

DAFTAR PUSTAKA

- D. K. N., -, E. F. I., & -, A. R. P. (2025). ANALISIS KEPUASAN PENGGUNA TERHADAP PERAN AI DALAM LAYANAN VIRAL CHATBOT BCA DENGAN MODEL ECM. *Jurnal Informatika Dan Teknik Elektro Terapan*, 13(3). <https://doi.org/10.23960/jitet.v13i3.6994>
- Abdella, R. A., & Indradewa, R. (2024). Customer satisfaction in *E-Commerce*: The role of service quality, product quality, and e-servicescape influences via perceived value. *Journal of Management and Digital Business*, 4(2), 368–382. <https://doi.org/10.53088/jmdb.v4i2.1004>
- Abdi, H., Chin, W. W., Vinzi, V. E., Russolillo, G., & Trinchera, L. (2013). New Perspectives in Partial Least Squares and Related Methods. *Springer Proceedings in Mathematics and Statistics*, 56. <https://doi.org/10.1007/978-1-4614-8283-3>
- Adhisekar, K., Kumar, S., Nasir, M. S., Gupta, P., & Sudhakar, P. K. (2025). AI-Powered Fraud Prevention: Strategic Machine Learning in *E-Commerce*. Transactions. In *Journal of Informatics Education and Research* (Vol. 5). <http://jier.org><http://jier.org>
- Alterkait, M. A., & Alduaij, M. Y. (2024). Impact of Information Quality on Satisfaction with E-Learning *Platform s*: Moderating Role of Instructor and Learner Quality. *SAGE Open*, 14(1). <https://doi.org/10.1177/21582440241233400>
- Amal, H., Smail, O., Saad, A. L., Mountassir, E., Khalil, E., Mehdi, J. El, & Sall, M. B. (2024). Revolutionizing User Experience: How AI-Driven Interactivity Enhances Perceived Quality and Loyalty in *E-Commerce*. In *Journal of Information Systems Engineering and Management* (Vol. 2025, Number 60s). <https://www.jisem-journal.com/>
- Analisis_Data_Menggunakan_Aplikasi_Smart*. (n.d.).
- Arya Daffa Wibisono, & Lukman Cahyadi. (2024). Pengaruh Kualitas Pelayanan, Kepercayaan Pelanggan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada *E-Commerce*. *Jurnal Manajemen Bisnis Digital Terkini*, 1(2), 12–28. <https://doi.org/10.61132/jumbidter.v1i2.73>
- Beyari, H. (2025). Artificial intelligence's effect on customer loyalty in the context of electronic commerce. *Journal of Umm Al-Qura University for Engineering and Architecture*, 16(3), 617–626. <https://doi.org/10.1007/s43995-025-00142-z>
- Calvo-Porràl, C., & Lévy-Mangin, J. P. (2017). Store brands' purchase intention: Examining the role of perceived quality. *European Research on Management*

- Calvo-Porrall, C., & Lévy-Mangin, J. P. (2017). Store brands' purchase intention: Examining the role of perceived quality. *European Research on Management and Business Economics*, 23(2), 90–95. <https://doi.org/10.1016/j.iedeen.2016.10.001>
- Chen, Y., & Prentice, C. (2025). Integrating *Artificial Intelligence* and Customer Experience. *Australasian Marketing Journal*, 33(2), 141–153. <https://doi.org/10.1177/14413582241252904>
- Christina, K. D., Maesaroh, S. S., & Ar Ridlo, M. D. (2025). AI-Driven customer engagement in Tokopedia: Satisfaction mediation on chatbot and recommendation system based on UTAUT. *Journal of Business and Information Systems (e-ISSN: 2685-2543)*, 7(2), 307–322. <https://doi.org/10.31316/jbis.v7i2.326>
- COVER. (n.d.).
- Dan, K. (n.d.). *METODE PENELITIAN KUANTITATIF*.
- Davenport, T. H., Ronanki, R., Wheaton, J., & Nguyen, A. (n.d.). *FEATURE ARTIFICIAL INTELLIGENCE FOR THE REAL WORLD 108 HARVARD BUSINESS REVIEW*.
- Delone, W. H., & Mclean, E. R. (n.d.-a). Sloan Management Review, and others. In *Communications of the ACM. DATABASE. Han>aril Business Review* (Vol. 19).
- Delone, W. H., & Mclean, E. R. (n.d.-b). Sloan Management Review, and others. In *Communications of the ACM. DATABASE. Han>aril Business Review* (Vol. 19).
- DIGITAL 2023 INDONESIA. (n.d.).
- Erdfelder, E., FAul, F., Buchner, A., & Lang, A. G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41(4), 1149–1160. <https://doi.org/10.3758/BRM.41.4.1149>
- Fakhirah Husain, Salsabila Mansyur, Siti Nurhaliza Harris, Fitri Ardilla, & Sartika, S. (2025). Pengaruh Kemudahan Penggunaan dan Keamanan Transaksi terhadap Loyalitas Pengguna dengan Kepuasan Pengguna sebagai Variabel Mediasi pada Platform E-Commerce. Shopee. *PENG: Jurnal Ekonomi Dan Manajemen*, 2(3), 3530–3545. <https://doi.org/10.62710/m2wzzs23>
- Faktor-Faktor, A., & Mempengaruhi, Y. (n.d.). *DAFTAR ISI*.
- Fatimah, S., Qomariah, N., & Nyoman Putu Martini, N. (2024). The Role of Data Quality and User Experience in Increasing User Satisfaction in the Jember Regency One Data Portal Application. *International Journal of Management Science and Information Technology*, 4(2), 161–166. <https://doi.org/10.35870/ijmsit.v4i2.2788>
- feb-2023-global-consumer-insights-survey-pulse-5-pwc-global. (n.d.).
- Filieri, R., McLeay, F., Tsui, B., & Lin, Z. (2018). Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews of services. *Information and Management*, 55(8), 956–970. <https://doi.org/10.1016/j.im.2018.04.010>

