Proceeding of International Business and Economic Conference (IBEC) Vol. 5 No. 1, pp. 836-849, November,2026
http://conference.eka-prasetya.ac.id/index.php/ibec

Artificial Intelligence Recommendation As A Smart Business Strategy: The Role Of Consumer Trust In Impulsive Buying Behavior Among Shopee Users

Ardo Jaya[1], Dian Setyorini[2], Vanessa[3], Ronny Wijaya[4]
Management Study Program, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya[1,2,3,4]
Jl. Merapi No.8, Pusat Ps., Medan, Kota Medan, Sumatera Utara 20212, Indonesia

*Corresponding author: yalongng08@gmail.com

ABSTRACT

The development of e-commerce has encouraged marketplaces to utilize Artificial Intelligence (AI) to provide personalized product recommendations and enhance consumer trust in online transactions. This condition has the potential to influence impulsive buying behavior, namely the act of making spontaneous purchases without prior planning. This study aims to analyze the effect of Artificial Intelligence Recommendation and Consumer Trust on Impulsive Buying Behavior among Shopee users in Medan Johor District. This study employed a quantitative approach with an explanatory design. Data were collected through questionnaires distributed to Shopee users in Medan Johor District and analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results showed that Artificial Intelligence Recommendation had a positive and significant effect on Impulsive Buying Behavior, with a path coefficient of 0.422, a T-statistic value of 5.108, and a P-value of 0.000. Meanwhile, Consumer Trust also had a positive and significant effect on Impulsive Buying Behavior, with a path coefficient of 0.410, a T-statistic value of 4.397, and a P-value of 0.000. The two predictors explain 47% of the variance in Impulsive Buying Behavior within the sample. The remaining 53% is unexplained by this model. These findings indicate that AI-based product recommendations and consumer trust have a positive and significant relationship with the tendency toward impulsive buying among Shopee users in Medan Johor District. This study contributes to the understanding of consumer behavior in AI-based e-commerce and provides practical insights for marketplace managers in developing relevant recommendation systems and strengthening consumer trust.

Keywords: Artificial Intelligence Recommendation, Consumer Trust, Impulsive Buying Behavior, Shopee.

INTRODUCTION

The development of digital technology has driven significant transformation in e-commerce activities in Indonesia. Easy access to the internet, the increasing use of smartphones, and changes in consumer behavior in fulfilling daily needs have made marketplaces one of the main channels for consumption activities (Sifa et al., 2024). This condition is reflected in the increasing value of digital transactions. Bank Indonesia recorded that in the third quarter of 2025, the value of e-commerce transactions reached approximately IDR 134.67 trillion, with a transaction volume of 1.44 billion transactions. These figures indicate that e-commerce has become an important pillar of Indonesia's digital economy. Amid increasingly intense industry competition, marketplaces continue to develop technological innovations to enhance consumers' shopping experiences.



Figure 1. Most Frequently Visited Online Shopping Platform
Source: Indonesian Internet Service Providers Association (APJII)

Based on the 2025 Internet Penetration and ISP Market Segmentation Survey conducted by APJII, Shopee was the most frequently visited online shopping platform among Indonesian consumers, with a percentage of 53.22%. This high level of usage indicates that digital features, particularly Artificial Intelligence-based recommendations, have substantial potential to influence consumer behavior, including impulse buying. This phenomenon is also observed among Shopee users in Medan Johor District. According to the BPS population table updated in 2025, Medan Johor District had 155,854 residents in 2024. A preliminary survey of 25 Shopee users showed that 18 respondents (72%) had made unplanned purchases, indicating that impulse buying remains prevalent and warrants further investigation.

One factor that may encourage impulse buying is Artificial Intelligence Recommendation. Aggarwal (2016) explains that recommendation systems use user interaction data, such as purchase and browsing histories, to identify preferences and provide personalized recommendations. Shopee applies this technology through features such as “Today's Recommendations,” “Products Selected for You,” and “You May Also Like.” The preliminary survey showed that 21 respondents (84%) frequently paid attention to product recommendations, and most had purchased products they had not previously planned to buy after seeing such recommendations. Satrio et al. (2024) explain that AI-based recommendations analyze user behavior to generate recommendations aligned with consumer needs and preferences and can positively influence purchasing behavior. Thus, more effective AI recommendations may increase the likelihood of spontaneous purchases.

