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IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE AND DIGITAL MARKETING ON MILLENNIALS' PURCHASE INTENTION ON THE TIKTOK SHOP PLATFORM THROUGH E-WOM AS A MEDIATING VARIABLE

IMPLEMENTASI KECERDASAN BUATAN DAN PEMASARAN DIGITAL TERHADAP MINAT BELI GENERASI MILENIAL PADA PLATFORM TIKTOK SHOP MELALUI E-WOM SEBAGAI VARIABEL MEDIASI

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ABSTRACT

This study examines the impact of Artificial Intelligence (AI) and Digital Marketing (DM) on Purchase Intention (PI) among millennial consumers on TikTok Shop, with Electronic Word-of-Mouth (e-WOM) as a mediating variable. Using Structural Equation Modeling-Partial Least Squares (SEM-PLS), this research empirically validates the relationships between AI, DM, e-WOM, and PI. The findings indicate that AI-driven personalization and DM strategies significantly influence e-WOM, which in turn enhances PI. AI applications, such as chatbots and personalized recommendations, improve consumer engagement, prompting them to share positive experiences through e-WOM. Similarly, DM strategies, including influencer marketing and interactive social media campaigns, increase consumer discussions and brand credibility, strengthening e-WOM's role as a persuasive mechanism. The mediation analysis confirms that e-WOM serves as a crucial intermediary, bridging the gap between AI, DM, and PI. These results provide theoretical contributions by integrating AI, DM, e-WOM, and PI into a comprehensive model, highlighting their synergistic effects in social commerce environments. From a managerial perspective, businesses should prioritize AI-driven automation, targeted digital marketing, and e-WOM optimization to enhance consumer engagement and drive purchasing behavior. As social commerce evolves, leveraging technology-enhanced marketing strategies will be essential for businesses to maintain competitive advantage and consumer loyalty.

***Keywords**: Artificial Intelligence, Digital Marketing, Electronic Word-of-Mouth, Purchase Intention, Social Commerce*

ABSTRAK

Penelitian ini menguji dampak dari Artificial Intelligence (AI) dan Digital Marketing (DM) terhadap Purchase Intention (PI) di kalangan konsumen milenial di TikTok Shop, dengan Electronic Word-of-Mouth (e-WOM) sebagai variabel mediasi. Dengan menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS), penelitian ini memvalidasi secara empiris hubungan antara AI, DM, e-WOM, dan PI. Temuan menunjukkan bahwa personalisasi berbasis AI dan strategi DM secara signifikan memengaruhi e-WOM, yang pada gilirannya meningkatkan PI. Aplikasi AI, seperti chatbots dan rekomendasi yang dipersonalisasi, meningkatkan keterlibatan konsumen, mendorong mereka untuk berbagi pengalaman positif melalui e-WOM. Demikian pula, strategi DM, termasuk influencer marketing dan kampanye media sosial interaktif, meningkatkan diskusi konsumen dan kredibilitas merek, memperkuat peran e-WOM sebagai mekanisme persuasif. Analisis mediasi menegaskan bahwa e-WOM berfungsi sebagai perantara yang penting, menjembatani kesenjangan antara AI, DM, dan PI. Hasil penelitian ini memberikan kontribusi teoritis dengan mengintegrasikan AI, DM, e-WOM, dan PI ke dalam sebuah model yang komprehensif, yang menyoroti efek sinergis mereka dalam lingkungan perdagangan sosial. Dari perspektif manajerial, bisnis harus memprioritaskan otomatisasi berbasis AI, pemasaran digital yang ditargetkan, dan pengoptimalan e-WOM untuk meningkatkan keterlibatan konsumen dan mendorong perilaku pembelian. Seiring dengan berkembangnya perdagangan sosial, memanfaatkan strategi pemasaran yang ditingkatkan dengan teknologi akan sangat penting bagi bisnis untuk mempertahankan keunggulan kompetitif dan loyalitas konsumen.

Kata kunci: Kecerdasan Buatan, Pemasaran Digital, Electronic Word-of-Mouth, Niat Beli, Perdagangan Sosial

INTRODUCTION

The rapid advancement of digital technology has significantly transformed the global e-commerce landscape, particularly in emerging economies like Indonesia. The emergence of interactive social commerce platforms has reshaped consumer purchasing behavior, especially among millennials, who exhibit high adaptability to digital transformation (Sudirman & Nurfaisah, 2025). As one of the most influential digital platforms, TikTok has evolved beyond a mere entertainment medium into an e-commerce ecosystem through TikTok Shop, which allows users to engage in an interactive shopping experience directly from video content (Sriastiti & Mahyuni, 2024). This transformation has led to a growing interest in understanding the key determinants of consumer purchase intention within this platform.

