is expected to mediate the relationship between information quality and repurchase intention. Based on the above discussion, the following hypothesis is proposed:
H_7: Customer satisfaction mediates relationship between information quality on repurchase intention.

E-shopping enjoyment refers to the degree of pleasure and positive emotional experience consumers derive from engaging in online shopping activities (Fang et al., 2016). It represents the hedonic dimension of online consumption, in which consumers evaluate shopping experiences not only based on functional benefits but also on the enjoyment and emotional value they obtain. In chatbot enabled e-commerce, interactive, convenient, and engaging chatbot services may enhance consumers' enjoyment throughout the shopping process. When consumers are satisfied with their chatbot interactions and simultaneously perceive the shopping experience as enjoyable, they are more likely to translate their positive evaluation into a stronger intention to

Journal : Journal of Management and Innovation Entrepreneurship (JMIE),
Publisher : Yayasan Nuraini Ibrahim Mandiri
ISSN : e-ISSN 3026-6505
Volume / Issue / Year/ Page : 4/ 1/ 2026: October / 159-179

repurchase. Enjoyment has also been associated with continued engagement and repurchase-related behavioral intentions in online purchasing contexts (Tripp et al., 2023). When consumers experience greater enjoyment during shopping, the positive influence of satisfaction on repurchase intention is likely to become more pronounced (Fang et al., 2016); (Q. Chen et al., 2023); (Kushwaha et al., 2021). Thus, e-shopping enjoyment is expected to positively moderate the relationship between customer satisfaction and repurchase intention. Based on the above discussion, the following hypothesis is proposed:

H_8: E-shopping enjoyment positively moderates the relationship between customer satisfaction and repurchase intention



RESEARCH METHODS

This study employed a quantitative research design to examine the relationships among information quality, responsiveness, customer satisfaction, e-shopping enjoyment, and repurchase intention in the e-commerce context. A purposive sampling technique was used to select respondents who met predetermined criteria relevant to the research objectives. This technique was considered appropriate because the study required respondents with direct experience of using chatbot services during online shopping. Accordingly, respondents were eligible to participate if they had previously conducted online shopping through an e-commerce platform (Shopee) and used or interacted with a chatbot service provided by an e-commerce platform. These criteria ensured that respondents had sufficient experience to evaluate the information quality and responsiveness of chatbot services, as well as their satisfaction, shopping enjoyment, and intention to repurchase.

Data were collected through a structured online questionnaire administered using Google Forms from June to July 2026. A total of 223 valid responses were obtained and included in the final analysis. The sample size was assessed based on the number of measurement indicators used in the study. Following the 5-to-10-times indicator guideline (Hair et al., 2014), the required minimize sample size for the 23 measurement indicators ranged from 115 to 230 respondents. The 223 valid responses therefore fell within the recommended range and were considered adequate for the PLS-SEM analysis. All constructs were measured using a Likert-type scale ranging from (1 = strongly disagree to 5 = strongly agree).

The collected data were analyzed using Partial Least Squares Structural

Equation Modeling (PLS-SEM) with SmartPLS version 3.0. PLS-SEM was selected because the study focuses on examining relationships among multiple latent constructs and includes both mediation and moderation effects within the proposed research model. SmartPLS 3.0 was used because it provides the required procedures for evaluating the measurement model and structural model, including construct reliability, convergent validity, discriminant validity, path coefficients, mediation effects, and moderation effects. The use of SmartPLS 3.0 also ensured consistency with the analytical procedures used in the study and enabled the replication of the analysis based on the software environment employed during the research process.

The measurement items were adapted from previously established and empirically validated instruments to ensure conceptual consistency and measurement validity. Responsiveness was measured using four items adapted from (J.-S. Chen et al., 2021);(Hui et al., 2024) and (Zhao et al., 2026). Information quality was measured using seven items adapted from (Teo et al., 2008) and (Ashfaq et al., 2020), Customer satisfaction was assessed using four items adapted from (J.-S. Chen et al., 2021) and (Zhao et al., 2026). E-shopping enjoyment was measured using four items adapted from Fang et al., 2016) and (Chiu et al., 2009). Repurchase intention was measured using four items adapted from (Fang et al., 2016) and (Zhao et al., 2026). The selection of these indicators was based on their previous use in empirical studies and their conceptual relevance to the constructs examined in the present research.

