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Analysis of Experience using Shopee E-Commerce AI Features Among Young People with Modified TAM

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Abstract

The use of Artificial Intelligence (AI) in e-commerce applications continues to experience rapid development, particularly in providing features that enhance personalization and provide a better shopping experience. However, there remains a challenge in understanding the extent to which experience in using AI features influences the level of usage of the Shopee application, especially among young people who are the largest user segment. This study aims to analyze the effect of experience using AI features on Shopee application usage using a modified Technology Acceptance Model (TAM) approach. The analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to examine the relationship between variables in the research model. A total of 11 hypotheses were proposed and empirically tested based on data obtained from 430 young respondents who are active Shopee users. The analysis results showed that all hypotheses were accepted, which means that experience using AI features plays a significant role in shaping perceptions of usefulness, user experience, and positive attitudes toward technology, which ultimately influence the intention and behavior of using e-commerce applications. These findings indicate the importance of developing AI features that are responsive and relevant to the needs of young users to improve loyalty and shopping experience. Thus, the practical implications of this research provide strategic input for e-commerce service providers in optimizing AI-based experiences to maintain competitiveness in the increasingly competitive digital market.

Introduction

According to Van & Vanthienen (2022), the development of digital technology has become a major catalyst in the transformation of various sectors of life, including the world of business and commerce. One of the most influential technologies in this era is Artificial Intelligence (AI) (Zhang, C., & Lu , 2021). This is a branch of computer science that focuses on the development of intelligent systems capable of carrying out complex tasks that previously required human intervention (Zikry et al., 2024).

In a business context, the application of AI is not only limited to process automation, but also includes service personalization, consumer behavior prediction, and large-scale data analysis for strategic decision-making (Rane et al., 2024). Recent studies show that more than 45% of retail companies have adopted AI to improve the quality of interactions with customers through personalized services and accurate predictive analysis (Ahmed et al., 2025). The e-

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commerce sector is one of the sectors that has utilized the sophistication of AI the most, especially in providing adaptive and efficient services.

In recent years, Artificial Intelligence (AI) has become a driving force behind the digital transformation of various industries, especially in e-commerce (Bezditnyi, 2024; Richard et al., 2025; Maslak et al., 2021). As digital technologies continue to evolve, businesses are increasingly looking towards AI not only as a tool for process automation but also as a means to enhance customer engagement and streamline operational strategies. AI's application in e-commerce platforms like Shopee is a testament to its potential in improving service delivery, particularly in the areas of personalized recommendations, customer service automation, and predictive analytics.

By harnessing AI, businesses can provide customers with tailored experiences that meet their specific preferences, thereby fostering customer loyalty and enhancing competitive advantage in a saturated market. The growing reliance on AI, however, has introduced new challenges. Despite the promise of AI-driven innovations, the actual performance of these systems often falls short of user expectations. For example, while Shopee has integrated advanced AI features such as personalized product recommendations, automated chatbots, and image-based search, feedback from users has highlighted areas where the AI system fails to meet their needs.

Issues such as irrelevant recommendations, inaccurate search results, and unresponsive customer service have been common complaints among users. This discrepancy between AI's potential and its real-world performance raises concerns about the effectiveness of current AI technologies in meeting user demands, especially in fast-evolving digital markets. Young users, in particular, have high expectations for technology performance, efficiency, and user-friendliness. As digital natives, this demographic is well-versed in using technology and can quickly identify when a system is not performing as expected (Al-Htaybat et al., 2018).

They have grown accustomed to seamless, intuitive digital experiences and are less tolerant of inefficiencies. For Shopee, this user segment is crucial as they represent a significant portion of the platform’s customer base, with almost half of Shopee’s users falling within the 15–29 age group. This makes it all the more important for Shopee and other e-commerce platforms to fine-tune their AI systems to better align with the needs and preferences of young consumers.

The Technology Acceptance Model (TAM), which focuses on constructs like perceived ease of use and perceived usefulness, offers a solid framework for understanding how users accept and adopt digital technologies (Martín-García et al., 2022; Liao et al., 2018). However, as AI technology continues to advance, it becomes necessary to expand the traditional TAM framework to include factors that are more specific to AI in the e-commerce context.

Constructs such as service personalization, system quality, and convenience have emerged as key drivers of technology acceptance, particularly in platforms like Shopee (Zaato et al., 2023). By integrating these additional constructs, the TAM can provide a more comprehensive understanding of how users evaluate AI features in e-commerce applications and how these evaluations impact their overall technology acceptance.