Consumer Trust is another important factor in online transactions because consumers cannot directly see or try products before purchasing. Trust in transaction security, product information, and platform credibility can influence purchasing decisions. The preliminary survey showed that 20 of 25 respondents (80%) trusted Shopee’s transaction security, product information, and consumer protection. McKnight et al. (2002) define trust in terms of the ability, benevolence, and integrity of a service provider. Research by Tirtaasari et al. (2021) and Darmawan and Gatheru (2021) indicates that Consumer Trust significantly influences Impulse Buying. Therefore, higher consumer trust may increase the likelihood of purchasing behavior, including impulse buying.

Artificial Intelligence Recommendation and Consumer Trust may complement each other in encouraging impulse buying. AI recommendations provide products aligned with consumer preferences, while trust reduces perceived risk and increases confidence in transactions. This combination may trigger spontaneous and unplanned purchases, consistent with Rook’s (1987) concept of impulse buying. The preliminary survey also showed that most respondents had purchased Shopee products without prior purchase intentions.

Previous studies have examined AI recommendations and consumer trust in relation to consumer behavior (Amin, 2025; Zhao, 2025; Qatanalano et al., 2026; Darmawan & Gatheru, 2021; Tirtaasari et al., 2021). However, these variables have generally been studied separately, leaving limited research on their combined influence on impulse buying. This creates a research gap regarding the role of technological and psychological factors in shaping impulsive purchasing behavior.

Therefore, this study aims to analyze the influence of Artificial Intelligence Recommendation and Consumer Trust on impulse buying among Shopee users in Medan Johor District. The findings are expected to contribute to consumer behavior literature and help marketplace managers develop effective personalization strategies while strengthening consumer trust.

LITERATURE REVIEW

Artificial Intelligence Recommendation

According to Jiang et al. (2022), Artificial Intelligence (AI) refers to technologies that simulate human intellectual abilities, including learning, reasoning, and problem-solving. Aggarwal (2016) explains that recommendation systems process user data to generate relevant suggestions. Adomavicius and Tuzhilin (2005) emphasize the use of user preferences to provide personalized recommendations. Based on these perspectives, Artificial Intelligence Recommendation is an AI-based system that analyzes user behavior to recommend products according to individual preferences. Zhao (2025) found that AI recommendations may encourage impulse buying. Amin (2025) also found that personalized recommendations can stimulate impulsive purchases. However, Qastalano et al. (2026) found that AI personalization-based recommendations had a negative and insignificant effect on impulse buying. These differences indicate the need for further research among Shopee users in Medan Johor District.

According to Rivaldiansyah and Supriyanto (2026), Artificial Intelligence Recommendation is measured through two dimensions: recommendation accuracy, which reflects the suitability of recommended products to users' needs, and recommendation reliability, which indicates the consistency of the system in providing recommendations.

Consumer Trust

Consumer trust refers to a situation in which one party is willing to take risks associated with another party because the consumer believes and expects the other party to act in accordance with the consumer's expectations, even when the parties are strangers (Mambu et al., 2021). Consumer trust is also defined as a psychological condition in which consumers believe that the products they purchase are capable of fulfilling their consumption expectations (Wang et al., 2023). In online transactions, consumer trust is associated with confidence in the quality of products offered and the ability of sellers to reduce transaction-related risks and uncertainty (Sung et al., 2023). In the context of e-commerce, consumer trust also reflects consumers' confidence in the reliability and honesty of sellers, including their ability to maintain transaction security and protect consumers' personal information (Handoyo, 2024).

According to Carolina and Agustini (2024), consumer trust in the context of online shopping relates to consumers' confidence in the ability, benevolence, and integrity of providers or platforms to deliver a secure and reliable transaction experience. Based on these explanations, consumer trust can be defined as consumers' confidence in the ability, honesty, integrity, security, and consistency of a company or brand in fulfilling expectations and providing products and services as promised. Such trust can reduce consumers' perceived risk and uncertainty while encouraging purchasing decisions, loyalty, and repurchase intentions. Based on the findings of Tirtaasari et al. (2021),

consumer trust has an effect on impulse buying. Similar findings were reported by Darmawan and Gatheru (2021), who demonstrated that trust has a significant influence on impulsive purchasing behavior among Shopee consumers.