Table 1. Measurement

Variable	Definition	Items	Scale
Responsiveness	The degree to which the system reacts to users' needs or activities in a prompt, proper and effective manner	– AI chatbots replies quickly – It is easy for me to communicate with the AI chatbot – AI chatbots is always available when I need it – AI chatbot provides reliable and trustworthy advice	Likert (1-5)
Information Quality	The accuracy, format, completeness, and currency of information produced by digital technologies.	– This chatbot provides me with adequate information – Through this chatbot, I get the information I need on time – Information provided by this chatbot is presented in a useful format – Information provided by this chatbot is clear – Information provided by this chatbot is accurate – Information provided by this chatbot is up-to-date – Information provided by this chatbot is reliable	Likert (1-5)
Customer Satisfaction	A person's feelings of pleasure or disappointment that result from comparing a product's perceived performance or outcome to expectations.	– I am pleased with using the chatbot – I am satisfied with the pre-purchase experience of using the chatbot – I am satisfied with my experience of using the chatbot – I would recommend using the chatbot to others	Likert (1-5)
E-Shopping Enjoyment	The customer's experience of enjoyment when purchasing online.	– I find visiting this website to be interesting – I find visiting this website to be entertaining – I find visiting this website to be enjoyable – I find visiting this website to be pleasant	Likert (1-5)
Repurchase Intention	The subjective probability that customers will purchase a product or service in the future.	– If I need to buy a product or service in the future, I would consider buying it from this e-commerce platform. – If I need to buy products or service in the future, I would likely return to this e-commerce platform. – If I need to buy products or service in the future, I would likely choose to shop through this e-commerce platform. – If I need to buy products or service in the future, I	Likert (1-5)

would likely make a purchase from this e-commerce platform.

RESULTS AND DISCUSSION

Profile of Respondents

Based on the demographic characteristics, the 223 respondents were predominantly female (69.5%), aged 21–30 years (68.6%), and had a high school education (72.2%). Most respondents reported a monthly income of less than IDR 1.500.000 (57.0%) and were students (84.8%). In terms of chatbot usage, the majority had used chatbots for online shopping 1–2 times (53.8%), followed by 3–4 times (26.9%) and more than four times (19.3%). Overall, the respondent profile indicates that the sample was largely composed of young female students with relatively limited experience using chatbots for online shopping.

Evaluation of the Measurement Model

Convergent Validity

The adequacy of the measurement model was assessed through convergent validity, which evaluates whether indicators consistently represent their underlying constructs. In PLS-SEM, convergent validity is primarily assessed using outer loadings and Average Variance Extracted (AVE), with recommended thresholds of ≥0.70 for outer loadings and >0.50 for AVE. Indicators and constructs meeting these criteria are considered to demonstrate satisfactory convergent validity. The results of the convergent validity assessment for all constructs are presented in the following Table 2.

Table 2. Outer Loading

Items	Customer Satisfaction	E-Shopping Enjoyment	Information Quality	Repurchase Intention	Responsiveness
CS1	0.880				
CS2	0.900				
CS3	0.926				
CS4	0.848				
ES 1		0.898			
ES 2		0.864			
ES 3		0.898			
ES 4		0.847			
IQ1			0,845		
IQ2			0,869		
IQ3			0.838		
IQ4			0.870		
IQ5			0.846		
IQ6			0.850		
IQ7			0.877		
R1					0.861
R2					0.906
R3					0.869
R4					0.842
RI1				0.921	
RI2				0.933	
RI3				0.919	
RI4				0.919	

Source: Process Data (2026)

Table 2 shows that all measurement indicators for customer satisfaction, e-shopping enjoyment, information quality, responsiveness, and repurchase intention

Journal : Journal of Management and Innovation Entrepreneurship (JMIE),
Publisher : Yayasan Nuraini Ibrahim Mandiri
ISSN : e-ISSN 3026-6505
Volume / Issue / Year/ Page : 4/ 1/ 2026: October / 159-179

have outer loadings ranging from 0.838 to 0.933, exceeding the recommended threshold of 0.70, RI2 records the highest loading (0.933), while IQ3 has the lowest (0.838). These results indicating that all indicators adequately represent their respective constructs and can be retained for subsequent structural model analysis.