To address the limitations of traditional TAM, this study proposes an updated model that incorporates AI-specific factors. By analyzing the relationship between these factors such as the quality of AI services, the level of personalization, and the convenience they offer this research aims to shed light on the complex dynamics of technology adoption in the context of e-commerce. The use of Partial Least Squares Structural Equation Modeling (PLS-SEM) is

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especially relevant for this study due to its suitability for handling complex relationships and non-normal data.

PLS-SEM will enable a more accurate understanding of how these factors interact and contribute to users' acceptance of AI-based features on Shopee. Ultimately, the findings from this study are expected to provide valuable theoretical and practical contributions to the field of technology acceptance (Opoku & Enu-Kwesi, 2019). The theoretical implications include refining the TAM to accommodate the nuances of AI-driven e-commerce platforms, while the practical implications will assist developers in designing AI systems that better meet the needs and expectations of their target audiences.

For Shopee, and other e-commerce businesses, the insights gained from this research could lead to more effective AI-driven features that enhance user satisfaction, increase engagement, and ultimately drive business success. By aligning AI technologies with the expectations of young users, e-commerce platforms can strengthen their market position and ensure long-term customer loyalty. Lestari et al. (2024) said that Shopee, as one of the largest e-commerce platforms in Indonesia, is aggressively integrating AI technology in the development of its services.

Some of Shopee's leading AI-based features include a personalized product recommendation system, an automated chatbot to improve customer service (Adam et al., 2021), and an image-based search feature that makes it easier for users to find products simply by uploading images (Al-Lohibi et al., 2020). These innovations aim to improve the user experience by providing convenience, speed, and relevance in online shopping activities (Ylilehto et al., 2021; Shende et al., 2017). Shopee also strategically targets the young user segment as the primary target for implementing these technological innovations.

Based on data, approximately 47% of Shopee users are in the 15–29 age group (Kelvin & Novani, 2023; Panjaitan & Santoso, 2025). This group is known as digital natives who have high expectations for technological performance, application efficiency, and a smart and enjoyable user experience. Furthermore, Shopee recorded 216 million monthly visits in the third quarter, with the majority of users coming from Java and a gender proportion of 54% female and 46% male (Rahmayanti, 2024).

Although various AI features have been developed to improve service quality, numerous user complaints have emerged (Guo et al., 2024; Silva et al, 2024). Several negative reviews on the Google Play Store revealed that the product recommendation system was deemed less relevant to user needs, the AI chatbot was less responsive in handling complaints, and the image search feature often produced inaccurate results.

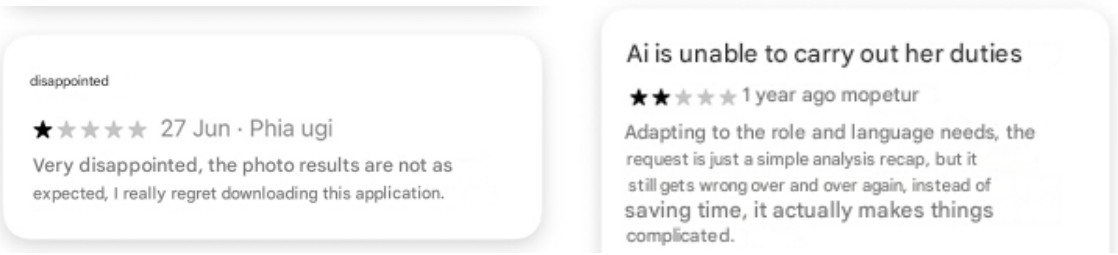

Figure 1. Problem with Shopee AI User Reviews

This indicates that the implementation of AI has not been fully optimal in meeting the expectations of young users, who tend to be critical and have high expectations for the performance of digital technology. Based on this background, it is important to conduct an empirical study on how young users' experiences in using AI features on the Shopee

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application can influence their technology acceptance and online shopping behavior. This study uses the Technology Acceptance Model (TAM) approach as a basic framework to analyze factors that influence digital technology acceptance.

The TAM model was chosen because it is able to explain user behavior through constructs such as perceived ease of use, perceived usefulness, and attitudes towards technology use (Park, 2009; Osman et al., 2013; Hess et al., 2014). This study also modified the TAM model by adding additional constructs relevant to the context of AI-based e-commerce, such as service personalization, convenience, and system quality.

To analyze the relationships between constructs, this study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, which is suitable for complex conceptual models and non-normal data. With this approach, the research is expected to provide theoretical contributions in the development of technology acceptance models, while providing practical implications for e-commerce application developers to optimize AI-based features that are more in line with the needs and expectations of young users.

