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## The Impact of Ai-Driven Live Shopping and Experience Value on Repurchase Intention on Shopee

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**Abstract:** This study aims to analyze the influence of AI-Driven Live Shopping and Experience Value on Repurchase Intention among Shopee users in Indonesia. As digital technology advances, the integration of artificial intelligence into live shopping features has become an increasingly vital marketing strategy to attract consumers and foster loyalty. A quantitative approach was employed using a survey method, where questionnaires were distributed to 385 respondents who are active Shopee users and have watched Shopee Live. The collected data were analyzed using descriptive statistics and multiple linear regression. The findings indicate that AI-Driven Live Shopping significantly influences Experience Value, and Experience Value, in turn, significantly affects Repurchase Intention. This research highlights the critical role of consumer experience in bridging technology with repeated purchase behavior and provides strategic insights for e-commerce platforms to enhance digital engagement and strengthen long-term customer loyalty.

**Keyword:** AI-Driven Live Shopping, Experience Value, Repurchase Intention, Shopee, Digital Marketing.

### INTRODUCTION

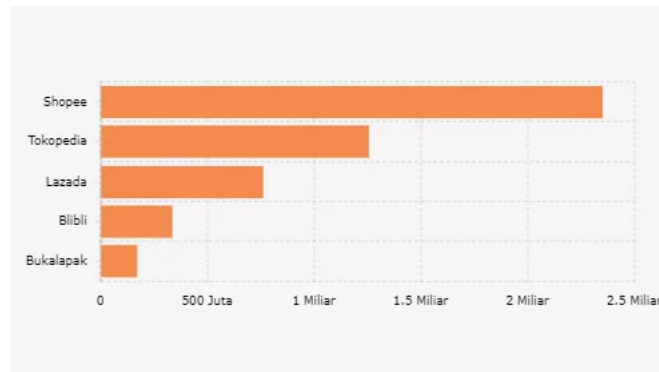
The development of digital technology has brought fundamental changes in various aspects of life, including in the way consumers interact and carry out shopping activities. Digital innovation in the world of marketing and electronic commerce (e-commerce) has encouraged the creation of a faster, more efficient, and more personalized shopping ecosystem. One form of the application of the latest technology that is widely adopted by industry players is Artificial Intelligence (AI), which allows computer systems to imitate human thinking abilities such as recognizing patterns, processing language, and making decisions (Healey, 2020). The use of AI in the e-commerce sector aims to improve user convenience, accuracy, and satisfaction when shopping online.

One of the implementations of AI that is now popular in e-commerce is through the AI-Driven Live Shopping feature, which is a direct shopping mechanism combined with artificial intelligence technology to create a more interactive, dynamic, and real-time shopping experience. Through this feature, consumers can watch live product demonstrations, ask questions to hosts or sellers, and make transactions without having to leave the broadcast

session. AI technology also enables personalization through a product recommendation system based on individual preferences and user shopping history (Shopee, 2022; Masterofcode, 2023). By utilizing artificial intelligence, this feature not only simplifies the transaction process but also increases emotional engagement and value perception in the minds of consumers.

Shopee, as one of the main players in the e-commerce industry in Southeast Asia, including Indonesia, is a pioneer in utilizing AI-based live shopping features through Shopee Live. The popularity of this feature is reflected in data released by Katadata (2023), where Shopee recorded 2.3 billion visits throughout the year, making it the e-commerce platform with the highest traffic in Indonesia.

Picture 1.3



In addition, the results of a survey conducted on 506 men and women aged 17-45 years in May 2023, revealed that 69% of respondents said that Shopee Live is the most frequently used live streaming feature by Indonesians, far surpassing its competitors, namely TikTok Live (25%), Tokopedia Play (4%) and LazLive (2%). Shopee Live is also the most remembered live streaming feature by Indonesians with results of 61% of respondents, far surpassing TikTok Live (30%), LazLive (4%) and Tokopedia Play (2%).