Convergent validity was further assessed using Average Variance Extracted (AVE). As shown in Table 3, all constructs achieved AVE values above the recommended threshold of 0.50, indicating that each construct explains more than half of the variance in its respective indicators.

Tabel 3. Average Variance Extracted

Variable	AVE
Customer Satisfaction	0.790
E- Shopping Enjoyment	0.769
Information Quality	0.734
Repurchase Intention	0.852
Responsiveness	0.757

Source: Process Data (2026)

Discriminant Validity Test

Discriminant validity was assessed using the Fornell Larcker Criterion to ensure that each construct was empirically distinct from the others. As shown in Table 4, the square root of the AVE for each construct was greater than its correlations with other constructs, indicating that each construct shares more variance with its own indicators than with other constructs. Therefore, all constructs demonstrate satisfactory discriminant validity and are suitable for subsequent structural model analysis.

Tabel 4. Fornell-Larcker Criterion

Variable	Customer Satisfaction	E- Shopping Enjoyment	Information Quality	Repurchase Intention	Responsiveness
Customer Satisfaction	0.889				
E- Shopping Enjoyment	0.752	0.877			
Information Quality	0.682	0.759	0.857		
Repurchase Intention	0.847	0.713	0.631	0.923	
Responsiveness	0.586	0.674	0.831	0.601	0.870

Source: Process Data (2026)

Discriminant validity was assessed using the Fornell–Larcker criterion. As shown in Table 4, the square roots of AVE for Customer Satisfaction (0.889), E-Shopping Enjoyment (0.877), Information Quality (0.857), Repurchase Intention (0.923), and Responsiveness (0.870) exceeded their respective inter-construct correlations. These findings confirm that each construct is empirically distinct and that the measurement model demonstrates satisfactory discriminant validity.

Reliability Test Result

The reliability assessment was conducted to determine the extent to which the measurement instrument demonstrates accuracy, consistency, and stability in measuring the intended constructs. In this study, instrument reliability was evaluated using the composite reliability value, which assesses the internal consistency of the

indicators forming each construct. The results of the reliability assessment are presented in Table 5.

Table 5. Reliability Test Result

Variable	Cronbach's Alpha	Rho_A	Composite Reliability
Customer Satisfaction	0.911	0.913	0.938
E- Shopping Enjoyment	0.900	0.900	0.930
Information Quality	0.940	0.941	0.951
Repurchase Intention	0.942	0.942	0.958
Responsiveness	0.893	0.899	0.926

Source: Process Data (2026)