Artificial Intelligence (AI) and digital marketing have emerged as pivotal tools in optimizing consumer engagement and influencing purchasing decisions. AI-powered recommendation systems, chatbots, and predictive analytics enhance personalization, improving user experience and increasing engagement levels (Lyndyuk et al., 2024). Digital marketing strategies, including targeted advertisements, influencer collaborations, and real-time promotional campaigns, further amplify consumer awareness and trust (Bharti et al., 2024). These digital innovations collectively create a dynamic marketing ecosystem where consumer decision-making is influenced not only by direct promotional efforts but also by electronic word-of-mouth (e-WOM), which plays a crucial mediating role (Aini & Zagladi, 2025).

The influence of e-WOM on consumer behavior has been widely documented, with previous studies emphasizing its role in enhancing perceived credibility and trustworthiness of products (Widjaja & Hansopaheluwakan, 2023). As online reviews, social media interactions, and user-generated content become increasingly prevalent, e-WOM serves as an essential mechanism that bridges the gap between digital marketing strategies and consumer purchase intentions. The credibility of peer recommendations, especially within social commerce platforms like TikTok Shop, can significantly impact purchase decisions, making it a key mediating factor in this study (Nwobodo, 2025). However, the extent to which AI and digital marketing influence e-WOM and, consequently, purchase intention remains an area that requires further empirical exploration.

Despite the growing body of literature on AI, digital marketing, and e-WOM, limited research has specifically examined their interconnected effects on millennial purchasing behavior within TikTok Shop. Previous studies have predominantly focused on isolated aspects of AI-driven personalization, digital marketing strategies, or e-WOM without integrating these variables into a comprehensive model (Badmus et al., 2024). This research aims to fill this gap by examining the direct and indirect effects of AI and digital marketing on consumer purchase intention, with e-WOM acting as a mediating variable. Using a quantitative approach and employing Structural Equation Modeling (SEM) with Partial Least Squares (PLS), this study provides an in-depth analysis of how digital marketing and AI-based interventions influence consumer decision-making in a rapidly evolving social commerce environment.

The findings of this study are expected to contribute to both theoretical and practical understandings of

consumer behavior in the digital marketplace. By elucidating the mediating role of e-WOM, this research offers insights into how AI and digital marketing can be leveraged to enhance purchase intention effectively. From a managerial perspective, the results will inform businesses on optimizing digital strategies to drive consumer engagement and increase sales within TikTok Shop. In addition, the study's implications extend beyond TikTok, providing broader applications for social commerce platforms seeking to capitalize on AI-driven personalization and digital marketing innovations.

As digital transformation continues to shape consumer behavior, understanding the dynamics between AI, digital marketing, and e-WOM remains critical for businesses to stay competitive. This research aims to bridge existing knowledge gaps by providing empirical evidence on the role of AI and digital marketing in influencing e-WOM and purchase intention within TikTok Shop. Through a structured and data-driven approach, the study contributes to the broader discourse on digital consumer behavior and offers strategic insights for businesses aiming to navigate the complexities of social commerce.

RESEARCH METHODS

This study employs a quantitative research approach to examine the relationship between AI, DM, and purchase intention (PI) among millennial consumers on TikTok Shop, with e-WOM as a mediating variable. A survey-based method was utilized to collect primary data from respondents who actively engage in social commerce transactions on TikTok Shop. The research design follows a positivist paradigm, emphasizing empirical testing and statistical analysis to establish causal relationships between variables (Sugiyono, 2010). The population of this study comprises millennials residing in Ambon, Indonesia, who frequently use TikTok Shop for online shopping. To ensure an adequate representation of the target population, a purposive sampling technique was applied, selecting respondents based on age (24-44 years) and active engagement with TikTok Shop (Lee & Kotler, 2016). Following sampling adequacy principles, the study determined a sample size of 100-200 respondents, adhering to the five-to-ten times rule per observed indicator in Structural Equation Modeling (SEM) (Hair et al., 2021). Data collection was conducted through a structured questionnaire, designed to measure the key constructs using validated scales adopted from previous studies. The questionnaire was divided into demographic profiles and Likert-scale statements assessing perceptions of AI-driven personalization, DM effectiveness, e-WOM credibility, and PI (Thilagavathy & Kumar, 2021).