Impulsive Buying

According to Rook (1987), impulse buying is characterized as a sudden and unplanned purchasing behavior that is driven by an intense desire, leading individuals to buy items immediately without thorough consideration of the potential outcomes. Beatty and Ferrell (1998) describe impulse buying as a transaction executed instantly without any prior arrangement, triggered by various stimuli encountered during the shopping experience. Verplanken and Herabadi (2001) clarify that impulse buying signifies the inclination of consumers to engage in unplanned purchases influenced by both emotional and cognitive factors. As noted by Solomon (2018), impulsive buying behavior stems from a powerful emotional drive, resulting in purchasing choices being made quickly without an in-depth assessment of the options available. In the meantime, Schiffman and Wisenblit (2019) assert that impulsive buying behavior refers to a decision to purchase that occurs unexpectedly, prompted by internal or external triggers that drive consumers to acquire a product on the spur of the moment. Engel et al. (2008) describe impulse buying as a transaction carried out without previous planning, where the decision to buy occurs when consumers find themselves in a shopping context. From these viewpoints, impulse buying can be characterized as a spontaneous purchasing action that happens without advanced thought, emerging from emotional triggers or particular prompts that lead consumers to make quick buying choices without thoroughly contemplating the potential repercussions.

As detailed by Engel et al. (2008) in the work of Yulinda et al. (2022), impulsive buying behavior can be evaluated using four key indicators. The first indicator is spontaneity, which signifies purchases that take place unexpectedly without any planning beforehand, triggered directly by stimuli perceived by consumers, especially from product displays located at the checkout area. The second indicator encompasses power, compulsion, and intensity, which illustrate a significant desire to purchase without delay, leading consumers to overlook other factors. The third indicator involves excitement and stimulation, relating to feelings of anticipation, thrill, or emotional energy that prompt consumers to engage in unplanned purchases. The fourth indicator is the neglect of consequences, which highlights the tendency of consumers to overlook the potential adverse effects that can result from an impulse buy that is challenging to manage.

Based on the above discussion, this study proposes the following hypotheses:

H1: Artificial Intelligence Recommendation is positively associated with Impulsive Buying Behavior among Shopee users in Medan Johor Distric.

H2: Consumer Trust is positively associated with Impulsive Buying Behavior among Shopee users in Medan Johor District.

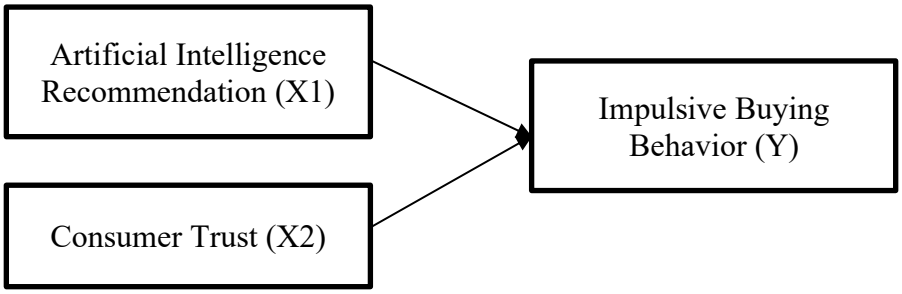


Figure 2. Conceptual Framework

RESEARCH METHOD

This research utilized a quantitative methodology through an explanatory survey technique to examine how Artificial Intelligence Recommendations and Consumer Trust affect Impulsive Buying Behavior among Shopee users located in Medan Johor District. The study's population comprised all individuals who use Shopee and live in Medan Johor District. Due to the lack of precise population figures, the sample size was established according to the guidelines set by Hair et al. (2022), which suggest a size that is 5 to 10 times the number of indicators, employing a purposive sampling approach. Given there were 9 indicators, the needed sample size was between 45 and 90 participants. For this research, the sample was finalized at 90 respondents. The criteria for selection included being at least 17 years of age, living in Medan Johor District, having an account on Shopee, making a transaction in the last six months, and having knowledge of the recommendation functions on Shopee. These standards were implemented to verify that participants had pertinent experience with AI-driven recommendation tools on Shopee. The research employed primary information gathered through surveys that used a five-point Likert scale, where 1 indicated strong disagreement and 5 indicated strong agreement. The evaluation of data was performed through Structural Equation Modeling–Partial Least Squares (PLS-SEM) with the aid of SmartPLS software. The evaluation encompassed measuring the model (outer model), which included checks for convergent validity, discriminant validity, and the reliability of constructs, in addition to assessing the structural model (inner model), which involved determining the coefficient of determination (R^2), path coefficients, effect size, and using bootstrapping to examine the research hypotheses.

RESULTS

Convergent Validity

Convergent validity evaluates how closely related indicators within a construct are in assessing the same fundamental idea.