- Hair, J. F. . (2014). *A primer on partial least squares structural equations modeling (PLS-SEM)*. SAGE.
- Hamdani, H., & Sa'diyah, H. (2025). Konsep Dasar Penyusunan Hipotesis dan Kajian Teori dalam Penelitian. *Journal of Linguistics and Social Studies*, 2(2), 64–73. <https://doi.org/10.52620/jls.v2i2.93>
- Hidayah, F. E., Brawijaya, U., & Suryadi, N. (n.d.). *PENGARUH E-SERVICE QUALITY TERHADAP E-LOYALTY MELALUI E-SATISFACTION PADA PENGGUNA E-COMMERCE. TOKOPEDIA*.
- Huang, M. H., & Rust, R. T. (2018). *Artificial Intelligence in Service*. *Journal of Service Research*, 21(2), 155–172. <https://doi.org/10.1177/1094670517752459>
- Islam, T., Miron, A., Nandy, M., Choudrie, J., Liu, X., & Li, Y. (2024). Transforming Digital Marketing with Generative AI. *Computers*, 13(7). <https://doi.org/10.3390/computers13070168>
- Jenneboer, L., Herrando, C., & Constantinides, E. (2022). The Impact of Chatbots on Customer Loyalty: A Systematic Literature Review. In *Journal of Theoretical and Applied Electronic Commerce Research* (Vol. 17, Number 1, pp. 212–229). MDPI. <https://doi.org/10.3390/jtaer17010011>
- Judd, T. (2018). The rise and fall (?) of the digital natives. In *Australasian Journal of Educational Technology* (Number 5).
- Kagwa, C. (n.d.). *Effectiveness of Artificial Intelligence (AI) Chatbots in Improving Customer Satisfaction in E-Commerce. in Rwanda*. <https://doi.org/10.47672/ejt.2206>
- Kamelia, K., Nawawie, G. H., Satriana, I., & Sucipto, A. J. (2025). Chatbots and Customer Satisfaction in *E-Commerce*: An Exploratory Study. *Journal of Business, Management, and Social Studies*, 4(4), 176–185. <https://doi.org/10.53748/jbms.v4i4.107>
- Kaplan, A., & Haenlein, M. (2019). Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence. In *Business Horizons* (Vol. 62, Number 1, pp. 15–25). Elsevier Ltd. <https://doi.org/10.1016/j.bushor.2018.08.004>
- Kecerdasan Buatan, J., dan Teknologi Informasi, K., Kusuma, C., Nadriati, S., Andri Yantama, A., & Artikel, R. (2025). Evaluasi Kepuasan Pengguna Aplikasi Cici AI Menggunakan Metode End-User Computing Satisfaction. *Tahun*, 6(2). <https://ejournal.unuja.ac.id/index.php/core>
- Khatun, M., Bhuiyan, M. R. I., Amin, M. Al, Hossen, M. D., & Mia, M. A. H. (2026). Evaluating *E-Commerce*. Satisfaction: The Impact of Trust, Information Quality, Usability, and Perceived-to-Actual Performance. *SAGE Open*, 16(1). <https://doi.org/10.1177/21582440261423039>