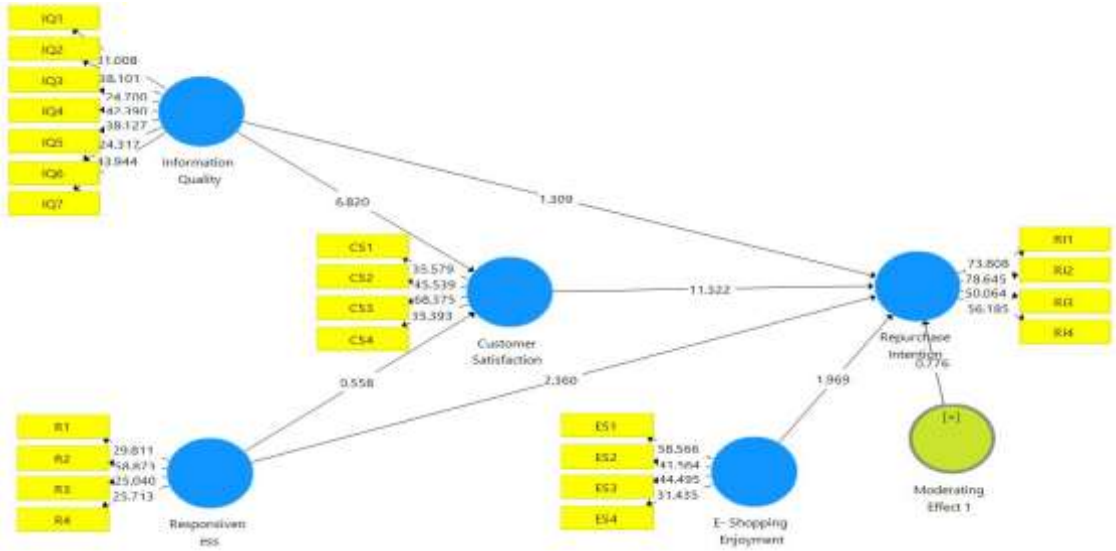
Table 5 shows that all constructs meet the recommended threshold for Composite Reliability, with values exceeding 0.70. This indicates that all indicators demonstrate satisfactory internal consistency and reliability, confirming that the measurement model is adequate for subsequent structural model assessment.

Tabel 6. R-Square

Variable	R square
Customer Satisfaction	0.466
Repurchase Intention	0.744

Source: Process Data (2026)

Table 6 presents the R-square values of the endogenous constructs. Customer satisfaction has an R^2 value of 0.466, indicating that 46.6% of its variance is explained by the predictor variables. Meanwhile, repurchase intention has an R^2 value of 0.744, indicating that 74.4% of its variance is explained by the model. These results demonstrate moderate explanatory power for customer satisfaction and substantial explanatory power for repurchase intention.



Hypothesis Testing

Hypothesis testing was conducted using the t-statistic generated through the bootstrapping procedure in SmartPLS 3.0. A hypothesis is considered supported when the t-statistic exceeds the critical value of 1.96.

Journal : Journal of Management and Innovation Entrepreneurship (JMIE),
Publisher : Yayasan Nuraini Ibrahim Mandiri
ISSN : e-ISSN 3026-6505
Volume / Issue / Year/ Page : 4/ 1/ 2026: October / 159-179

Table 7. Hypothesis Testing Result

Paths	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Value	Conclusion
Information Quality => Repurchase Intention	-0.106	-0.096	0.081	1.309	0.191	Not Supported
Responsiveness => Repurchase Intention	0.185	0.171	0.078	2.360	0.019	Supported
Information Quality => Customer Satisfaction	0.630	0.636	0.092	6.820	0.000	Supported
Responsiveness => Customer Satisfaction	0.062	0.059	0.112	0.558	0.577	Not Supported
Customer Satisfaction => Repurchase Intention	0.720	0.712	0.064	11.322	0.000	Supported
Information Quality => Customer Satisfaction => Repurchase Intention	0.454	0.454	0.083	5.488	0.000	Supported
Responsiveness => Customer Satisfaction=> Repurchase Intention	0.045	0.041	0.079	0.567	0.571	Not Supported
E-Shopping Enjoyment *Customer Satisfaction => Repurchase Intention	0.045	0.047	0.058	0.776	0.438	Not Supported

Source: Process Data (2026)

DISCUSSION

The results of hypothesis 1 (H_1) show that information quality does not have a significant effect on repurchase intention. The analysis produced an original sample value of −0.106, a t-statistic of 1.309, and a p-value of 0.191. Since the t-statistic is lower than the critical value of 1.96 and the p-value is greater than 0.05, H1 is not supported. This finding indicates that although consumers may value accurate, relevant, and complete information, information quality alone is insufficient to directly encourage repeat purchases. One possible explanation is that consumers who have previously purchased a product tend to rely more on their direct experience, actual product performance, satisfaction, price, trust, service quality, and overall shopping experience than on information provided by the seller. In addition, consumers can obtain product information from alternative sources such as customer reviews, ratings, social media, recommendations, and previous personal experience, which may reduce the direct role of seller-provided information in subsequent purchasing decisions. This finding is consistent with (Juan et al., 2023);(Fachri et al., 2021);(Mustika & Suhendra, 2026), who also found that information quality did not significantly affect repurchase intention. Therefore, the findings suggest that consumers repurchase intention are likely to depend more strongly on their actual purchasing experience and evaluation of the product, service, and overall value received from previous purchases.