Picture 1.4

Selaras dengan data penggunaan *live streaming platform*, Shopee menunjukkan porsi pangsa pasar dari jumlah dan nilai transaksi yang tertinggi.



### Most Popular Live Streaming Platform Data in 2023

Source: Bola.com

However, the success of attracting consumer interest through technology does not necessarily guarantee repurchase intentions. One of the key factors that can bridge the relationship between interactive features and repurchase decisions is experience value. Experience value reflects the functional, emotional, and social values that consumers feel while interacting with the platform. Ameen et al. (2021) stated that the higher the experience value, the more likely consumers are to feel satisfied and loyal to the platform.

On the other hand, many users still complain about product uncertainty, namely uncertainty about the quality and suitability of products purchased through e-commerce (Chen, Chen, & Tian, 2022).

Picture 1.5



### Customer Dissatisfaction Review of Product Quality Inconsistency

Source: Shopee,2024

This uncertainty can hinder repurchase intention if the user experience during the shopping process is not satisfactory enough. Therefore, it is important to understand the extent to which AI-Driven Live Shopping and Experience Value directly affect Repurchase Intention.

Therefore, it is important to understand the extent to which AI-Driven Live Shopping and Experience Value directly influence Repurchase Intention of Shopee users. Moreover, most previous studies only focus on the influence of technology or user experience separately, without looking at the influence of both simultaneously. There is still limited research that comprehensively examines both variables in the context of Shopee Live users in Indonesia. This is a relevant research gap to be studied further as a contribution to digital marketing literature.

Based on this, this study aims to empirically analyze the influence of AI-Driven Live Shopping and Experience Value on Repurchase Intention of Shopee users. The results of this study are expected to provide theoretical contributions in the development of digital marketing science, as well as practical contributions for business actors in developing technology-based interaction strategies that can increase consumer loyalty.

## METHOD

This study uses a quantitative approach, which aims to collect and analyze numerical data to test previously determined hypotheses. This approach is objective and systematic, and is used to measure the extent to which the relationship between variables can be explained statistically.

The type of research used is causal research, which is research that aims to determine the cause-and-effect relationship between two or more variables. In this case, the research is focused on testing the extent to which AI-Driven Live Shopping (X1) and Experience Value (X2) influence Repurchase Intention (Y).

This study is also included in the explanatory category, because it not only tests the relationship between variables but also explains the effects that occur empirically through hypothesis testing. According to Creswell and Creswell (2020), explanatory research is conducted to explain the relationship between theoretical constructs through a quantitative approach and structured statistical analysis. The population of this study is active Shopee users in Indonesia. According to the Statista report (2023), Shopee is one of the largest e-commerce platforms in Indonesia, with millions of active users every month. The population focus on users of the AI-Driven Live Shopping feature provides relevance to the research objectives.

## RESULTS AND DISCUSSION

### Classical Assumption Test

#### Normality Test

Table 4.4 Normality Test Results

Variabel Penelitian	Asymp Sig (2-Tailed)	Cut Off	Conclusion
AI-Driven Live Shopping terhadap Repurchase Intention	0,200	0,05	Normal
Experience Value terhadap Repurchase Intention	0,200	0,05	Normal

Based on the normality test that has been carried out, it can be seen that the residential variable value of AI-driven live shopping on repurchase intention is 0.200, and the experience value on repurchase intention is 0.200, the value obtained asimps sig (2-tailed) above the error rate of 0.05 so that it can be concluded that all research variables will form a multiple regression that has been distributed normally, so that the next data processing step can be carried out immediately.

#### Heteroscedasticity Test

Table 4.5 Results of Heteroscedasticity Testing

Variable	Significance	Note.
AI-Driven Live Shopping	0,079	No Heteroscedasticity Occurs
Experience Value	0,086	No Heteroscedasticity Occurs

After the Glejser test is carried out, it can be seen in table 4.5 that all independent variables have a significance value above 0.05 so that it can be said that there is no heteroscedasticity in this model.