Methods

This study uses a quantitative descriptive method to describe and analyze the experiences of young users in using Artificial Intelligence (AI)-based features on the Shopee application. This approach was chosen because it is able to present facts systematically and accurately and explain the relationships between phenomena that occur. This study adopts a modified Technology Acceptance Model (TAM) framework as the basis of analysis to evaluate user acceptance of AI technology (Na et al., 2022). The TAM model is modified by adding relevant constructs such as service personalization, AI service quality, and customer experience to adapt to the context of AI-based e-commerce on Shopee (Kanapathipillai et al., 2024; Tjahyono et al., 2025; Naskiroh et al., 2024). The main focus of the study is to explore the extent to which AI features such as the product recommendation system, the Shopee Assistant chatbot, and image search affect user experience and acceptance of the application, especially among the younger generation (Mutambik, 2023). To strengthen the quantitative data, participant observation was conducted, where researchers directly used the Shopee app and recorded interactions with the AI features over a period of time. Observations demonstrated that the product recommendation system was quite relevant to users' search history, but remained limited in product variety and often displayed promotions that were less relevant to their interests. The Shopee Assistant chatbot, described in, responded quickly but was not yet effective in handling complex complaints, requiring users to contact human customer service. The image search feature showed improvements in image recognition, but search results still often did not match the model or category searched for (Ma et al., 2021; Radenović et al., 2018; Latif et al., 2019). Researchers also reviewed web articles and scientific journals to corroborate field findings, which indicated similar complaints from other users regarding the accuracy of the recommendation system and the limitations of the AI chatbot. Following observations and a literature review, researchers developed a questionnaire with a Likert scale of 1–5 and distributed it to 430 young respondents aged 15–29, who were active Shopee app users. Purposive sampling was used to ensure respondents met the criteria. The collected data was analyzed using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method through SmartPLS software. The analysis was conducted in two stages: an outer model evaluation to measure construct validity and reliability, and an inner model evaluation to test the relationship between variables and the significance of the hypothesis. The analysis results were used to draw conclusions regarding the influence of AI features on the experience and loyalty of young users in using the Shopee application based on a modified TAM framework.

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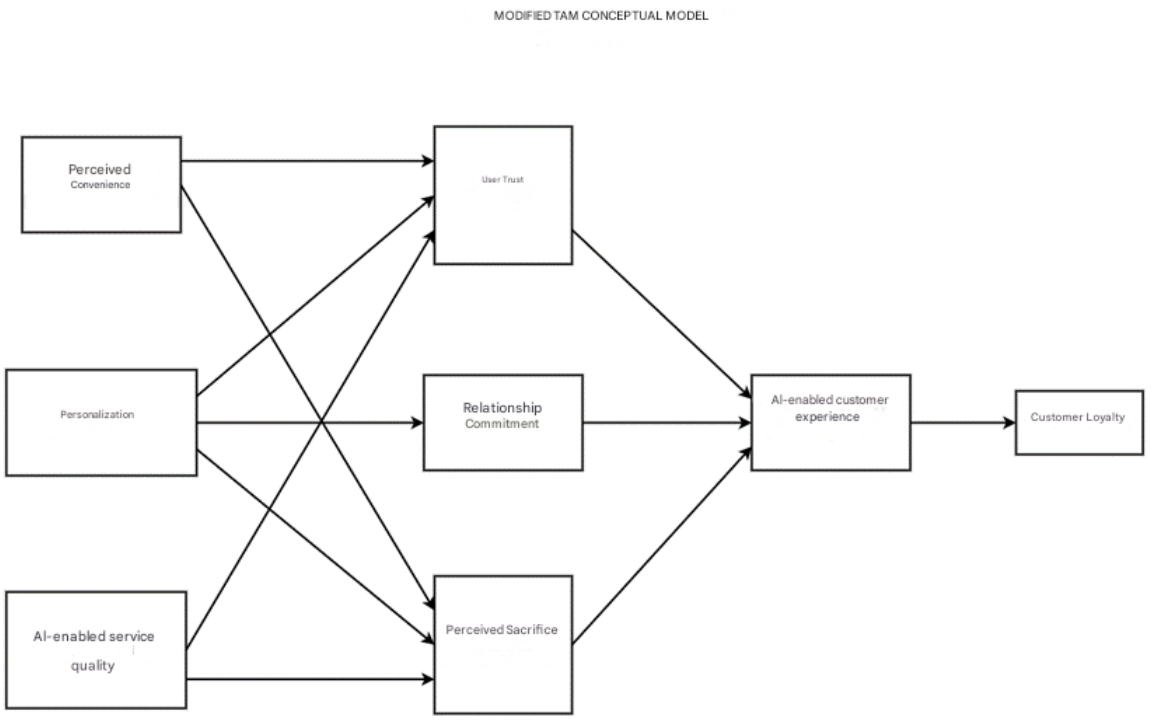