Table 1.
Convergent Validity

	Artificial Intelligence Recommendation	Consumer Trust	Impulsive Buying Behavior
X12	0.863		
X13	0.895		
X16	0.896		
X17	0.856		
X18	0.831		
X21		0.849	
X22		0.875	
X23		0.829	
X24		0.826	
X25		0.876	
Y1			0.787
Y11			0.610
Y2			0.764
Y3			0.805
Y4			0.788
Y5			0.801
Y6			0.749
Y7			0.699
Y8			0.643
X11	0.821		

According to Table 1, the outcomes of the convergent validity assessment demonstrate that the outer loading values for the Artificial Intelligence Recommendation construct span from 0.821 to 0.896, with indicator X16 exhibiting the highest loading at 0.896. In relation to the Consumer Trust construct, outer loading values ranges between 0.826 and 0.876, where indicator X25 recorded the maximum value of 0.876. On the other hand, the Impulsive Buying Behavior construct has outer loading values that vary from 0.610 to 0.805, with indicator Y3 achieving the peak value of 0.805. These findings suggest that a majority of the indicators possess outer loading values exceeding 0.70, thus fulfilling the requirements for establishing convergent validity.

Discriminant Validity

Discriminant validity is an assessment intended to ensure that each construct in the study is clearly distinct from the other constructs.

Table 2.
Discriminant Validity

	Artificial Intelligence Recommendation	Consumer Trust	Impulsive Buying Behavior
Artificial Intelligence Recommendation	0.861		
Consumer Trust	0.361	0.851	
Impulsive Buying Behavior	0.570	0.562	0.741

According to Table 2, the assessment of discriminant validity utilizing the Fornell-Larcker Criterion indicates that the √AVE values for Artificial Intelligence Recommendation (0.861), Consumer Trust (0.851), and Impulsive Buying Behavior (0.741) exceed the correlations among the constructs. The correlation between Artificial Intelligence Recommendation and Consumer Trust is recorded at 0.361, whereas the correlation between Artificial Intelligence Recommendation and Impulsive Buying Behavior stands at 0.570. Additionally, the correlation between Consumer Trust and Impulsive Buying

Behavior is noted as 0.562. Consequently, all constructs satisfy the discriminant validity requirements as outlined by the Fornell-Larcker Criterion.

Cross Loading

Cross loading serves as a technique for evaluating discriminant validity within SEM-PLS. This evaluation is performed by examining the loading value of each indicator pertaining to the construct it is intended to measure alongside the loading value of that same indicator related to other constructs.0

Table 3.
Cross Loading

	Artificial Intelligence Recommendation	Consumer Trust	Impulsive Buying Behavior
X12	0.863	0.280	0.536
X13	0.895	0.262	0.456
X16	0.896	0.374	0.527
X17	0.856	0.326	0.455
X18	0.831	0.337	0.494
X21	0.352	0.849	0.467
X22	0.285	0.875	0.448
X23	0.360	0.829	0.457
X24	0.300	0.826	0.549
X25	0.236	0.876	0.453
Y1	0.412	0.510	0.787
Y11	0.292	0.328	0.610
Y2	0.398	0.393	0.764
Y3	0.532	0.504	0.805
Y4	0.490	0.485	0.788
Y5	0.499	0.454	0.801
Y6	0.423	0.366	0.749
Y7	0.371	0.388	0.699
Y8	0.295	0.214	0.643
X11	0.821	0.281	0.460

Based on the information presented in Table 3, the outcomes of the cross loading indicate that every indicator exhibits the highest loading values associated with their specific constructs when compared to other constructs. The indicators X11, X12, X13, X16, X17, and X18 demonstrate the strongest loading on the Artificial Intelligence Recommendation construct (0.821–0.896), while indicators X21 through X25 show their highest loading on Consumer Trust (0.826–0.876), and Y1, Y11, Y2 through Y8 relate most strongly to Impulsive Buying Behavior (0.610–0.805). Therefore, each indicator is more closely related to its designated construct, demonstrating that the criterion for discriminant validity has been met.

Construct Reliability

Construct reliability serves as an evaluation reflecting how consistent and dependable the indicators are in assessing a construct or research variable. A construct is deemed reliable if its indicators yield steady measurement outcomes.

Table 4.
Construct Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Artificial Intelligence Recommendation	0.930	0.933	0.945	0.741
Consumer Trust	0.905	0.908	0.929	0.725
Impulsive Buying Behavior	0.898	0.910	0.916	0.550

According to Table 4, every construct satisfies the standards for reliability and convergent validity. The Cronbach's Alpha values fall between 0.898 and 0.930, while Composite Reliability (rho_a) ranges from 0.908 to 0.933, Composite Reliability (rho_c) is between 0.916 and 0.945, and the AVE spans from 0.550 to 0.741. Given that all reliability values are greater than 0.70 and AVE values surpass 0.50, the research tool is deemed dependable and possesses sufficient measurement capacity.

