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Generation Z's Repurchase Intention in Using the Shopee Platform In Terms Of AI Chatbot and Perceived Ease of Use in Medan Tembung District

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ABSTRACT

This research seeks to examine the impact of AI chatbots and perceived ease of use on the repurchase intentions of Generation Z on the Shopee platform within the Medan Tembung subdistrict. The study utilizes a quantitative methodology, gathering data through a questionnaire. The sample consisted of 130 Generation Z individuals from the Medan Tembung sub-district who had previously engaged with the AI Chatbot feature on the Shopee application, selected using a purposive sampling technique. Data analysis was performed using multiple linear regression with SPSS version 26. The findings reveal that AI Chatbot exerts a positive and significant influence on repurchase intentions, evidenced by a t-value of 4.984. Similarly, Perceived Ease of Use also demonstrates a positive and significant impact on repurchase intentions, with a t-value of 5.148. Collectively, both the AI Chatbot and perceived ease of use significantly affect repurchase intentions, as indicated by an F-value of 90.924. The R-squared value of 0.589 suggests that these two factors account for 58.9 percent of the variance in repurchase intentions. These results imply that enhancing the quality of responses from the AI Chatbot and improving the platform's perceived ease of use are crucial elements in fostering Generation Z's repurchase intentions on Shopee.

Keywords: AI Chatbot; Generation Z; Perceived Ease of Use; Repurchase Intention; Shopee

INTRODUCTION

Globalization has significantly altered the manner in which individuals engage in various activities, including shopping. The rise of e-commerce has introduced both advantages and obstacles for conventional industries (Chusumastuti et al., 2023). At present, a considerable number of consumers favor online shopping due to its convenience and efficiency compared to in-store shopping. Gustina et al. (2025), Oktaviana and Rezeki (2025), as well as Tantri and Afrizal (2025) stated that electronic commerce, commonly known as e-commerce, pertains to the activities of buying, selling, or trading goods, services, and information via computer networks, which encompasses financial transactions, online platforms, electronic data interchange, management systems, and automated electronic data collection. E-commerce transactions have exhibited a positive trajectory, rising from Rp 266.3 trillion in 2020 to Rp 487.01 trillion in 2024 (Pasona, 2025). This increase indicates that the success of e-commerce platforms is increasingly reliant not only on their capacity to attract new customers but also on their effectiveness in retaining existing customers to encourage repeat purchases.

Shopee is among the most popular e-commerce platforms currently available. It provides millions of users with a more cost-effective and efficient online shopping experience each day. Projections indicate that by 2025, Shopee will secure 54% of Indonesia's e-commerce market, with an anticipated gross merchandise value (GMV) of US$31.2

billion, which is approximately Rp 539.7 trillion (based on an exchange rate of Rp 17,320 per U.S. dollar) (Untari, 2026). Survey data from Muhamad (2025) reveals that in 2025, the e-commerce platforms most commonly accessed by Indonesians included Shopee, followed by TikTok Shop, Tokopedia, Lazada, Blibli, Facebook Marketplace, and others. Generation Z, commonly known as "digital natives," has been raised in a time of swift technological progress, which has equipped them with the skills to effectively use social media and online platforms (Ramadhani & Khoirunisa, 2025). This lifestyle has resulted in Gen Z dedicating a considerable amount of their time to online activities, including making purchases. Additional research by Prapitasari (2025) and Santika (2024) indicates that Shopee is the most visited platform among Gen Z, who significantly influence digital marketplaces, representing 55% of all transactions.