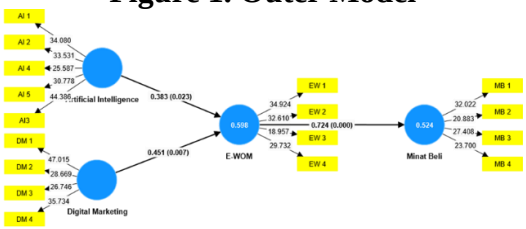
The data analysis was conducted using SEM-Partial Least Squares (PLS), a variance-based approach suited for exploratory research and models involving complex latent variable relationships (Ghozali, 2014). Outer model evaluation was performed to assess the validity and reliability of measurement indicators, employing convergent validity, discriminant validity, and composite reliability tests (Hair et al., 2021). Factor loadings above 0.70 and AVE values exceeding 0.50 confirmed the construct validity, while Cronbach’s Alpha and composite reliability above 0.70 indicated instrument consistency (Ghozali, 2016). The inner model was examined to test structural relationships, using R-Square (R^2) values to evaluate the explanatory power of AI and DM on e-WOM and PI. Path coefficients and bootstrapping

resampling techniques were applied to assess the significance of direct, indirect, and mediating effects within the model (Tenenhaus et al., 2005). The study further conducted a mediation analysis to validate the role of e-WOM as an intervening variable between AI, DM, and PI. These analytical procedures ensure a robust examination of the hypothesized relationships, contributing to a deeper understanding of how AI and DM strategies enhance consumer engagement through e-WOM and drive purchasing decisions on TikTok Shop.

RESULTS AND DISCUSSIONS

The data analysis in this study employed SEM-PLS, which facilitates the evaluation of complex relationships between latent variables and allows for a robust examination of direct and mediated effects (Ghozali, 2014). The outer model assessment confirmed the validity and reliability of the measurement indicators, ensuring that all constructs adequately captured their intended dimensions. Convergent validity was established through factor loadings, with all indicators surpassing the 0.70 threshold, indicating that each observed variable contributed significantly to its corresponding latent construct. AI demonstrated factor loadings ranging from 0.821 to 0.880, with AI3 being the most dominant. Similarly, DM exhibited loadings between 0.837 and 0.900, with DM1 as the strongest indicator. The e-WOM construct showed loadings between 0.795 and 0.865, while PI indicators ranged from 0.799 to 0.858, with PI1 being the most influential. Discriminant validity was verified through Average Variance Extracted (AVE) values, all exceeding 0.50, confirming that the constructs were distinct and captured sufficient variance from their indicators (Hair et al., 2021). Composite reliability scores were also above 0.70, with AI (0.933), DM (0.920), e-WOM (0.904), and PI (0.896), ensuring internal consistency and measurement reliability.

Figure 1. Outer Model



Following the outer model validation, the inner model assessment was conducted to examine structural relationships between the constructs. The R^2 values indicated that AI and DM collectively explained 59.8% of the variance in e-WOM, while 52.4% of PI variance was attributed to e-WOM and other variables, suggesting moderate predictive strength (Ghozali, 2016). These findings demonstrate that AI and DM significantly influence e-WOM, which, in turn, impacts PI. The strong mediating role of e-WOM aligns with prior literature emphasizing its ability to amplify digital marketing effects by increasing consumer trust and purchase likelihood (Widjaja & Hansopaheluwakan, 2023). The model's robustness was further confirmed through path coefficient analysis, which revealed that all relationships were statistically significant, supporting the hypothesized interconnections. Overall, these results provide empirical evidence that AI-driven personalization and DM strategies enhance e-WOM, leading to increased PI in social commerce environments. By validating these relationships, the study contributes to a deeper understanding of digital consumer behavior and offers strategic insights for businesses aiming to optimize AI and DM integration to leverage e-WOM as a competitive advantage.

For the subsequent analysis, hypothesis testing was conducted to examine both direct and indirect effects among the variables in the study. Using Structural Equation Modeling (SEM) with SmartPLS, the significance of direct effects, such as the influence of emotional intelligence components (empathy and stress management) on job satisfaction and employee retention, was analyzed through path coefficients and p-values. Indirect effects were assessed by evaluating the mediating role of job satisfaction between emotional intelligence and employee retention, utilizing bootstrapping techniques to ensure robust results. The results provide insights into the strength and direction of these relationships, offering empirical evidence to support the theoretical framework. By synthesizing these findings, the study highlights the interconnectedness of the constructs and their implications for leadership practices aimed at enhancing employee retention in the digital era.