The results of hypothesis 2 (H_2) show that responsiveness has a positive and significant effect on repurchase intention. The analysis produced an original sample value of 0.185, a t-statistic of 2.360, and a p-value of 0.019. Since the t-statistic is greater than 1.96 and the p-value is lower than 0.05, H_2 is supported. This finding indicates that consumers who receive more responsive service are more likely to develop to repurchase intention. In an e-commerce context, responsiveness can be reflected in the speed, accuracy, and willingness of the service provider to respond to consumer needs.

Effective responses can create a positive service experience and encourage consumers to maintain their relationship with the e-commerce platform. This finding is consistent with (Ananda & Widagda, 2024), who found that responsiveness had a positive and significant effect on repurchase intention. Their findings support the argument that the ability of chatbot to respond quickly and appropriately to consumer needs can encourage repeat purchases. In addition, recent research on chatbots in online shopping experiences has identified responsiveness as an important attribute associated with customer satisfaction and repurchase related intentions. Therefore, the findings of this study provide further evidence that responsiveness is an important factor in encouraging consumers to make repurchase intention.

The results of hypothesis 3 (H_3) indicate that information quality has a positive and significant effect on customer satisfaction. The analysis produced an original sample value of 0.630, a t-statistic of 6.820, and a p-value of 0.000. Since the t-statistic is greater than 1.96 and the p-value is lower than 0.05, H_3 is supported. This finding shows that better information quality is associated with higher levels of customer satisfaction. Information that is accurate, complete, relevant, and easy to understand can help consumers obtain the information they need and reduce uncertainty during the online shopping process. The finding is consistent with (Ashfaq et al., 2020); (Mustika & Suhendra, 2026) that studies found a strong positive relationship between information quality and customer satisfaction. Therefore, the findings of this study are consistent with previous research and further confirm that information quality in chatbot plays an important role in improving customer satisfaction in the online shopping environment.

The results of hypothesis 4 (H_4) show that responsiveness does not have a significant effect on customer satisfaction. The analysis produced an original sample value of 0.062, a t-statistic of 0.558, and a p-value of 0.577. Since the t-statistic is lower than 1.96 and the p-value is greater than 0.05, H4 is not supported. This finding indicates that responsiveness is not a significant factor in determining customer satisfaction in the context of this study. Although consumers may expect quick responses from chatbots, response speed alone may not be sufficient to increase customer satisfaction because customers may place greater importance on the accuracy, relevance, completeness, and usefulness of the information provided. A chatbot may respond quickly, but if its responses are generic, fail to understand the customer's specific needs, or do not provide an effective solution, customers may not perceive the interaction as satisfactory. In addition, customer satisfaction may be influenced more strongly by other factors, such as information quality, product quality, transaction convenience, security, price, trust, and the overall shopping experience. The insignificant effect may also indicate that customers have become accustomed to receiving relatively fast responses from digital services, making responsiveness a basic expectation rather than a factor that substantially increases satisfaction. This result is consistent with (Yun & Park, 2022), who reported that responsiveness did not significantly influence customer satisfaction. Therefore, the findings suggest that chatbot responsiveness alone does not determine customer satisfaction; rather, the quality and usefulness of the chatbot's response and the extent to which it successfully addresses customers' needs may be more important in shaping their satisfaction.