This research concentrates on Generation Z individuals residing in the Medan Tembung subdistrict, an area characterized by a substantial working-age population that represents a promising segment of e-commerce users capable of leveraging various digital features, such as the AI Chatbot service on the Shopee platform. Nonetheless, AI chatbots occasionally generate nonsensical responses that do not address the inquiries posed; Siregar (2024) attributes this issue to outdated data or biases in the data distribution utilized during the AI's training. A consumer complaint reported dissatisfaction with a Shopee AI chatbot response (Tjahyadi, 2026). This illustrates a possible service concern, rather than evidence about all users or the platform’s general policy

The fierce competition within Indonesia's e-commerce sector extends beyond merely attracting new customers; it also encompasses a platform's capacity to retain existing customers and promote repeat purchases. This challenge is further compounded by the traits of Generation Z, who are known for their critical nature, their propensity to compare shopping experiences across various platforms, and their willingness to switch to a competitor's application if their transaction experience or post-purchase service does not meet their expectations. Preliminary survey findings shared with 30 respondents reveal that 63% of Gen Z individuals in Medan Tembung have either decreased their spending on Shopee or transitioned to another e-commerce platform due to dissatisfaction with the app's customer support. Recent studies indicate that the rivalry between Shopee and TikTok Shop is escalating as they compete for the favor of Gen Z, with satisfaction regarding the digital experience being a crucial factor that influences their choice to remain loyal to a platform. While Shopee continues to receive favorable ratings for the app's user-friendliness, TikTok Shop is starting to exhibit significant competitiveness by creating a more interactive shopping experience, which could potentially sway Gen Z users' loyalty and interest in repeat purchases (Ridwan et al., 2025).

This phenomenon corresponds with the Post-Purchase Behavior theory articulated by Kotler and Keller (2013), which posits that the level of satisfaction experienced after the purchasing process and interactions with a company's customer service significantly influences whether consumers will engage in repeat purchases or opt for a competitor. The substantial population of Gen Z presents a significant opportunity for Shopee to attract a large customer base. Given the multitude of e-commerce options available, Gen Z consumers have a wide array of choices; should they perceive that the offerings from alternative e-commerce platforms are more appealing, they are likely to switch to competitors. Findings from a preliminary survey involving 30 Gen Z respondents indicated signs of fluctuating loyalty among Gen Z in Medan Tembung, suggesting that they may transition to competitor applications if the transaction process or post-purchase service fails to meet their expectations. In line with Kotler and Keller (2013), consumers who are satisfied are more inclined to repurchase the product and are also likely to share positive experiences regarding the brand with others. Conversely, dissatisfied consumers may choose to abandon or return the product and may seek out information that validates the product's value. This assertion is consistent with research conducted by Nuralam et al (2024), Khoa (2021) and Yun & Park (2022), which indicates that the

intention to repurchase is influenced by the satisfaction derived from the digital experience consumers have while navigating online shopping platforms.
Regarding AI Chatbots, a preliminary survey conducted with 30 Gen Z participants in the Medan Tembung subdistrict, where 87% reported that they found the responses from the Shopee AI Chatbot to be repetitive or inadequately aligned with their issues, and 87% indicated that the AI Chatbot hindered the problem-solving process. This phenomenon can be elucidated through the Stimulus-Organism-Response (SOR) Theory proposed by Mehrabian and James A. Russell, which posits that the AI chatbot serves as a stimulus in a digital context that affects the user's psychological state (organism), ultimately leading to a response characterized by satisfaction, trust, or interest in making repeat purchases (Mehrabian & Russell, 1974). Consistent with this theory, earlier research Khoa (2021), Lei et al. (2023) and Fadhly et al. (2024) has shown that the implementation of AI chatbots in customer interactions and services can foster positive experiences and motivate customers to engage in repeat purchases.
Generally, Shopee is recognized for its user-friendly app interface, which includes straightforward product navigation, search capabilities, and payment options that users can easily comprehend. Nevertheless, some users express concerns that Shopee's menu structure is somewhat intricate, necessitating multiple steps to locate the appropriate solution or to reach customer service, which may ultimately diminish the overall perception of the app's user-friendliness. According to the findings of a preliminary survey conducted with 30 Generation Z users in the Medan Tembung subdistrict, 83% of participants indicated that Shopee's shopping menu and payment options were user-friendly, while 93% found the customer service menu flow to be complicated, hindering their ability to obtain the assistance they required. This situation corresponds with the Technology Acceptance Model (TAM) proposed by Fred D. Davis, which posits that perceived ease of use is a significant factor affecting technology acceptance and ongoing usage (Davis & Granic, 2024). Furthermore, studies by Ruslim (2024), Yanico & Keni (2021), Wilson et al. (2021) and Putra et al. (2026) demonstrate that perceived ease of use impacts customers' likelihood of making repeat purchases on e-commerce platforms. Therefore, platforms that are user-friendly and capable of fulfilling user expectations are likely to enhance consumers' interest in repeat purchases.
This study examines the joint associations of perceived AI chatbot service quality and perceived ease of use with repurchase intention among Generation Z Shopee users in Medan Tembung. Therefore, this study is anticipated to make an empirical contribution to the expansion of research on digital consumer behavior, particularly concerning the factors that foster behavioral loyalty, specifically repurchase intention, among Gen Z Shopee users. This research holds significance as competition among e-commerce platforms in Indonesia intensifies, necessitating companies to not only attract new customers but also to retain existing ones by enhancing the overall shopping experience.

