

ANTECEDENTS OF ONLINE PURCHASE INTENTION TOWARDS CHATBOT SERVICES ON THE TOKOPEDIA E-COMMERCE PLATFORM



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Abstract

This study aims to explore the factors that influence online purchase intention on the Tokopedia e-commerce platform, with a particular focus on the role of customer satisfaction as a mediator between chatbot service quality, social entertainment, and social trends. In the increasingly developing digital era, the use of technology such as chatbots is important to improve interactions between customers and sellers. The results of the study indicate that chatbot service quality has a positive and significant effect on customer satisfaction, meaning that the better the quality of service provided, the higher the level of satisfaction felt by customers. In contrast, social entertainment and social trends did not show a significant effect on online purchase intention, indicating that these factors are not strong enough to drive consumer purchasing decisions. This study also confirms that customer satisfaction plays an important role in mediating the relationship between chatbot service quality and online purchase intention, where satisfied customers tend to be more motivated to make repeat purchases. These findings have theoretical and practical implications, encouraging business actors to focus on improving service quality and customer satisfaction to drive purchase intention. However, this study also has limitations, such as the dominance of young respondents and the focus on one e-commerce platform, which limits the generalizability of the results. Therefore, suggestions for future research include analyzing user behavior across multiple e-commerce platforms and implementing a longitudinal approach to gain a more accurate picture of purchasing behavior.

Keywords: Customer Satisfaction, Online Purchase Intention, Service Quality, Social Entertainment, Social Trends

INTRODUCTION

The rapid development of information technology and economic globalization have changed consumption patterns and consumer demand, driving the growth of *e-commerce* in Indonesia (Yubing Yu *et al.*, 2020). *E-commerce allows organizations and individuals to conduct online* buying and selling transactions, providing convenience and ease of shopping anytime and anywhere (Utami *et al.*, 2022; Amalia, 2022). In this context, the use of *Artificial Intelligence (AI)* such as chatbots is becoming increasingly common, with chatbots such as TANYA from Tokopedia designed to improve interactions between customers and sellers (Yoo Jung Oh *et al.*, 2021; Gursoy *et al.*, 2019; Wang *et al.*, 2023; J Tamara *et al.*, 2023). Although chatbots offer various advantages, such as fast response and personalized service, they also face challenges, including limitations in conversational capacity and user preferences for interacting with humans (Pereira *et al.*, 2021). The existence of chatbots can increase productivity and customer convenience, but also raises concerns about data security and privacy (Yang *et al.*, 2023). With the advancement of technology and the increasing use of *e-commerce*, it is important for companies to continue to innovate and maintain the security of user data in order to compete in an increasingly competitive market (Attar *et al.*, 2022; Kamal & Supriadi, 2023).

The rapid development of the digital economy today requires regulations that can regulate economic processes to avoid problems and create a safe situation (Utami *et al.*, 2022). On the Tokopedia *e-commerce platform*, customers can provide reviews and ratings for sellers, but there are complaints about Tokopedia's indecisiveness towards sellers who commit fraud and the difference between the products received and those ordered (Kamal & Supriadi, 2023). Service quality and customer satisfaction play an important role in generating purchase intentions, with research showing that good service quality can increase consumer satisfaction and purchase intentions (Dhingra *et al.*, 2020a; Faisal *et al.*, 2020; Pereira *et al.*, 2021; Qalati *et al.*, 2021). In addition, interesting and relevant information also contributes to customer satisfaction, which in turn can increase loyalty and recommendations (Faisal *et al.*, 2020; Yuniarti, 2015; Ginting *et al.*, 2023). In the tight competition in the *e-commerce industry*, companies need to develop creative strategies and pay attention to entertainment aspects to increase customer engagement and drive purchasing decisions (Purwanto, 2022; Ao *et al.*, 2023; Anas *et al.*, 2023).