- Kim, J. K., Choi, I. Y., & Li, Q. (2021). Customer satisfaction of recommender system: Examining accuracy and diversity in several types of recommendation approaches. *Sustainability (Switzerland)*, 13(11). <https://doi.org/10.3390/su13116165>
- Kim, J., & Yum, K. (2024). Enhancing Continuous Usage Intention in *E-Commerce*. Marketplace Platform s: The Effects of Service Quality, Customer Satisfaction, and Trust. *Applied Sciences (Switzerland)*, 14(17). <https://doi.org/10.3390/app14177617>
- Klingelhöfer, D., Braun, M., Dröge, J., Groneberg, D. A., & Brüggmann, D. (2025). Research on artificial intelligence, machine and deep learning in medicine: global characteristics, readiness, and equity. *Globalization and Health*, 21(1). <https://doi.org/10.1186/s12992-025-01128-1>
- Kuska, D. A. R., Wijayanto, H., & Santoso, A. (2024). Improving The E-Satisfaction and E-Loyalty Based on E-Trust and E-Service Quality on Shopee Customer. *Journal of Consumer Sciences*, 9(1), 22–39. <https://doi.org/10.29244/jcs.9.1.22-39>
- Laudon & Traver. (2020). 66-70.
- Leveraging *Artificial Intelligence* for Enhanced Personalization and Customer Experience in *E-Commerce*. Platform s. (n.d.). *American Academic Scientific Research Journal for Engineering*, 98(1), 183–191. Retrieved https://asrjetsjournal.org/index.php/American_Scientific_Journal/index
- Lu', L. ', & Kholil, N. (2025). PERAN SISTEM INFORMASI MANAJEMEN (SIM) DALAM MENINGKATKAN EFISIENSI KERJA KANTOR. In *Journal Of Islamic Economics* (Vol. 4). <https://jurnal.darussalamuniversity.ac.id/index.php/MASHLAHAH>
- Mittal, S., & Aggarwal, N. (n.d.). International Journal of INTELLIGENT SYSTEMS AND APPLICATIONS IN ENGINEERING Website Quality and its Impact on Customer Satisfaction and Purchase Intention in the *E-Commerce*. Sector in India. In *Original Research Paper International Journal of Intelligent Systems and Applications in Engineering IJISAE* (Vol. 2024, Number 22s). Retrieved www.ijisae.org
- Mustafa Ayobami Raji, Hameedat Bukola Olodo, Timothy Tolulope Oke, Wilhelmina Afua Addy, Onyeka Chrisanctus Ofodile, & Adedoyin Tolulope Oyewole. (2024). *E-Commerce*. and consumer behavior: A review of AI-powered personalization and market trends. *GSC Advanced Research and Reviews*, 18(3), 066–077. <https://doi.org/10.30574/gscarr.2024.18.3.0090>
- Nelson, R. R., Todd, P. A., & Wixom, B. H. (2005). Antecedents of Information and System Quality: An Empirical Examination Within the Context of Data Warehousing. In *Journal of Management Information Systems / Sprm%* (Vol. 21, Number 4).
- Nurul Aini, & Muhammad Irwan Padli Nasution. (2024). AKURASI KUALITAS DATA INFORMASI PADA SISTEM MANAJEMEN. *JURNAL RUMPUN MANAJEMEN DAN EKONOMI*, 2(1), 40–50. <https://doi.org/10.61722/jrme.v2i1.3259>

Oktaviani, I., Purawanto, E., & Duta Bangsa Surakarta, U. (n.d.). *ANALYSIS OF AI-BASED BIG DATA FOR STRATEGIC DECISION-MAKING IN E-COMMERCE*. (Vol. 266).

Pengaruh Penggunaan Teknologi Artificial Intelligence, Strategi Customer. (n.d.).

Purnama Putra, N., & Retnowardhani, A. (n.d.). UNLOCKING USER SATISFACTION: A DELONE & MCLEAN IS SUCCESS MODEL APPROACH TO IT HELPDESK TICKETING SYSTEM ADOPTION. In *Journal of Applied Engineering and Technological Science* (Vol. 6, Number 1).

Rashid, K. H., & bin Ahsan, W. (2024). User Trust in *E-Commerce*. through Product List Pages, Detail Pages, Reviews, and Security Features. *Userhub Journal*. <https://doi.org/10.58947/journal.dmvq89>

Rizky, N. F., & Triayudi, A. (n.d.). *Analisis Kepuasan Pengguna E-Commerce. Menggunakan Sistem Usability Scale Dan Pieces Framework E-Commerce. User Satisfaction Analysis Using Usability Scale System and Pieces Framework*. Retrieved www.jurnal.unimed.ac.id

Russell, S. J. ., Norvig, Peter., Chang, M.-Wei., Devlin, Jacob., Dragan, Anca., Forsyth, David., Goodfellow, Ian., Malik, Jitendra., Mansinghka, Vikash., Pearl, Judea., & Wooldridge, M. J. . (2021). *Artificial intelligence : a modern approach*. Pearson.