#### Multicollinearity Test

Table 4.6 Multicollinearity Test Results

Variable	Tolerance	VIF	Note.
AI-Driven Live Shopping	0.992	1.008	No Multicollinearity Occurs
Experience Value	0.992	1.008	No Multicollinearity Occurs

After conducting a multicollinearity test, it can be seen in table 4.6 that all independent variables have a tolerance value above 0.05, and the VIF value is not more than 10, so it can be said that there is no multicollinearity in this model.

### Multiple Linear Test

Table 4.7 Multiple Linear Test Results

Model	B	Std. Error	Beta	t	Sig
Constant	-2.722	1.347		-2.021	0.044
X1	0.081	0.024	0.169	3.347	0.001
X2	0.061	0.021	0.152	3.003	0.003

$$Y = -2.722 + 0.081 X1 + 0.063X2 + \epsilon$$

- a. The constant value of -2.722 indicates that if variables X1 and X2 are zero, then the Repurchase Intention value is estimated at -2.722. This value only serves as a starting point for the model and is not an absolute interpretation in the context of consumer behavior.
- b. The regression coefficient of X1 (AI-Driven Live Shopping) of 0.081 indicates that every 1 unit increase in AI-Driven Live Shopping, assuming the Experience Value remains the same, will increase Repurchase Intention by 0.081. Because the t-value of 3.347 > 1.96, this effect is statistically significant.
- c. The regression coefficient of X2 (Experience Value) of 0.063 indicates that every 1 unit increase in Experience Value, assuming the AI-Driven Live Shopping remains the same, will increase Repurchase Intention by 0.063. With a t-value of 3.003 > 1.96, this effect is also statistically significant.

### Hypothesis Testing

#### T-Test

Table 4.8 T-Test Results

Independent Variable	Regression Coefficient	T Count	Sig.
AI-Driven live shopping (X1)	0.169	3.347	0.001
Experience value (X2)	0.152	3.003	0.003

AI-driven live shopping (X1) has a regression coefficient value of 0.169, and a T count of 3.347 (greater than 2.0) and a significance of 0.001 (less than 0.05), and experience value (X2) has a regression coefficient value of 0.152 and a T count (greater than 2.0) and a significance of 0.003 (less than 0.005). This finding can be interpreted that AI-driven live shopping and experience value have a positive effect on the repurchase intention of Shopee customers.

#### F Test

Table 4.9 F Test Results

Model	F Count	Sig
AI-Driven live shopping (X1) Experience value (X2) Terhadap repurchase intention (Y)	12.427	0,000 <sup>b</sup>

Based on table 4.9 above, it can be seen that the F test results obtained a calculated F value of 12,427 (greater than 2.62) with a significant value of 0.000 or less than 0.05. This result can be interpreted that the AI-driven and experience value variables simultaneously affect the repurchase intention of Shopee users.

### Determination Coefficient Test

Table 4. 10 Results of the Determination Coefficient Test

Model	R	R Square
X1 – X2 → Y	0,960	0,922

Based on table 4.10 above, it can be seen that the R Square value is 0.922. This result can be interpreted that the magnitude of the influence of the independent variables AI-driven live shopping and experience value on the repurchase intention variable is 92%, while the remaining 8% is influenced by other variables that are not included in the scope of this study.

### Discussion

This study involved 385 active Shopee user respondents who had used the Shopee Live feature. Based on the results of data collection, it was found that most of the respondents were male with a percentage of 53.2%, while the other 46.8% were female. In addition, respondents were dominated by the 26-30 year old age group and most of them worked in the private sector. This finding indicates that the Shopee Live feature is widely used by productive and digitally active users, who are accustomed to using technology in the online shopping process.

Based on descriptive analysis, the average score of AI-Driven Live Shopping is 5.14 with a TCR of 73%, which is included in the “Quite High” category. This shows that Shopee users feel the benefits of AI technology in the live shopping feature, especially in terms of product recommendations, interactive capabilities, and response speed. The statement with the highest score is “AI helps in making purchasing decisions”, which reflects the respondents' trust in the capabilities of the technology. However, there are still several aspects of AI that are considered less than optimal, such as the level of AI's understanding of language or specific consumer needs.