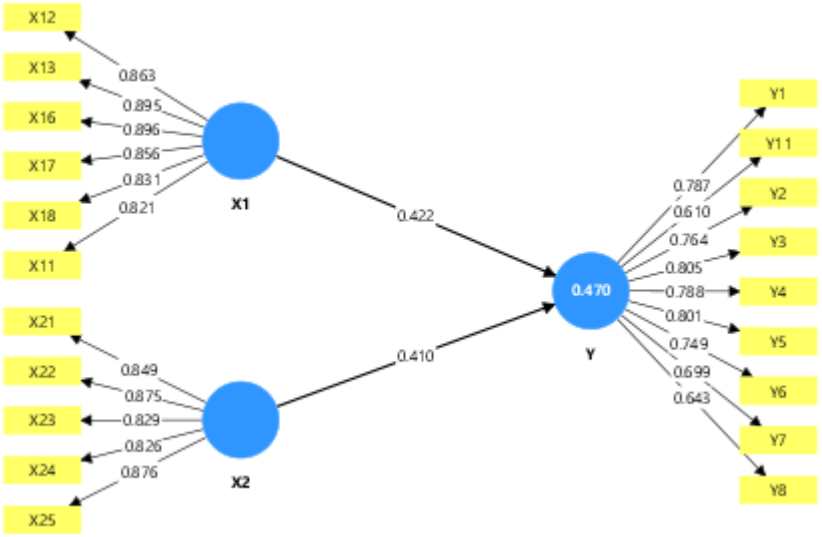


Figure 3. Outer Model Output

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is a measure used in SEM-PLS to determine the extent to which exogenous constructs are able to explain variation in endogenous constructs.

Table 5.
Coefficient of Determination (R2)

	R-square	R-square adjusted
Impulsive Buying Behavior	0.470	0.458

According to Table 5 shows that R^2 is 0.470 and adjusted R^2 is 0.458. The two predictors explain 47% of the variance in Impulsive Buying Behavior within the sample. The remaining 53% is unexplained by this model.

Path Coefficients

Path coefficients serve to establish both the direction and strength of the impact that external variables have on internal variables in the research framework. The values of

path coefficients vary from −1 to +1, with a positive figure signifying a direct relationship, and a negative figure representing a reverse relationship. A greater path coefficient denotes a more powerful effect of the external variable on the internal variable.

Table 6.
Path Coefficients

	Artificial Intelligence Recommendation	Consumer Trust	Impulsive Buying Behavior
Artificial Intelligence Recommendation			0.422
Consumer Trust			0.410
Impulsive Buying Behavior			

According to Table 6, the results of the path coefficient examination indicate that the path coefficient for Artificial Intelligence Recommendation regarding Impulsive Buying Behavior is 0.422. This figure demonstrates a favorable correlation between Artificial Intelligence Recommendation and Impulsive Buying Behavior, suggesting that when Artificial Intelligence Recommendation increases, there is typically a rise in Impulsive Buying Behavior as well. In addition, the path coefficient linking Consumer Trust to Impulsive Buying Behavior stands at 0.410, which similarly shows a positive correlation between Consumer Trust and Impulsive Buying Behavior. In descriptive terms, the path coefficient associated with Artificial Intelligence Recommendation exceeds that of Consumer Trust. Consequently, the association between Artificial Intelligence Recommendation and Impulsive Buying Behavior possesses a greater path coefficient within the framework of the research model.

Artificial Intelligence Recommendation was positively associated with Impulsive Buying Behavior ($\beta = 0.422$; $T = 5.108$; $p < 0.001$), supporting H1. Consumer Trust was also positively associated with Impulsive Buying Behavior ($\beta = 0.410$; $T = 4.397$; $p < 0.001$), supporting H2.

Effect Size (F-Square)
Effect size, also known as F-Square (f^2), serves to assess how much an exogenous variable influences an endogenous variable within the structural framework. The f^2 value reveals the change in the forecasting ability of an endogenous variable when an exogenous variable is excluded from the model. Typically, an f^2 value of 0.02 signifies a minor effect, 0.15 represents a moderate effect, and 0.35 denotes a significant effect. Values lower than 0.02 reflect an extremely small or insignificant effect.