Ruth Leihitu, R., Stembri Pattiwaellapia, O., Fatchuroji, A., & Nurfichayanti, F. (2020). *PENGARUH KUALITAS SISTEM, KUALITAS INFORMASI DAN KEGUNAAN TERHADAP KEPUASAN PENGGUNA: SURVEI PADA PENGGUNA SISTEM INFORMASI “MOKA POINT OF SALE”* (Vol. 18, Number 2). <http://jurnal.upnyk.ac.id/index.php/jiab>

Sari, M. P., & Singgih, R. P. (2023). THE IMPORTANCE OF SECURITY AND CONSUMER TRUST ASPECTS IN ESTABLISHING CUSTOMER SATISFACTION IN TRANSACTIONS THROUGH *E-COMMERCE*.. In *International Journal of Society Reviews (INJOSER)* (Vol. 1, Number 2).

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–40). Springer International Publishing. https://doi.org/10.1007/978-3-319-05542-8_15-1

Satrio, D. R. B. (2025). *Penerapan Kecerdasan Buatan dalam E Commerce: Efisiensi Operasional, Personalisasi Pelanggan, dan Tantangan Etika*.

Sharma, G., & Lijuan, W. (2015). The effects of online service quality of *E-Commerce*. Websites on user satisfaction. *Electronic Library*, 33(3), 468–485. <https://doi.org/10.1108/EL-10-2013-0193>

Shopee Opens New Regional Headquarters; Commits to Innovate and Invest in Singapore and the Region. (n.d.). Retrieved <https://www.straitstimes.com/business/companies-markets/demand-for-tech-jobs-in-singapore-grew-20-over-last-year-report>

Statista . (2023).

- Sularto, L., Hermawati, S., Sugiarti, R., A. R., D., Lestari, I. P., & Sugeru, H. (2025). The Impact of AI Personalization on User Satisfaction and Usage Intention in B2B Agricultural E-Platform s. *Jurnal Ilmiah Manajemen Kesatuan*, 13(6), 5037–5048. <https://doi.org/10.37641/jimkes.v13i6.4211>
- Susilowati, H. (2020). Use E-learning systems: System Quality, Information Quality and Service Quality on User Satisfaction. *Journal of Business Management Review*, 1(3), 208–222. <https://doi.org/10.47153/jbmr13.352020>
- Syarifudin, M., Yulianto, E., & Nugroho L.I.F, A. (2025). Modeling AI-Chatbot Service Quality and Purchase Intention: Mediating Mechanisms and the Moderating Role of Intrusiveness. *Journal of Digital Marketing and Halal Industry*, 6(2), 211–240. <https://doi.org/10.21580/jdmhi.2024.6.2.27893>
- Turatti, R. C. (2025). AI-POWERED PRICE OPTIMIZATION IN E-COMMERCE.: ENHANCING COMPETITIVENESS AND PROFITABILITY. *Revista Sistemática*, 15(3), 234–240. <https://doi.org/10.56238/rcsv15n3-008>
- Turban, E., Outland, J., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (n.d.). *Springer Texts in Business and Economics Electronic Commerce 2018 A Managerial and Social Networks Perspective Ninth Edition*. Retrieved <http://www.springer.com/series/10099>
- Yulianita, I., Zunaidi, R. A., & Putra, P. S. (2024). Analisis Tingkat Kepuasan dan Loyalitas Pengguna pada Prototype Aplikasi ITTS-Mart dengan Menggunakan Model E-Servqual. *Jurnal Teknologi Sistem Informasi Dan Aplikasi*, 7(2), 737–751. <https://doi.org/10.32493/jtsi.v7i2.38974>
- Yusrin, N. A. (2025a). Ai-Powered E-Commerce.: Elevating E-Service Quality Through Utilitarian And Hedonic With E-Satisfaction As The Bridge To E-Loyalty-Nur Amalya Yusrin Ai-Powered E-Commerce.: Elevating E-Service Quality Through Utilitarian And Hedonic With E-Satisfaction As The Bridge To E-Loyalty. *Jurnal Multidisiplin Sahombu*, 5. <https://doi.org/10.58471/jms.v5i01>
- Yusrin, N. A. (2025b). Ai-Powered E-Commerce.: Elevating E-Service Quality Through Utilitarian And Hedonic With E-Satisfaction As The Bridge To E-Loyalty-Nur Amalya Yusrin Ai-Powered E-Commerce.: Elevating E-Service Quality Through Utilitarian And Hedonic With E-Satisfaction As The Bridge To E-Loyalty. *Jurnal Multidisiplin Sahombu*, 5. <https://doi.org/10.58471/jms.v5i01>
- Zhang, X., & Guo, C. (2024). Research on Multimodal Prediction of E-Commerce. Customer Satisfaction Driven by Big Data. *Applied Sciences (Switzerland)*, 14(18). <https://doi.org/10.3390/app14188181>