Entertainment in chatbots plays an important role in creating a sense of enjoyment for users, which is the main motivation to accept the technology, thus increasing satisfaction and purchase intention (Pereira *et al.*, 2021). Customer trust is also very important in online interactions, as it influences the extent to which they are willing to accept information from chatbots (Toader *et al.*, 2020; Bushara *et al.*, 2023). AI technologies such as chatbots are used to enhance the customer experience when shopping *online* (Attar *et al.*, 2022; Dhingra *et al.*, 2020a), and adding an element of entertainment in chatbot design can be an effective strategy to increase consumer purchase intention and loyalty (J Tamara *et al.*, 2023; Faisal *et al.*, 2020). Effective marketing, such as that done by Tokopedia through social media and collaboration with *influencers*, also contributes to brand growth and recognition (Kamal & Supriadi, 2023; Sandy *et al.*, 2020; Ao *et al.*, 2023). This study aims to explore the relationship between satisfaction and *online purchase intention* in the context of *e-commerce*, focusing on service quality, social entertainment, and social trends mediated by customer satisfaction.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

This study is based on Icek Ajzen's theory of intention and behavior, known as *The Theory of Planned Behavior* (TPB), which was introduced in 1985 as an extension of *the Theory of Rational Action* (TRA) by Fishbein & Ajzen in 1975. TPB explains that behavior that is carried out is directly influenced by intention, where the stronger the intention, the greater the opportunity to carry out the behavior. An individual's behavioral intention is determined by three main factors: attitude towards behavior, subjective behavioral norms, and perceived control (Ajzen, 2020). This theory is well known in the literature on *e-commerce* and is often used as a basis for studying *e-commerce adoption intentions* and purchase intentions in the context of e-commerce chatbots (Miao *et al.*, 2022; Febrian & Vinahapsari, 2020; Matini, 2023; Pereira *et al.*, 2021; Song & Shin, 2024).

Chatbot Service Quality and Customer Satisfaction

Several studies have identified a positive relationship between service quality and customer satisfaction in the context of *e-commerce*, where good service quality can increase customer satisfaction (Dhingra *et al.*, 2020a; Ginting *et al.*, 2023; Juwaini *et al.*, 2022; Pereira *et al.*, 2021; Purwanto, 2022). According to Zeithaml (2002), service quality in *e-commerce* includes the extent to which the platform supports the purchasing process with efficiency and effectiveness, which directly affects customer satisfaction. Kotler (2003) explains that satisfaction arises when the performance of a product or service meets expectations, while Anderson and Srinivasan (2003) add that satisfaction in *e-commerce* occurs when the purchasing experience meets or exceeds customer expectations. Previous studies have shown that high service quality contributes to customer satisfaction and loyalty (Juwaini *et al.*, 2022), although there are findings that indicate no direct relationship between service quality and purchase intention (Febrian & Vinahapsari, 2020; Mbetete & Tanamal, 2020).

Social Entertainment and Online Purchase Intention

Previous studies have shown a positive relationship between social entertainment and *online purchase intention* (Anas *et al.*, 2023; Ao *et al.*, 2023; Ho Nguyen *et al.*, 2022). Entertainment includes emotional aspects such as joy and satisfaction that can increase user engagement (Chen & Lin, 2021). Entertainment marketing is key to business success by offering a creative platform to reach customers, either through interactive content on social media or engaging conversations with chatbots (Anas *et al.*, 2023; Ho Nguyen *et al.*, 2022). Although some studies, such as those conducted by Liu *et al.* (2022) and Wijaya *et al.* (2021), showed that social entertainment does not always have a significant effect on purchase intentions, entertainment remains a dominant factor in influencing user motivation and attitudes (Araujo *et al.*, 2022).

Social Trends and Online Purchase Intentions

Several studies have shown a positive relationship between social trends and *online purchase intentions* (Chang *et al.*, 2023; Herjanto *et al.*, 2024; Murti *et al.*, 2023). *Trendiness*, according to Liu, Wu, and Li (2018), refers to a phenomenon that develops on social media and is considered interesting by users. With the right strategy, businesses can utilize social media *platforms* to convey the latest information about products and services, and design marketing campaigns that are relevant to popular trends (Anas *et al.*, 2023). Research by Chang *et al.* (2023) shows that AI chatbot trends can increase purchase intentions by providing relevant information, while Herjanto *et al.* (2024) emphasizes that

social trends that are in line with Generation Z's lifestyle have a positive impact on purchase intentions. However, not all literature supports the role of social trends; research by Anas *et al.* (2023), Wijaya *et al.* (2021), and Alsoud *et al.* (2023) shows that the influence of social trends on purchase intentions is not always significant.