Table 7.
Effect Size (F-Square)

	Artificial Intelligence Recommendation	Consumer Trust	Impulsive Buying Behavior
Artificial Intelligence Recommendation			0.292
Consumer Trust			0.276
Impulsive Buying Behavior			

According to Table 7, the results from the Effect Size (f^2) assessment reveal that Artificial Intelligence Recommendation has an effect size of 0.292 on Impulsive Buying Behavior, whereas Consumer Trust has an effect size of 0.276 on the same behavior. These findings imply that both Artificial Intelligence Recommendation and Consumer Trust play

a role in influencing Impulsive Buying Behavior, although they do so with varying degrees of impact. Referring to the effect size (f^2) standards, the values of 0.292 and 0.276 are classified as medium-effect sizes. Consequently, both variables significantly enhance the understanding of Impulsive Buying Behavior within the context of the research model.

Bootsrapping

Bootstrapping is utilized to assess the importance of connections among variables in the research framework by analyzing the T-statistics and P-values. For this analysis, the evaluation was performed at a significance threshold of 5% ($\alpha = 0.05$). A relationship or indicator is deemed significant if its P-value is less than 0.05. Additionally, the T-statistics can serve as a foundation for hypothesis evaluation, where a T-statistics value exceeding 1.96 is required at the 5% significance threshold.

Table 8.
Bootsrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Artificial Intelligence Recommendation -> Impulsive Buying Behavior	0.422	0.426	0.083	5.108	0.000
Consumer Trust -> Impulsive Buying Behavior	0.410	0.415	0.093	4.397	0.000

According to Table 8, the results from bootstrapping indicate that the influence of Artificial Intelligence Recommendation on Impulsive Buying Behavior is both positive and significant, demonstrating an original sample value of 0.422, T-statistics of 5.108 which exceeds 1.96, and a P-value of 0.000 that is lower than 0.05. Consequently, H1 is accepted. Additionally, Consumer Trust shows a positive and significant impact on Impulsive Buying Behavior, featuring an original sample value of 0.410, T-statistics of 4.397 that surpass 1.96, and a P-value of 0.000 which is also below 0.05. Hence, H2 is accepted. These outcomes suggest that both hypotheses hold statistical significance at the 5% level.

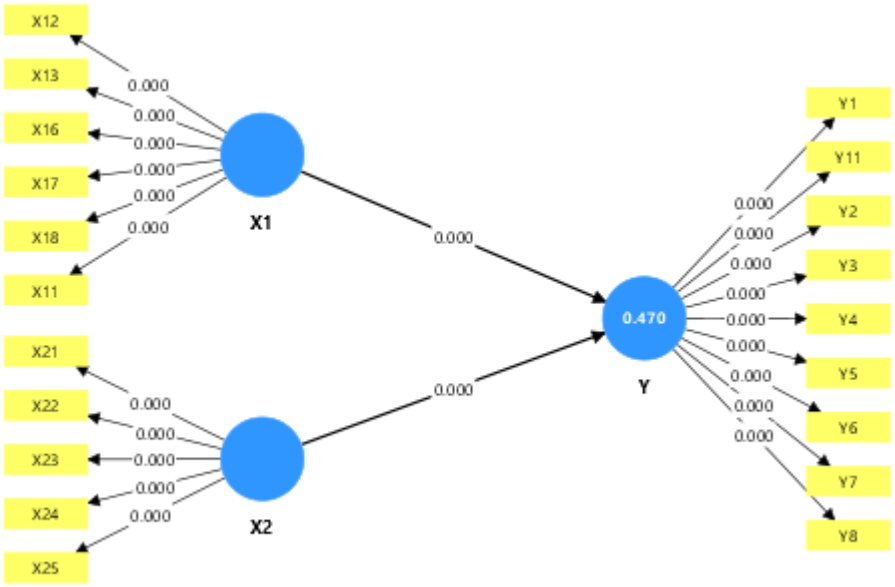


Figure 4. Output Inner Model

DISCUSSION

1. The Effect of Artificial Intelligence Recommendation on Impulsive Buying
The outcomes reveal that Artificial Intelligence Recommendations positively and significantly influence Impulsive Buying Behavior, evidenced by a path coefficient of 0.422, T-statistics of 5.108, and a P-value of 0.000 ($p < 0.05$). With an f^2 value of 0.292, there is a medium level of effect indicated. Therefore, H1 is confirmed, suggesting that enhanced AI-driven recommendations lead to an increased likelihood of consumers making impulse purchases.