The average score for the Experience Value variable is 5.12 with a TCR of 74%, which is also included in the “Quite High” category. This indicates that Shopee users have had a fairly good shopping experience when using the Shopee Live feature, especially in terms of time efficiency and ease of navigation. The statement with the highest score was “Shopee is able to meet my needs”, while the lowest score was “Options in the service are easy to understand”. This shows that although the overall experience is positive, some parts of Shopee's service can still be improved in terms of clarity and user interface.

For the Repurchase Intention variable, the average score obtained was 5.14 with a TCR of 73%, which is included in the “Quite High” category. This shows that users have a high interest in making repeat purchases on Shopee, especially through the Shopee Live feature. The statement with the highest score was “I feel confident when shopping on Shopee”, while the lowest score was “I plan to make repeat purchases”. This indicates that the level of user trust is high, but the explicit intention to make repeat purchases can still be improved.

Based on the results of multiple linear regression testing, the following equation was obtained:

1. The AI-Driven Live Shopping variable (X1) has a regression coefficient of 0.081, with a t-count value = 3.347 and significance = 0.001, indicating a positive and significant effect on Repurchase Intention.

2. The Experience Value variable (X2) has a regression coefficient of 0.063, with a t-count value = 3.003 and significance = 0.003, which also has a positive and significant effect on Repurchase Intention.

Thus, it can be concluded that the higher the AI-Driven Live Shopping and Experience Value, the higher the Repurchase Intention of Shopee users.

The results of the F test show that the calculated F value = 12.427 with a significance of = 0.000 (less than 0.05), which means that AI-Driven Live Shopping and Experience Value simultaneously have a significant effect on Repurchase Intention. The regression model used is declared statistically feasible.

The coefficient of determination (R Square) value of 0.922 indicates that 92.2% of the Repurchase Intention variable can be explained by AI-Driven Live Shopping and Experience Value. The remaining 7.8% is influenced by other factors outside this research model.

This value is classified as very high, which means that the two independent variables have a dominant role in shaping the repurchase intention of Shopee consumers.

Based on the results of data processing and analysis from 385 Shopee Live user respondents, the following conclusions can be drawn:

1. AI-Driven Live Shopping (X1) has a positive and significant effect on Repurchase Intention (Y). This shows that the higher the quality of AI-based live shopping features, such as product recommendations, interactivity, and ease of transactions, the higher the consumer's desire to make repeat purchases.
2. Experience Value (X2) also has a positive and significant effect on Repurchase Intention (Y). This means that the better the experience felt by consumers while using Shopee Live, both in terms of function, emotion, and social interaction, the greater their tendency to make repeat purchases.
3. Together, both variables, namely AI-Driven Live Shopping and Experience Value, are proven to have a significant influence on Repurchase Intention. This is reinforced by the results of the F test and the coefficient of determination ( $R^2$ ) value of 92.2%, which indicates that most of the variation in Repurchase Intention can be explained by the two independent variables.
4. Thus, this study shows that strengthening technological aspects and improving the quality of customer experience can be important strategies in building loyalty and increasing repurchase intentions on e-commerce platforms such as Shopee.

## CONCLUSION

Based on the findings in this study, here are some suggestions that can be given:

1. For Shopee, it is recommended to continue developing the Shopee Live feature based on artificial intelligence, such as by increasing the accuracy of product recommendations, integrating AI chatbots, and a more intuitive and user-friendly interaction system, in order to increase customer convenience and engagement.
2. For sellers or business actors on Shopee, it is important to maximize interaction during live streaming, including informative product explanations, responsive two-way communication, and the use of visuals and language that are easy to understand. This aims to create a pleasant and memorable shopping experience for consumers.

For further researchers, it is recommended to add other variables such as consumer trust, satisfaction, or price factors, and use a mixed method approach to obtain a more comprehensive picture of the factors that influence Repurchase Intention in e-commerce.

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