LITERATURE REVIEW

Repurchase Intention (Y)

The concept of repurchase intention, as articulated by Kotler and Keller (2013), is a manifestation of consumer behavior characterized by an inclination or impulse to buy a product or service again, influenced by prior experiences and levels of satisfaction. Additionally, Hartono and Lazuardi (2025) and Khairunnisa et al. (2025) describe repurchase intention as a customer's propensity or intention to make subsequent purchases at the same establishment following a favorable experience with a previous transaction.
Alam & Sarpan (2023) characterize repurchase intention as the phase in which consumers evaluate their options among various brands within a "choice trap," ultimately selecting the alternative they favor most, or the process through which consumers acquire goods or services, influenced by technological innovations and convenience. In

contrast, Priyatna & Agisty (2023) define repurchase intention as the behavior exhibited by customers when they opt to make repeat purchases of products and services from the same provider. Furthermore, Washil et al. (2023) assert that repurchase intention is a reaction occurring post-purchase, stemming from the consumer's assessment of their experience, particularly satisfaction, which propels their desire to repurchase. Another viewpoint presented by Yanti & Ferayani (2023) posits that repurchase intention is a willingness that emerges within the consumer to buy a good or service again at a future date.

Drawing from these diverse definitions, this study articulates repurchase intention as the phase in which consumers decide to repurchase goods or services through e-commerce in the future, motivated by various technological advancements that facilitate the ease and convenience of customer transactions.

The indicators of repurchase intention, according to Hellier et al. (2003) include the intention to repurchase, the desire to utilize the product or service again, and the probability of making a repurchase.

AI Chatbot (X_1)

The Stimulus-Organism-Response (SOR) theory addresses the direct impact of physical stimuli on human emotions and their subsequent effects on various behaviors, including work performance and social interactions (Mehrabian & Russell, 1974).

Putri & Ramadhan (2024) characterize a chatbot as a technology that operates by comprehending messages received from users, processing the spoken words, determining and executing the requested commands, and ultimately communicating the results of its conclusions back to the users. Anindyati et al. (2023) describe a chatbot as a manifestation of human-computer interaction (HCI) that employs artificial intelligence systems to improve the interaction experience between humans and computers. Additionally, Febriansyah et al. (2025) define a chatbot as an AI-based system crafted to replicate human conversation, deliver information promptly, and address various user requirements without the need for direct human involvement. Moreover, Takaria & Tjokrosaputro (2024), describe a chatbot as a software agent that enables communication between computers and humans using natural language; similar to how individuals communicate with one another, chatbots utilize natural language to engage in conversations with human users. Another viewpoint presented by Wicaksana et al. (2024) defines a chatbot as a computer program created to interact with users through text.