This observation aligns with the research of Amin (2025) and Zhao (2025), who discovered a connection between AI suggestions and impulse purchasing. In contrast, Qastalano et al. (2026) reported that AI Personalization-Based Recommendations had an insignificant negative impact on Impulse Buying but positively influenced emotional responses significantly. This disparity suggests that the impact of AI recommendations might differ based on the context of the platform, the traits of the respondents, and the methods of recommendation employed.

2. The Effect of Consumer Trust on Impulsive Buying
Impulsive buying behavior is positively and significantly impacted by consumer trust, with a path coefficient of 0.410, T-statistics of 4.397, and a P-value of 0.000 ($p < 0.05$). A medium influence is indicated by the f2 value of 0.276. Therefore, H2 is accepted, suggesting that the propensity to make impulsive purchases increases with the degree of consumer trust in Shopee.

This result is in line with the findings of Darmawan and Gatheru (2021) and Tirtaasari et al. (2021), who found a strong correlation between impulse buying and consumer trust in marketplaces like Shopee. Purchases that are not fully planned in advance can be encouraged, transaction comfort can be increased, and hesitancy can be decreased by having faith in transaction security, platform dependability, and consumer protection.

3. The Effect of Artificial Intelligence Recommendation and Consumer Trust on Impulsive Buying

Artificial Intelligence Recommendation and Consumer Trust can account for 47% of the variation in Impulsive Buying Behavior, according to the R-square value of 0.470 and the adjusted R-square value of 0.458. The two predictors explained 47% of the variance in impulsive buying behavior within the sample. The remaining 53% was not explained by this model.

Both factors have favorable and significant effects on impulsive buying behavior, according to the bootstrapping results. Consumer Trust has a path coefficient of 0.410 and a f^2 value of 0.276, whereas Artificial Intelligence Recommendation has a path coefficient of 0.422 and a f^2 value of 0.292. Both impacts are classified as medium-effects. The coefficient and f2 values for Artificial Intelligence Recommendation are marginally higher, but further testing is necessary to determine whether this difference is statistically significant.

CONCLUSION

Among the 90 surveyed Shopee users in Medan Johor District, Artificial Intelligence Recommendation and Consumer Trust were positively associated with Impulsive Buying Behavior. The path coefficients were 0.422 ($T = 5.108$; $p < 0.001$) and 0.410 ($T = 4.397$; $p < 0.001$), respectively, supporting H1 and H2. T The two predictors explain 47% of the variance in Impulsive Buying Behavior within the sample. The remaining 53% is unexplained by this model.

RECOMMENDATION

It is advised that Shopee enhance the quality of its Artificial Intelligence Recommendation system by offering recommendations that are accurate, relevant, and based on preferences. Additionally, Shopee should strengthen consumer trust by ensuring transaction security, data protection, information transparency, and service reliability. To gain a more thorough understanding of impulsive buying behavior, future researchers may include other variables like price, sales promotion, electronic word-of-mouth, perceived enjoyment, and emotional factors in addition to broadening the geographic scope and respondent characteristics.

REFERENCES

Adomavicius, G., & Tuzhilin, A. (2005). Toward the next generation of recommender systems: A survey of the state-of-the-art and possible extensions. *IEEE Transactions on Knowledge and Data Engineering, 17*(6), 734–749.

Amin, A. (2025). Artificial intelligence in social media: a catalyst for impulse buying behavior?. *Young Consumers*, *26*(5), 765-785.

Aggarwal, C. C. (2016). *Recommender Systems: The Textbook*. Springer.

Asmarani, A., Wijayanti, M., & Kurniawan, D. (2024). Pengaruh live shopping, discount, dan kualitas produk terhadap impulse buying pada marketplace tiktok shop. Jurnal Ilmiah Ekonomi Dan Manajemen, 2(8), 425–437.

Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing, 74*(2), 169–191.

Carolina, N., & Agustini, M. D. H. (2024, December). Consumer trust: A decisive factor of online shopping. In *International Seminar* (Vol. 6, pp. 1005-1015).

Darmawan, D., & Gatheru, J. (2021). Understanding impulsive buying behavior in marketplace. Journal of Social Science Studies, 1(1), 11–18. https://jos3journals.id/index.php/jos3/article/view/2

Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2008). *Consumer Behavior*. Thomson/South-Western.

Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon, 10*(8), e29714. https://doi.org/10.1016/j.heliyon.2024.e29714

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer.

Jiang, Y., Li, X., Luo, H., Yin, S., & Kaynak, O. (2022). Quo vadis artificial intelligence? Discover artificial intelligence, 2(1), 4. https://doi.org/10.1007/s44163-022-00022-8

Kaplan, A., & Haenlein, M. (2019). Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence. *Business Horizons, 62*(1), 15–25.