Customer Satisfaction and *Online Purchase Intention*

online purchase intention has been widely discussed in the literature (Dhingra *et al.*, 2020b; Ginting *et al.*, 2023; Pereira *et al.*, 2021; Zhao *et al.*, 2024). Quality service provided by sellers contributes significantly to driving customer purchase intention, improving their experience, and creating trust and satisfaction with the product or service (Armawan *et al.*, 2023). High levels of customer satisfaction can drive loyalty and trust, thereby increasing their likelihood of making a purchase (Pereira *et al.*, 2021). Research shows that user satisfaction is closely related to ease of use, effectiveness, and overall quality of the product or service (Zhao *et al.*, 2024). Ginting *et al.* 2023 asserted that high customer satisfaction has a positive effect on purchase intention and repurchase intention, while Dhingra *et al.* (2020a) showed that satisfaction is related to how well customer expectations are met. In addition, Pereira *et al.* (2021) found that brand satisfaction can strengthen emotional relationships with brands, which ultimately lead to purchase intentions and increase customer loyalty.

Chatbot Service Quality, *Online Purchase Intention* and the Mediating Role of Customer Satisfaction

Several studies have shown that customer satisfaction plays a mediating role in driving *online purchase intention*, especially in the relationship between service quality and purchase intention (Ali *et al.*, 2021; Demir *et al.*, 2020; Ginting *et al.*, 2023; Li *et al.*, 2021). Customer satisfaction is a consumer's evaluation of the service received, and is a key business strategy to compete in the global market (Chin *et al.*, 2013). Good service quality can increase customer satisfaction, which in turn drives their purchase intention (Akil & Urgan, 2022). According to Yuniarti (2015), customer satisfaction is achieved when consumer needs and expectations are met, and better service quality creates a desire to continue using a product or service (Ho *et al.*, 2020). Research also shows that technological advances increase customer awareness of better service quality (Demir *et al.*, 2020), and service quality in *e-commerce* can influence customer satisfaction and their purchase intention (Ginting *et al.*, 2023). Thus, *e-commerce service quality* has a significant impact on customer satisfaction, which can affect consumer motivation to make purchases.

RESEARCH METHOD

This study uses a causal relationship study design to analyze the relationship between variables related to *online purchase intention* in *e-commerce*. Primary data were collected through an *online questionnaire* (*Google Forms*) distributed using the *convenience sampling method* to Tokopedia application users in Indonesia. The variables analyzed consisted of three independent variables (service quality, social entertainment, and social trends), one mediating variable (customer satisfaction), and one dependent variable (*online purchase intention*). A six-point *Likert scale* was used to measure all variables, which aims to reduce bias and encourage respondents to provide more assertive answers (Kandasamy *et al.*, 2020). This study also involves descriptive analysis to describe the characteristics of respondents and statistical analysis using *Partial Least Square*

Structural Equation Modeling (PLS-SEM) to test hypotheses and assess the relationship between variables.

PLS-SEM analysis was carried out in two stages, namely the measurement model (*outer model*) and the structural model (*inner model*). Validity and reliability tests were carried out to ensure that the research instrument was reliable and valid (Hair *et al.*, 2021). The collinearity test was carried out to detect redundancy between predictor variables, while the path coefficient test measured the strength of the relationship between the independent and dependent variables. The coefficient of determination (*R-square*) test was used to measure how well the independent variables explain the dependent variable, and *the goodness of fit (Q-square)* assessed the suitability of the model to the data. Hypothesis testing was carried out by analyzing *p-values* and *t-values* to evaluate the significance of the relationship between constructs (Hair *et al.*, 2021).

RESULTS AND DISCUSSION

Results of the Coefficient of Determination Test (*Coefficient Determination / R-square*)

Test the coefficient of determination using *R-square* which shows the extent to which the ability of the independent variable can explain the related variable. The results of the determination coefficient test can be seen in table 1 below.

Table 1.
Results of the Determination Coefficient Test (*R-square*)

Variables	R-square	R-square Adjusted
Customer satisfaction	0.440	0.437
Online Purchase Intention	0.542	0.533

Source: Processed Primary Data (2025)

R-square determination test show that the endogenous variables in this study can be explained well by the exogenous variables. This can be seen from the *R-square value* of the two endogenous variables which are above 0.330, which is included in the moderate category ($0.33 < R^2 < 0.67$). For example, the *R-square value* for the customer satisfaction variable (0.440) shows that 44% of the variation in the variable can be explained by independent variables such as chatbot service quality. This means that 56% is influenced by other factors outside this study that can explain the customer satisfaction variable. On the other hand, the *R-square value for the online* buying interest variable (0.542) indicates that 54.2% of the variation in the variable can be explained by independent variables such as social entertainment, chatbot service quality, and social trends, while the remaining 45.8% is influenced by other factors outside this study.