Drawing from these diverse definitions, this study articulates a chatbot as an AI-based system intended to facilitate interactions between computers and humans in natural language, thereby enhancing the customer shopping experience in e-commerce.

The indicators of AI Chatbot, according to Sopian et al. (2026) are include response speed, user-friendliness, accuracy of information, round-the-clock availability, and service efficiency.

Perceived Ease of Use (X_2)

The Technology Acceptance Model (TAM) provides a framework for comprehending how users accept and adopt technology. As per TAM, the adoption of technology is mainly affected by two crucial component, perceived usefulness and perceived ease of use (Davis & Granic, 2024).

Sinaga (2023) describes perception as the process through which individuals select, organize, and interpret sensory stimuli, such as those obtained through sight, hearing, and smell, to comprehend their environment. Perceived ease of use refers to the extent to which a person believes that a technology is simple to comprehend and operate (Maharani & Sundari, 2024). Ramadhanti et al. (2023) further explain that perceived ease of use reflects an individual's confidence in using a technology, as it is perceived to be simple and effective in fulfilling their needs. Additionally, Maf'ula et al. (2024) assert that

perceived ease of use relates to confidence in the decision-making process; when individuals perceive an information system as user-friendly, they are more inclined to accept and utilize that system. Moreover, Renaldy & Susilowati (2024) elaborate that perceived ease of use includes aspects such as ease of navigation (the process of adopting the system), ease of comprehension, ease of payment (choosing a payment method), and flexible transaction options (customized to individual preferences). Another perspective, offered by Wulandari et al. (2023), posits that perceived ease of use is a consumer's evaluation of the time and effort necessary to learn and utilize a new product. In this study, perceived ease of use refers to users' perceptions that learning and operating the Shopee application require little effort .
The indicators of perceived ease of use, according to Sidabutar & Hanani (2025) are application's ease of learning, the speed at which one can become proficient, user-friendliness, system adaptability, and the clarity and comprehensibility of the features provided.

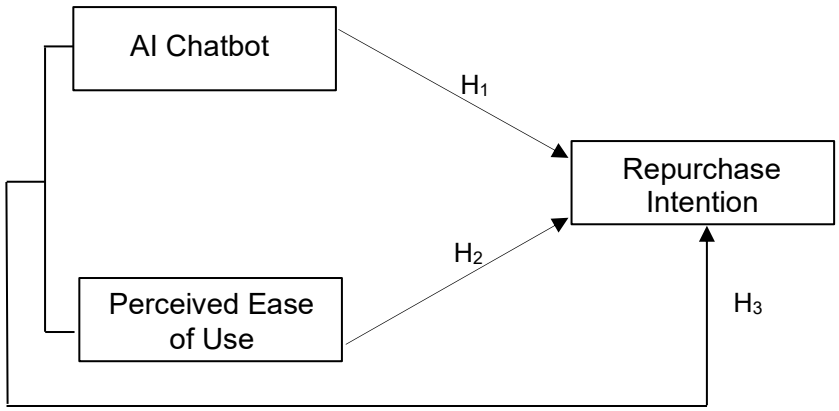


Figure 1. Conceptual Framework (Source: Observation Results)

RESEARCH METHOD

This research was carried out in the Medan Tembung subdistrict from June to August 2026. A quantitative approach was utilized, employing a questionnaire as the primary tool for data collection. The questionnaire used a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). AI Chatbot was measured using 15 items, Perceived Ease of Use using 15 items, and Repurchase Intention using 9 items, resulting in a total of 39 questionnaire items representing 13 indicators. The composite score for each variable was calculated by summing the scores of its respective items. Respondents were screened using questions about their age, place of residence, previous Shopee purchases, and experience using Shopee's AI Chatbot. Incomplete responses were excluded.
Data were collected using a questionnaire distributed through direct distribution.
The target population for this study comprised Gen Z individuals residing in the Medan Tembung subdistrict during the specified timeframe. The number of app users fluctuates annually, making it impossible to ascertain an exact figure. According to Hair et al. (2022), the minimum sample size required is ten times the number of research indicators. With 13 indicators identified, the researcher concluded that the sample would include 130 respondents selected from the Gen Z population in the Medan Tembung subdistrict. The sampling method employed was purposive sampling, based on predetermined criteria. The criteria for sample selection in this study were:

1. Gen Z individuals (aged 15 to 29)
2. Residents of the Medan Tembung subdistrict, Medan
3. Those who have used the AI chatbot on the Shopee app

4. Respondents must have completed at least one purchase through Shopee and previously used its AI Chatbot feature

The main data were analyzed using IBM SPSS Statistics 26. The analysis included normality and multicollinearity tests, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and the coefficient of determination (R^2).

RESULTS

The questionnaire was tested on 30 respondents who were separate from the main research sample. The main analysis used data from 130 eligible Generation Z Shopee users residing in Medan Tembung. The respondent characteristics and regression results reported below refer to these 130 respondents.

The following profile describes the 130 respondents included in the regression analysis. The 30 instrument-testing respondents were excluded from this profile. The focus is on Gen Z users of the Shopee app, particularly the AI Chatbot feature, located in the Medan Tembung subdistrict. A significant portion of the respondents were female (52.5%), aged between 15 and 19 years (40%), and had utilized Shopee for a duration of 1 to 2 years (43.8%). They typically shop on Shopee 1 to 3 times each month (50%), have engaged with the Shopee AI Chatbot service (100%), and frequently use Shopee (39.4%). This demographic profile suggests that Gen Z users of the Shopee app are inclined towards frequent and repeat shopping on the platform, utilizing the AI Chatbot service as a purchasing assistant.

The validity analysis results indicate that the validity coefficients range from 0.426 to 0.922, while the critical value (r-table) at a significance level of 0.05 for a sample size of 30 respondents is 0.3610. It is clear that the validity coefficients for all statement items exceed the critical value. Consequently, it can be concluded that the statements employed in the research variables are valid.

Table 1.
Reliability Test Results

Variable	Cronbach's Alpha
AI Chatbot (X_1)	0.879
Perceived ease of use (X_2)	0.909
Repurchase intention (Y)	0.894

Source: research outcome (2026)

The reliability analysis results reveal that both the independent and dependent variables possess Cronbach's Alpha values exceeding 0.6. Therefore, it can be concluded that all instruments are reliable and suitable for research purposes.

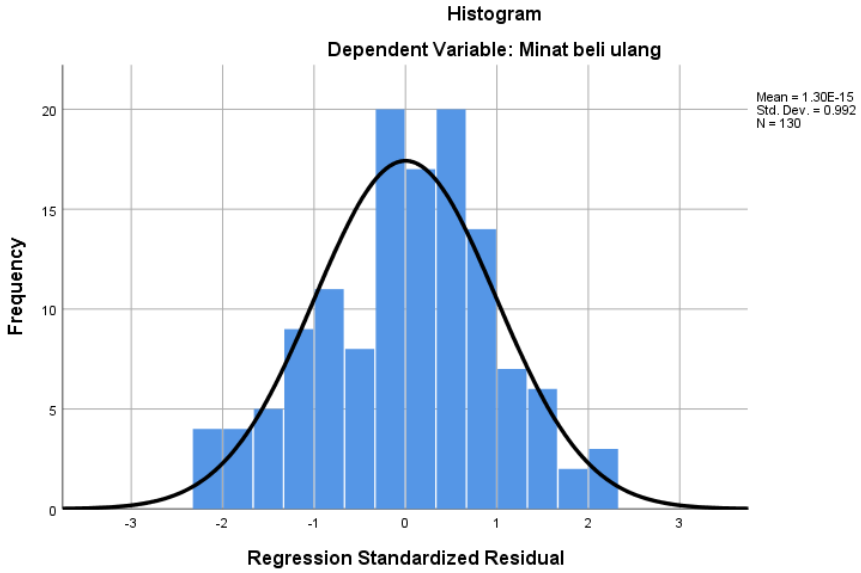


Figure 2. Normality test with histogram graph outcome

Source: research outcome (2026)