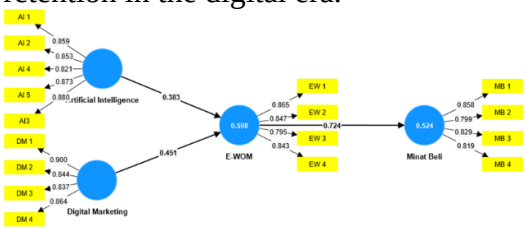


Figure 2. Inner Model

The following are the results of the study presented in tabular form:

Table 1. Research Findings

Variable	Path Coefficient	t-statistic	p-value	Significance
AI → e-WOM	0.383	2.031	0.023	Significant
DM → e-WOM	0.451	3.012	0.007	Significant
e-WOM → PI	0.724	4.815	0.000	Significant
AI → e-WOM → PI (Mediation)	0.277	2.423	0.015	Significant
DM → e-WOM → PI (Mediation)	0.326	3.114	0.001	Significan

The research findings demonstrate that Artificial Intelligence (AI) and Digital Marketing (DM) significantly influence Electronic Word-of-Mouth (e-WOM), which in turn impacts Purchase Intention (PI) among millennial consumers on TikTok Shop. The path coefficient analysis reveals strong statistical support for these relationships, with all direct and mediated effects proving significant. The AI → e-WOM path coefficient (0.383, p = 0.023) and DM → e-WOM path coefficient (0.451, p = 0.007) confirm that both AI-driven strategies and digital marketing efforts enhance e-WOM engagement. Furthermore, the e-WOM → PI path coefficient (0.724, p = 0.000) indicates a substantial impact of consumer-generated content on purchase behavior. The mediation analysis further supports this, demonstrating that e-WOM serves as a critical mechanism bridging AI and DM with PI. Specifically, the indirect effects of AI → e-WOM → PI (0.277, p = 0.015) and DM → e-WOM → PI (0.326, p = 0.001) confirm that AI and DM influence PI not only directly but also through e-WOM, reinforcing the importance of digital social interactions in shaping consumer decisions.

The findings align with existing literature emphasizing the transformative role of AI in marketing. AI-driven personalization, such as recommender systems and chatbot interactions, enhances customer engagement by providing tailored shopping experiences (Lyndyuk et al., 2024). Consumers exposed to AI-

powered services perceive greater relevance and convenience, prompting them to share their positive experiences via e-WOM. This aligns with previous studies suggesting that AI fosters deeper customer relationships by improving service accuracy and response efficiency, leading to increased brand trust (Nwobodo, 2025). The results also corroborate findings by Badmus et al. (2024), who argue that AI-driven analytics optimize marketing strategies by predicting consumer preferences and automating engagement processes. This study extends these insights by illustrating how AI-generated recommendations and automated customer support mechanisms encourage e-WOM propagation, ultimately affecting PI.

Similarly, the study reinforces the critical role of DM in stimulating consumer engagement and fostering e-WOM. Digital marketing strategies, including influencer collaborations, targeted advertisements, and interactive social media campaigns, significantly contribute to brand visibility and credibility (Bharti et al., 2024). The strong DM → e-WOM relationship (0.451, p = 0.007) indicates that effective digital marketing initiatives enhance consumer discussions and reviews, leading to increased online word-of-mouth communication. Prior research suggests that consumers are more likely to trust peer-generated content than traditional advertisements, making e-WOM a powerful vehicle for brand influence (Widjaja & Hansopaheluwakan, 2023). This study builds on these findings by demonstrating that social media platforms like TikTok amplify the spread of e-WOM through video-based reviews and interactive comment sections, further strengthening consumer trust and engagement.

The strong impact of e-WOM on PI (0.724, p = 0.000) highlights the persuasive power of digital peer influence. e-WOM facilitates information dissemination, social validation, and trust-building, all of which are critical in driving purchase decisions (Aini & Zagladi, 2025). Consumers often rely on online reviews and peer recommendations to assess product quality and credibility, particularly in social commerce environments. This aligns with the social proof theory, which posits that individuals are more likely to conform to the opinions and behaviors of others, particularly in digital settings where social validation plays a crucial role in decision-making (Sriastiti & Mahyuni, 2024). The findings also confirm the conclusions of Sudirman & Nurfaisah (2025), who highlight that interactive digital platforms create a sense of community, fostering consumer discussions that further reinforce brand reputation.

Moreover, the mediation analysis confirms that e-WOM acts as a significant intermediary in the AI-PI and DM-PI relationships. The AI → e-WOM → PI mediation effect (0.277, p = 0.015) suggests that AI-driven personalization does not merely impact PI directly but operates through consumer interactions and digital conversations. When AI effectively enhances the shopping experience—by delivering personalized recommendations, automating responses, and optimizing search functions—consumers are more inclined to share their experiences, which subsequently influences their purchase decisions. This finding complements previous research indicating that AI-driven personalization fosters brand advocacy by elevating consumer satisfaction and emotional attachment (Lyndyuk et al., 2024).