Figure 2. Modified TAM Conceptual Model

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Results and Discussion

This study analyzes the impact of Artificial Intelligence (AI)-based features within the Shopee app on the acceptance and loyalty of young users using a modified Technology Acceptance Model (TAM) approach. Data were analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM) with the aid of SmartPLS software. Eight constructs were used in this study: Perceived Convenience, Personalization, AI-enabled Service Quality, User Trust, Relationship Commitment, Perceived Sacrifice, AI-enabled Customer Experience, and Customer Loyalty. The results of the outer model analysis indicate that all indicators have loading values above 0.7, Average Variance Extracted (AVE) above 0.5, and Composite Reliability above 0.7. This indicates that the research instrument meets the requirements of convergent validity and construct reliability. The AVE and CR values can be seen in Table 1.

Tabel 1. Construct Reliability and Validity

	Cronbach's alpha	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Average variance extracted (AVE)**
CE	0.911	0.912	0.931	0.694
CL	0.906	0.918	0.927	0.679
P	0.906	0.908	0.927	0.680
PC	0.909	0.910	0.930	0.689
PS	0.914	0.915	0.933	0.700
RC	0.899	0.905	0.922	0.665
SQ	0.905	0.907	0.927	0.679
UT	0.917	0.920	0.935	0.708

Source: SmartPLS Data Processing Results, 2025

Furthermore, the inner model evaluation showed that the Customer Experience construct had an R^2 value of 0.645, while User Loyalty had an R^2 value of 0.583. This indicates that the model has quite good explanatory power for endogenous variables. The R^2 values are presented in Table 2.

Tabel 2. Hasil R-Square Variabel Dependen

Endogenous Variables	R^2
Customer Experience	0.645
User Loyalty	0.583

The results of hypothesis testing were conducted using a two-tailed test approach at a significance level of 5% ($\alpha = 0.05$). All proposed hypotheses were proven significant based on the T-statistic value > 1.96 and p-value < 0.05. In the User Experience and User Loyalty constructs, the Ease of Use variable has a significant positive influence on User Experience, with a T-statistic value of 4.585 and a p-value of 0.000. Similarly, the variables Service Personalization, AI Service Quality, and Trust also contribute significantly to User Experience in the context of using the Shopee application. In addition, the User Experience construct is proven to have a strong and significant influence on User Loyalty, indicating that

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positive experiences while interacting with AI features have important implications for young users' loyalty to the Shopee application. A summary of the hypothesis test results is presented in Table 3.

Table 3. Hypothesis Test Results

	Hipotesis	sample (O)	mean (M)	Standard deviation (STDEV)	T statistics	P values	Information	Results
UT → CE	H1	0.342	0.341	0.061	5.633	0.000	Significant	(Accepted)
PS → CE	H2	0.226	0.226	0.054	4.585	0.000	Significant	(Accepted)
PC → UT	H3a	0.319	0.319	0.055	5.842	0.000	Significant	(Accepted)
PC → PS	H3b	0.247	0.245	0.054	4.585	0.000	Significant	(Accepted)
P → UT	H4a	0.331	0.331	0.055	6.030	0.000	Significant	(Accepted)
P → PS	H4b	0.288	0.288	0.054	5.331	0.000	Significant	(Accepted)
P → RC	H4c	0.577	0.580	0.053	10.905	0.000	Significant	(Accepted)
SQ → UT	H5a	0.209	0.210	0.045	4.600	0.000	Significant	(Accepted)
SQ → PS	H5b	0.220	0.221	0.048	4.628	0.000	Significant	(Accepted)
RC → CE	H6	0.224	0.226	0.055	4.057	0.000	Significant	(Accepted)
CE → CL	H7	0.512	0.515	0.060	8.596	0.000	Significant	(Accepted)

To strengthen the interpretation of the hypothesis testing results, a visualization of the PLS-SEM bootstrapping results is presented to comprehensively illustrate the significance of the relationships between the latent variables tested in this study. This visualization provides a deeper understanding of the strength of influence and the level of statistical significance of each path within the modified TAM model framework used. Therefore, Figure 3 Bootstrapping Output below presents the path coefficient estimates, T-statistic values, and p-values, based on data processing using SmartPLS software through the bootstrapping procedure.