The residual histogram was approximately bell-shaped, and the Kolmogorov–Smirnov test did not reject residual normality at the 5% level.
From the One-Sample Kolmogorov–Smirnov test results, the recorded significance value is 0.200, which surpasses 0.05 (Asymp.Sig is greater than 5%). The residual histogram was approximately bell-shaped, and the Kolmogorov–Smirnov test did not reject residual normality at the 5% level.

Table 2.
Multicolinearity Test Results

Coefficients[a]			
		Collinearity Statistics	
Model		**Tolerance**	**VIF**
1	(Constant)		
	AI Chatbot (X_1)	0.485	2.063
	Perceived ease of use (X_2)	0.485	2.063
a.Dependent variable: repurchase intention			

Source: research outcome (2026)
According to Table 2 above, the correlation coefficients for the variables indicate tolerance values exceeding 0.1 and VIF values below 10, suggesting that none of the variables exhibit signs of multicollinearity.

Table 3.
Multiple Linear Regression Analysis & t Test Results

Coefficients[a]				
		Unstandardized Coefficients		
Model		**B**	**t**	**Sig**
1	(Constant)	4.023	1.498	0.137
	AI Chatbot (X_1)	0.224	4.984	0.000
	Perceived ease of use (X_2)	0.303	5.148	0.000
a.Dependent variable: repurchase intention				

Source: research outcome (2026)

Repurchase intention = 4.023 + 0.224 AI Chatbot + 0.303 Perceived Ease of Use + e

Based on this equation, we can draw the following conclusions:

1. The constant (a) indicates that if both the AI chatbot and perceived ease of use are zero, Generation Z's repurchase intention on the Shopee platform is 4.023.
2. The coefficient b1 signifies that for each one-unit increase in the AI chatbot variable (X_1), the repurchase intention increases by 0.224 units, assuming the perceived ease of use variable (X_2) remains constant
3. The coefficient b2 signifies that for each one-unit increase in the perceived ease of use variable (X_2), the repurchase intention increases by 0.303 units, assuming the AI chatbot variable (X_1) remains constant

The degrees of freedom (df) are calculated as 127 (n-k-1) = 130 respondents – 2 (independent) variables – 1, and at a significance level of 5%, the t table value is 1.979.

H_1: The AI Chatbot influences Generation Z's repurchase intention on the Shopee platform

For the AI Chatbot variable (X_1), the calculated t value (4.984) exceeds the t table value (1.979), with p-value<0.001. Therefore, it can be inferred that the AI Chatbot has a significant positive partial effect on Generation Z's intention to repurchase on the Shopee platform.

H_2: Perceived ease of use influences Generation Z's repurchase intention on the Shopee platform

For the perceived ease of use variable (X_2), the calculated t value (5.148) exceeds the t table value (1.979), with p-value<0.001. Therefore, it can be inferred that the perceived ease of use has a significant positive partial effect on Generation Z's intention to repurchase on the Shopee platform.

It is known that $df_1 = 2$ and $df_2 = 127$, so the F table value is 3.07.

H_3: AI Chatbots and perceived ease of use influence Generation Z's repurchase intention on the Shopee platform

The calculated F value (90.924) exceeds the F table value (3.07), with p-value<0.001. Consequently, it can be inferred that there is a significant simultaneous effect of the AI Chatbot and perceived ease of use on Generation Z's repurchase intention on the Shopee platform.