Mambu, T. R., Tampi, J. R., & Mukuan, D. D. (2021). Kepercayaan konsumen, kualitas layanan terhadap keputusan pembelian pada aplikasi e-commerce Shopee di Kota Tondano. *Productivity*, *2*(1), 79-84.

McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: an integrative typology. Information Systems Research, 13(3), 334–359. https://doi.org/10.1287/isre.13.3.334.81

Qastalano, R. I., et al. (2026). Impulse Buying di Live Shopping Shopee: Mediasi Emotional Response dari AI Personalization Based Recommendation dan Hedonic Shopping Value. REVITALISASI: Jurnal Ilmu Manajemen, 15(1). https://doi.org/10.32503/revitalisasi.v15i1.8771

Rezeki, S., Manik, D. E. M., Sihombing, I. R., Setyorini, D., & Sapira, R. (2026). Service quality and consumer trust as determinants of customer satisfaction: Evidence from an automotive showroom in Medan. *Journal of Applied Business Administration*, *10*(1), 278-286.

Rivaldiansyah, M., & Supriyanto, A. (2026). Pengaruh recommendation reliability dan recommendation accuracy terhadap adoption intention melalui ai technology trust pada pengguna shopee. JSMA (Jurnal Sains Manajemen Dan Akuntansi), 18(1), 41–63. https://doi.org/10.37151/jsma.v18i1.284

Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research, 14*(2), 189–199.

Satrio, D. R. B., Mukhtar, U., & Mokhammad Afrylianto Aryo Abdi, A. (2024). Penerapan kecerdasan buatan dalam e-commerce: efisiensi operasional, personalisasi pelanggan, dan tantangan etika. Jati (Jurnal Mahasiswa Teknik Informatika), 9(1), 788–800. https://doi.org/10.36040/jati.v9i1.12398

Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson.

Sifa, A., Isti Masruroh, Muhamad Abdan Zulfa, Sirfi Nur Fitriani, & Naerul Edwin Kiky Aprianto. (2024). Transformasi Digital E-Commerce Dalam Menguasai Kosentrasi Pasar di Indonesia. JURNAL ILMIAH EKONOMI DAN MANAJEMEN, 2(12), 405–413. https://doi.org/10.61722/jiem.v2i12.3239

Silitonga, T. T. D., & Sinaga, H. D. E. (2025, December). Evaluation of digital advertising innovation and sustainable economic policies on consumer trust: a case study of avoskin in medan: Evaluasi inovasi iklan digital dan kebijakan ekonomi berkelanjutan terhadap kepercayaan konsumen: Studi Kasus Produk Avoskin di Kota Medan. In *PROCEEDING INTERNATIONAL BUSINESS AND ECONOMICS CONFERENCE (IBEC)* (Vol. 4, No. 1, pp. 534-545).

Sung, E., Chung, W. Y., & Lee, D. (2023). Factors that affect consumer trust in product quality: A focus on online reviews and shopping platforms. *Humanities and Social Sciences Communications, 10*(1), 766. https://doi.org/10.1057/s41599-023-02277-7

Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson.

Tirtaasari, Y. D., Hidayati, N., & Wahono, B. (2021). Pengaruh Price Discount, Shopping Lifestyle Dan Consumer Trust Terhadap Impulse Buying Pada Situs Marketplaces Shopee (Studi Pada Mahasiswa Feb Unisma Pengguna Aplikasi Shopee). *E-JRM: Elektronik Jurnal Riset Manajemen*, *10*(09).

Verplanken, B., & Herabadi, A. G. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality, 15*(S1), S71–S83.

Wang, T., & Tian, M. (2023). Exploring consumer perceived risk and purchase intention of water-saving appliances: A moderated dual-mediation model. *Frontiers in Psychology*, *13*, 1099897.

Yulinda, A. T., Rahmawati, R., & Sahputra, H. (2022). Pengaruh shopping lifestyle dan fashion involvement terhadap impulse buying (studi kasus pada konsumen toko mantan karyawan Kota Bengkulu). EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 10(2), 1315–1326. https://doi.org/10.37676/ekombis.v10i2.2456

Zhao, Z. (2025, December). The Impact of Artificial Intelligence Recommendation System on Consumers' Impulse Purchase. In *2025 International Conference on Mental Growth and Human Resilience (MGHR 2025)* (pp. 377-384). Atlantis Press. https://doi.org/10.2991/978-2-38476-509-6_41