The results of hypothesis 5 (H_5) show that customer satisfaction has a positive and significant effect on repurchase intention. The analysis produced an original sample value of 0.720, a t-statistic of 11.322, and a p-value of 0.000. Since the t-statistic is substantially greater than 1.96 and the p-value is lower than 0.05, H_5 is supported. This

finding indicates that consumers who experience higher levels of satisfaction are more likely to intend to purchase again. When consumers perceive that their shopping experience meets their expectations, they are more likely to develop positive evaluations of the platform and consider using it again for future purchases. This finding is consistent with (Zhao et al., 2026);(Nazir et al., 2023);(Yun & Park, 2022);(Ananda & Widagda, 2024) and (Lee et al., 2022) who found that customer satisfaction has a positive and significant effect on repurchase intention. Therefore, the findings of this study strengthen previous evidence that Customer Satisfaction is an important factor in encouraging consumers to continue purchasing from an e-commerce platform.

The results of hypothesis 6 (H_6) indicate that information quality has a positive and significant effect on repurchase intention through customer satisfaction. The analysis produced an original sample value of 0.454, a t-statistic of 5.488, and a p-value of 0.000. Since the t-statistic is greater than 1.96 and the p-value is lower than 0.05, H6 is supported. This finding indicates that customer satisfaction significantly mediates the relationship between information quality and repurchase intention. based on the insignificant direct effect of information quality on repurchase intention (H_1) and the significant indirect effect through customer satisfaction (H_6), Customer Satisfaction can be considered to provide full mediation (Zhao et al., 2010) in the relationship between information quality and repurchase intention. This means that information quality does not directly encourage consumers to make repeat purchases; rather, its influence operates through the satisfaction experienced by consumers. When consumers perceive the information provided by the chatbot as accurate, relevant, complete, and useful, they are more likely to develop positive evaluations of their shopping experience, which subsequently increases their intention to repurchase. This finding suggests that information quality becomes more meaningful when it contributes to customer satisfaction and fulfills consumers' informational needs during the purchasing process. The result is consistent with (Nazir et al., 2023), who found that information quality influenced repurchase intention through customer satisfaction. Therefore, the findings emphasize that customer satisfaction plays an important mediating role, transforming the value of information quality into a stronger intention to make repeat purchases.

The results of hypothesis 7 (H_7) show that responsiveness does not have a significant effect on repurchase intention through customer satisfaction. The analysis produced an original sample value of 0.045, a t-statistic of 0.567, and a p-value of 0.571. Since the t-statistic is lower than 1.96 and the p-value is greater than 0.05, H_7 is not supported. This finding indicates that customer satisfaction does not significantly mediate the relationship between responsiveness and repurchase intention in this study. Based on the insignificant effect of responsiveness on customer satisfaction (H_4) and the insignificant indirect effect of responsiveness on repurchase intention through customer satisfaction (H_7), the results indicate that no mediation occurs in this relationship (Zhao et al., 2010). Although customers may appreciate fast and timely chatbot responses, response speed alone may not be sufficient to generate satisfaction or encourage repeat purchases, particularly when the chatbot's responses are generic, inaccurate, incomplete, or unable to resolve customers' specific problems. Customers may evaluate their overall shopping experience based on broader considerations, such as the usefulness and accuracy of information, product quality, price, trust, transaction convenience, and service effectiveness. This finding is consistent with (Pranoto et al., 2023), who found that responsiveness did not significantly influence repurchase intention through customer satisfaction. Therefore, merely improving chatbot response

speed may not be sufficient to encourage repeat purchases unless responsiveness is accompanied by meaningful, accurate, relevant, and useful interactions that effectively address customers' needs and create a satisfactory overall shopping experience.