Table 4.
Results of the Coefficient of Determination (R^2) Test

Model	R Square
1	0.589

Source: research outcome (2026)

According to the coefficient of determination test results presented in the table above, the R squared value, or coefficient of determination, obtained is 0.589. The model explains 58.9% of the observed variance in repurchase intention among the sampled respondents, while 41.1% remains unexplained.

DISCUSSION

The AI Chatbot influences Generation Z's repurchase intention on the Shopee platform

The research results show that AI Chatbots influence Generation Z's repurchase intention on the Shopee platform. This influence arises from the ability of AI to facilitate transactions without requiring customers to wait for a customer service representative. More favorable chatbot evaluations were associated with stronger repurchase intention. This is compatible with an SOR interpretation, although the present model did not test

the internal psychological mechanism. The outcomes of this study are in agreement with the research conducted by Fadhly et al. (2024), Lei et al. (2023), and Yun & Park (2022) who argues that AI chatbots can significantly affect customers' willingness to repurchase by delivering accurate, prompt, and pertinent information, thereby enhancing the customer experience and positively influencing consumers' interest in making repeat purchases on e-commerce platforms.

Perceived ease of use influences Generation Z's repurchase intention on the Shopee platform

The research results show that perceived ease of use influences Generation Z's repurchase intention on the Shopee platform. A user-friendly application fosters a sense of comfort among customers. This complexity ultimately diminishes the overall perceived ease of use of the app. These observations align with the Technology Acceptance Model (TAM), which posits that perceived ease of use is a crucial determinant of technology acceptance and ongoing usage. In Shopee's case, a straightforward UI/UX design and a seamless payment process alleviate users' psychological barriers when conducting transactions, thereby boosting their interest in repeat purchases. The findings of this study corroborate research conducted by Putra et al. (2026), Ruslim (2024), Wilson et al. (2021) and Yanico & Keni (2021). This phenomenon occurs because the system is user-friendly, intuitive, and demands less effort; consequently, users are more inclined to continue utilizing the platform and make repeat purchases.

AI Chatbots and perceived ease of use influences Generation Z's repurchase intention on the Shopee platform

The model was significant overall, $F(2, 127) = 90.924$, $p < .001$, with $R^2 = .589$. The two individual coefficients were positive and significant. These results suggest that chatbot evaluations and perceived ease of use are relevant correlates of repurchase intention in this sample. This conclusion supports the theory articulated by Kotler and Keller (2013), which asserts that satisfied consumers are more inclined to repurchase a product and are also more likely to share positive experiences regarding the brand with others. In the context of Shopee, the AI chatbot, characterized by a friendly conversational style and prompt message responses, along with a straightforward UI/UX design and an uncomplicated payment process, facilitates customer engagement with marketing stimuli and mitigates users' psychological barriers during transactions, thereby enhancing their interest in repeat purchases. The results of this study are consistent with research conducted by Nuralam et al. (2024) and Khoa (2021) which indicates that AI chatbots and the perceived ease of use can significantly affect consumer behavior, particularly in relation to impulse purchases and the intention to make repeat purchases.

CONCLUSION

Among the 130 sampled Generation Z Shopee users in Medan Tembung, AI chatbot evaluations and perceived ease of use were positively and significantly associated with repurchase intention. The overall regression model was significant and explained 58.9% of the observed variance. These findings are limited by purposive sampling and the survey design and do not establish causation or actual repeat-purchase behavior.

RECOMMENDATION

In accordance with the research findings, it is recommended that Shopee continue to enhance the quality of its AI Chatbot by improving its ability to comprehend user inquiries, delivering more accurate, relevant, and personalized responses, and accelerating the resolution of customer issues. Additionally, Shopee should focus on enhancing the perceived ease of use by streamlining the app's interface, facilitating easier menu

navigation, expediting product searches and transactions, and ensuring that all features are comprehensible for Gen Z users.

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