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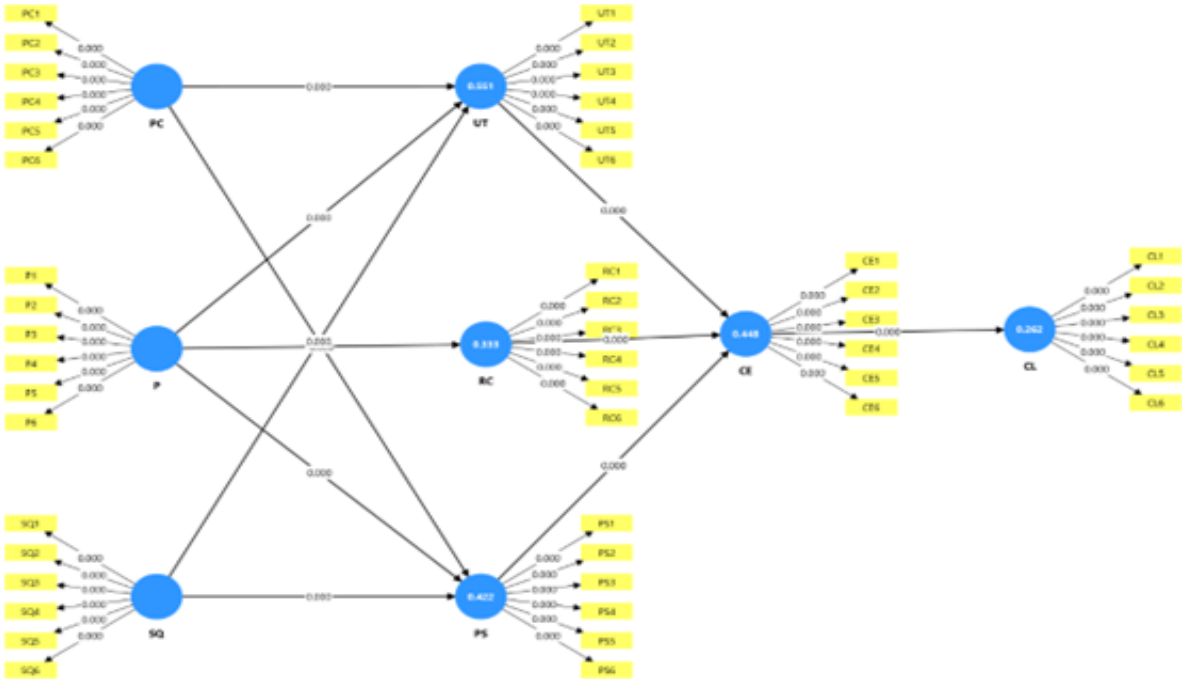

Figure 3. SmartPLS-SEM Bootstrapping Results

This figure shows the direction of the relationship between constructs, and indicates which constructs have a significant influence based on the T-statistic value (> 1.96) and p-value (< 0.05) in the two-tailed test. The bootstrapping results confirm that exogenous variables such as Ease of Use, Trust, Personalization, Convenience, AI Service Quality, and Perceived Sacrifice significantly influence User Experience, which in turn has a significant impact on User Loyalty. Thus, this visualization serves as an empirical representation of the results of the hypothesis testing that has been conducted and strengthens the conclusion that the constructed model is statistically valid and has good predictive power regarding the behavior of young users in using the Shopee e-commerce application.

Conclusion

Based on the results of this thesis, all hypotheses in the research model were proven significant and accepted. Experience using Artificial Intelligence (AI) features in the Shopee application influences loyalty among young people. Analysis of eight variables and eleven hypotheses using a two-tailed approach showed that all relationships between variables were significant. Trust was the variable with the greatest influence, while user experience played a mediating role in shaping loyalty. Optimal implementation of AI features has been proven to improve the experience, trust, and loyalty of young users towards Shopee.

Suggestion

Furthermore, for the first suggestion, for Shopee application developers, it is recommended to continue developing Artificial Intelligence (AI) features that are intuitive, personalized, and easy to use to improve the user experience. Second, for future researchers, it is recommended to expand the scope of the research by involving more diverse age groups or comparing with other e-commerce platforms for more comprehensive research results. Third, for the Shopee marketing team, the results of this study can be used to strengthen promotional strategies by highlighting the advantages of AI features such as product recommendations, intelligent chatbots, and AI-based searches that are popular among young people. Finally, academically, this research can be used as a basis for the development of a more complex

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TAM model by adding other variables such as perceived enjoyment, trust in AI, or data privacy concerns, to address the challenges of adopting AI-based technology in the future.

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