The results of hypothesis 8 (H_8) indicate that E-shopping enjoyment does not significantly moderate the relationship between customer satisfaction and Repurchase Intention. The analysis produced an original sample value of 0.045, a t-statistic of 0.776, and a p-value of 0.438. Since the t-statistic is lower than 1.96 and the p-value is greater than 0.05, H_8 is not supported. This finding suggests that the level of enjoyment experienced by customers during online shopping does not significantly strengthen the effect of customer satisfaction on repurchase intention. One possible explanation is that when customers decide whether to repurchase, their decision may be driven more strongly by functional and utilitarian considerations, such as product quality, price, transaction convenience, trust, service quality, and satisfaction with the previous purchase, rather than by the enjoyment experienced during the shopping process. In addition, e-shopping enjoyment may create a pleasant shopping experience, but such positive feelings may be temporary and may not be strong enough to change the established relationship between customer satisfaction and repurchase intention. Customers who are already satisfied with their previous purchase may have a relatively stable repurchase intention regardless of whether they experience a high or low level of enjoyment during online shopping. This finding differs from (Zhao et al., 2026), who found that E-shopping enjoyment significantly moderated the relationship between customer satisfaction and repurchase intention. The difference may be related to variations in research context, consumer characteristics, online shopping platforms, or the types of products purchased. Therefore, the findings suggest that E-shopping enjoyment may contribute to a positive online shopping experience, but it does not necessarily amplify the effect of customer satisfaction on repurchase intention in the context of this study.

CONCLUSION

This study demonstrates that information quality and responsiveness influence repurchase intention through distinct pathways in the e-commerce chatbot context. Information quality does not directly increase repurchase intention but contributes to repurchase intention through customer satisfaction, indicating that the value of chatbot-provided information is realized primarily when it improves customers' overall satisfaction with the shopping experience. In contrast, responsiveness has a significant direct effect on repurchase intention, while its effect through customer satisfaction is not significant, suggesting that timely and helpful chatbot responses may encourage repurchase decisions more directly. The findings further show that e-shopping enjoyment does not significantly moderate the relationship between customer satisfaction and repurchase intention, indicating that enjoyment does not necessarily strengthen the conversion of satisfaction into repeat-purchase intention in the context examined. These findings contribute to the literature by demonstrating that chatbot service attributes may influence repurchase intention through different mechanisms rather than through a uniform pathway.

From a managerial perspective, e-commerce platforms should prioritize the accuracy, relevance, clarity, and completeness of chatbot information while maintaining fast, accurate, and helpful responses to customer inquiries. Managers should also recognize that improving customer satisfaction remains important for translating

information quality into repurchase intention, whereas responsiveness should be managed as a direct service attribute that can support repeat purchasing. Nevertheless, this study is subject to limitations associated with its cross-sectional design, which captures consumer perceptions and repurchase intention at a single point in time and therefore cannot establish how these relationships may change as consumers gain more experience with AI-enabled services. The use of self-reported data and respondents with prior experience using e-commerce chatbots may also limit the generalizability of the findings to other consumer groups and e-commerce contexts.

Future research should employ longitudinal designs and comparative studies across e-commerce platforms and consumer segments, while incorporating chatbot-specific factors such as anthropomorphism, perceived intelligence, personalization, empathy, trust, and perceived usefulness to develop a more comprehensive understanding of consumer satisfaction and repurchase intention in AI-enabled e-commerce.

Statement on the Use of Artificial Intelligence

Artificial intelligence (AI) tools were utilized in preparing this manuscript to support language refinement, data analysis, the development of narrative text based on analytical results, and manuscript editing to enhance clarity and readability during the revision process. Nevertheless, the authors retain full responsibility for the accuracy, originality, integrity, and scholarly content of the manuscript. All AI assisted content was reviewed and verified by the authors before use.

Conflicts of interest

The authors declare no conflict of interest.

Author contributions

Research Conceptualization, W.U., Z.R., and S.T ; research design and methodology, W.U.; data collection, W.U., Z.R., S.R., S.V.S., and G.A.; data interpretation and analysis, W.U., Z.R., and S.T.; validation, W.U.; writing original draft preparation, W.U.; writing, review and editing, W.U., Z.R., S.R., S.V.S., and G.A. All authors have read and approved the final version of the manuscript.

Acknowledgments

The author would like to express our deepest gratitude to Universitas Bung Hatta for support this research. This research was funded by Universitas Bung Hatta through the Direktorat Riset-Inovasi, Pengabdian Masyarakat & Kemitraan with contract number 092/RIPKA-DRI/UBH/V-2026. The author also appreciates all participants who contributed valuable insights and assistance to the completion of this research

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