Q-square Test Results

The *Q-square* test is used to assess the predictive relevance of endogenous constructs that are influenced by other constructs. The results of the *Q-square test* can be seen in Table 2 below.

Table 2.
Q-square Test Results

Variables	Q-square (<i>Q2</i>) predict
Customer satisfaction	0.433
Online Purchase Intention	0.416

Source: Processed Primary Data (2025)

Q-square test shown in table 2, it can be seen that both endogenous variables, namely customer satisfaction and *online purchase intention*, have a Q^2 value greater than zero ($Q^2 \geq 0$). This indicates that both variables are predictive. The customer satisfaction variable ($Q^2 = 0.433$) is predicted by the quality of chatbot service by 43.3%. Meanwhile, the *online purchase intention variable* ($Q^2 = 0.416$) is predicted by the variables of social trends, chatbot service quality, and social entertainment by 41.6%. Thus, it indicates that this model is stated to be predictive and in accordance with the data.

Hypothesis Test Results

Hypothesis testing is done by considering the *t-value* and *p-value*. The research hypothesis is accepted if the *t-value* exceeds 1.96 ($t\text{-value} > 1.96$). In addition, the hypothesis is considered significant if the *p-value* is below 0.05 ($p\text{-value} < 0.05$). The results of the hypothesis testing in this study can be seen in table 3 below.

Table 3.
Research Hypothesis Testing Results

Hypothesis	t-value	p-value	Conclusion
QS → SAT	11,915	0.000	H1 is accepted and significant.
ENT → PI	1,648	0.100	H2 is rejected and not significant.
TRE → PI	0.742	0.458	H3 is rejected and not significant.
SAT → PI	2,528	0.012	H4 is accepted and significant.

Source: Processed Primary Data (2025)

Online purchase intention (H2) is rejected and not significant because the *t-value* and *p-value* do not meet the specified norms ($t\text{-value} = 1.648 < 1.96$, $p\text{-value} 0.100 > 0.05$). This shows that social entertainment has no effect on *online purchase intention*. In other words, how often social entertainment is done will not affect a person's intention to make an *online purchase*.

online purchasing intentions (H3) were rejected and insignificant because the *t-value* and *p-value* did not meet the predetermined norms ($t\text{-value} = 0.742 < 1.96$, $p\text{-value} = 0.458 > 0.05$). Therefore, regardless of how much social trends are carried out, online purchasing intentions remain unaffected.

The next hypothesis is regarding the relationship between chatbot service quality and customer satisfaction. (H1) is accepted ($t\text{-value} = 11.915 > 1.96$) and is stated to have a significant influence ($p\text{-value} = 0.000 < 0.05$). This means that this hypothesis is supported. Thus, high chatbot service quality will significantly impact customer satisfaction. which is also high.

Finally, the results of testing the relationship between customer satisfaction and *online purchase intention* (H4) shows *t-value* and *p-value* that meet the criteria ($t\text{-value} = 2.528 > 1.96$, $p\text{-value} = 0.012 < 0.05$). This indicates that customer satisfaction can influence *online purchase intention* positively and significantly.

Table 4.
Mediator Variable Test Results

Hypothesis	t-value	p-value	Conclusion
QS →SAT →PI	2,427	0.015	H5 is accepted and significant.

Source: Processed Primary Data (2025)

Table 4 shows that the mediation contribution of customer satisfaction variables is fully accepted and significant in this study. Customer satisfaction variables can mediate the relationship between chatbot service quality and *online purchasing interest* (H5), with *t-value* and *p-value* meeting the criteria ($t\text{-value} = 2.427 > 1.96$, $p\text{-value} = 0.015 < 0.05$). This means that chatbot service quality affects online purchasing interest if there is customer satisfaction.

The Positive Influence of Chatbot Service Quality on Customer Satisfaction

The results of this study indicate that chatbot service quality has a positive and significant effect on customer satisfaction, which means that the better the quality of service provided by *e-commerce*, the greater the potential to increase customer satisfaction *online*. This finding contradicts previous studies that reject the relationship between service quality and customer satisfaction (Febrian & Vinahapsari, 2020; Mbete & Tanamal, 2020), but is in line with other studies that show that good service quality can provide a sense of security and comfort for customers (Dhingra *et al.*, 2020a). Service quality can be improved through trust in using chatbot services, where consumers feel confident and helped when they need help, especially when the chatbot can provide the right solution according to their request (Alshurideh, 2022). In addition, the frequency of respondents' experience in using the Tokopedia chatbot also has an effect, where the more often users use the chatbot, the more familiar they are with the services offered, which in turn increases customer satisfaction.