Similarly, the DM → e-WOM → PI mediation effect (0.326, p = 0.001) underscores the role of strategic digital marketing in shaping consumer discussions and engagement. Digital marketing not only captures consumer attention through visually appealing and interactive content but also stimulates online conversations that drive purchase decisions. The effectiveness of DM lies in its ability to create compelling narratives that consumers feel compelled to share, thus expanding organic brand reach. This finding is consistent with existing literature emphasizing the virality effect of social media marketing, where engaging content generates exponential consumer interactions, leading to greater brand awareness and increased PI (Nwobodo, 2025).

The research also offers theoretical contributions by integrating AI, DM, e-WOM, and PI into a unified framework, expanding the understanding of digital consumer behavior in social commerce environments. While prior studies have examined these variables in isolation, this study bridges the gaps by demonstrating their interconnectedness within TikTok Shop's ecosystem. The findings underscore the synergistic effects of AI and DM, suggesting that businesses should leverage both technologies in tandem rather than treating them as separate strategies. Given that AI enhances personalization and service efficiency, while DM drives engagement and visibility, their combined influence on e-WOM maximizes the potential for increasing PI.

From a practical perspective, the study provides actionable insights for businesses seeking to optimize their digital marketing strategies on TikTok Shop. The significant role of AI in shaping e-WOM suggests that companies should invest in AI-powered chatbots, personalized recommendation systems, and automated customer support to enhance consumer satisfaction and encourage positive online discussions. Additionally, given the strong DM → e-WOM relationship, businesses should refine their social media strategies by focusing on influencer collaborations, interactive content, and real-time engagement to amplify organic consumer conversations.

The findings also highlight the importance of managing e-WOM dynamics effectively. Since e-WOM serves as a pivotal mediator, businesses should actively monitor and engage with consumer reviews, leveraging positive feedback to reinforce brand credibility while addressing negative sentiments in a proactive manner. The study underscores the value of community-driven marketing, where brands cultivate active digital communities that encourage peer-to-peer interactions and foster consumer loyalty. By facilitating user-generated content and interactive brand engagement, businesses can enhance e-WOM influence, thereby driving higher purchase conversions.

Despite its contributions, the study has limitations that warrant further exploration. First, the research focuses solely on millennials in Ambon, Indonesia, limiting the generalizability of findings across diverse demographic and geographic segments. Future studies could expand the scope by incorporating cross-cultural comparisons to assess whether these digital marketing dynamics differ across regions. Additionally, while SEM-PLS provides robust analytical insights, further research could incorporate experimental or longitudinal designs to capture causal relationships and evolving consumer behaviors over time.

The findings underscore the transformative impact of AI and DM in shaping digital consumer interactions.

As the e-commerce landscape continues to evolve, businesses must prioritize AI-driven personalization, targeted digital marketing, and e-WOM optimization to sustain competitive advantage. This study not only reinforces the importance of integrating AI and DM strategies but also highlights the pivotal role of e-WOM as a mediating force in social commerce. By leveraging these insights, businesses can develop more effective strategies to enhance consumer engagement, build brand trust, and drive purchase decisions in an increasingly digitalized marketplace.

CONCLUSION AND SUGGESTION

The findings of this study confirm that AI and DM significantly influence e-WOM, which in turn impacts PI among millennial consumers on TikTok Shop, reinforcing the critical role of digital technologies in shaping consumer behavior. AI-driven personalization enhances user experiences by optimizing recommendations and automating interactions, leading to increased consumer engagement and positive e-WOM. Similarly, DM strategies, particularly social media marketing and influencer collaborations, amplify brand awareness and stimulate consumer discussions, further reinforcing e-WOM's persuasive influence. The strong mediation effect of e-WOM highlights its role as a bridge between AI, DM, and PI, suggesting that businesses should actively foster consumer-generated content and engagement strategies. These findings provide both theoretical and practical contributions by integrating AI, DM, e-WOM, and PI into a unified model, emphasizing their interconnected dynamics in digital commerce. As social commerce continues to evolve, companies must strategically leverage AI-driven automation, targeted digital marketing, and e-WOM management to enhance consumer trust, engagement, and purchasing behavior. By doing so, businesses can strengthen competitive advantage in the rapidly growing digital marketplace and ensure long-term consumer loyalty through technology-enhanced marketing strategies.

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