The Negative Influence of Social Entertainment on *Online Purchase Intentions*

The results of this study indicate that there is no positive influence between social entertainment and *online purchase intention*, which means that the amount of social entertainment does not affect users' purchase intention. This finding is contrary to previous studies which state that social entertainment is a crucial factor in attracting consumers' attention and influencing their desire to make purchases, as found on *the social commerce platform* Facebook (Ho Nguyen *et al.*, 2022). The negative impact on this relationship may be due to the interaction between companies and customers that influences the behavior of social media users (Liu *et al.*, 2022), as well as the large number of consumers who provide negative reviews, which can cause doubts in making purchasing decisions (Wijaya *et al.*, 2021). The majority of respondents in this study were under 22 years old, a group that is familiar with *e-commerce* and tends to be more selective in filtering information from entertainment on social media, so they are more careful in considering purchasing decisions and trust recommendations from people they trust more.

The Negative Influence of Social Trends on *Online Purchase Intentions*

Social trends have a negative and insignificant effect on *e-commerce* users' *online purchase intentions*, indicating that even though social trends exist, they are not enough to drive users to make purchases. This finding is contrary to previous studies that state that social trends are an important element that can influence consumer purchase intentions, as

found in the context of the use of AI chatbots on *solo travelers* (Chang *et al.*, 2023). This negative impact may be due to the behavior of social media users who focus more on needs than wants, so they will not make rash purchasing decisions even though there are many popular trends (Anas *et al.*, 2023). In this study, the majority of respondents were female students or college students, who tend to be more active on social media and more selective in following trends, considering wisely whether the products offered are really needed (Ertiö *et al.*, 2020). This hesitant attitude is considered wise, because they are more likely to analyze needs before making *online purchases*.

The Positive Influence of Customer Satisfaction on *Online Purchase Intentions*

Customer satisfaction has a positive and significant impact on online purchasing intentions for *e-commerce users*, where high levels of satisfaction can increase consumer trust and encourage the purchasing process (Ginting *et al.*, 2023). *E-commerce users* who feel comfortable and happy when making transactions tend to be more motivated to make online purchases, which is in line with previous studies showing that good company service can increase customer satisfaction and encourage purchase intentions and interest in making repeat purchases (Ginting *et al.*, 2023; Pereira *et al.*, 2021). In the context of this study, the influence of customer satisfaction can be seen from the purpose of respondents using the Tokopedia chatbot service to solve problems or file complaints; consumers who feel helped by this service tend not to worry about making repeat purchases. Therefore, respondents who feel they have achieved their goals in using the Tokopedia chatbot will consider customer satisfaction as the main factor driving *online purchasing intentions*.

The Mediating Role of Customer Satisfaction in the Relationship between Chatbot Service Quality and *Online Purchase Intention*

online purchase intention, where potential consumers tend to make purchases when they feel comfortable and supported by good service. The satisfaction felt encourages more intense interactions, increases trust in online *platforms*, and influences purchasing decisions, including repeat purchases (Ginting *et al.*, 2023). This indirect effect is also influenced by differences in gender and income level, where the majority of respondents are women with an average income of IDR 2,000,001 - IDR 4,000,000, who tend to be careful in their spending. Service quality is a major aspect that influences customer satisfaction, and women, who are more careful in shopping, set high standards for products that are worth repurchasing. Therefore, based on *the Theory of Planned Behavior* (TPB), chatbot service quality has a significant impact on online shopping decisions for female consumers, especially when they are satisfied with the seller and are confident that the services offered will not disappoint.

CONCLUSION

This study aims to understand the factors that influence *online purchase intention* on the Tokopedia *e-commerce platform*, emphasizing the role of customer satisfaction as a mediator between chatbot service quality and purchase intention. The results show that chatbot service quality has a positive and significant effect on customer satisfaction, while social entertainment and social trends have no effect on *online purchase intention*. This study has theoretical and managerial implications, encouraging business actors to improve service quality and maintain customer satisfaction in order to encourage purchases.

However, this study also has limitations, such as the dominance of young respondents and the focus on one *e-commerce platform*, which limits the generalizability of the results. Therefore, suggestions for future research include analyzing user behavior across multiple *e-commerce platforms* and implementing a longitudinal approach to obtain a more accurate picture of purchasing behavior.

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