



How Does Personalization by Artificial Intelligence on TikTok Influence Purchase Intention?

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ARTICLE INFO

Article history:

Received Nov 17, 2023
Revised Nov 19, 2023
Accepted Nov 25, 2023

Keywords:

Artificial Intelligence;
Attitude Towards
Personalization;
Perceived Ease of Use;
Perceived Usefulness;
Purchase Intention.

ABSTRACT

The rise of technology has brought about a surge in internet-based services, shaping social media into a platform for both promotion and online commerce. This study aims to assess the influence of artificial intelligence-driven personalization on purchase intention within the context of TikTok's social media platform. The variables examined in this study encompassed the impact of perceived usefulness, perceived ease of use, and attitude toward personalization on purchase intention within TikTok. This study employs Structural Equation Modeling (SEM) and AMOS 22 statistical software to examine the association between the independent and dependent variables to provide empirical evidence supporting the formulated hypothesis. The data collection methodology employed in this study was a questionnaire administered to a sample of 206 respondents, selected using purposive sampling. The results of this study indicate that the perceived usefulness and perceived ease of use personalization by artificial intelligence have a notable and favorable influence on individuals' attitudes toward personalization. The attitude towards personalization also exhibits a strong influence on purchase intention. Meanwhile, the attitude towards personalization mediates between the perceived usefulness of personalization by artificial intelligence and the perceived ease of use of personalization by artificial intelligence concerning purchase intention.

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1. INTRODUCTION

Along with the rapid technological advances, various internet-based services are making things easier for society. Through Internet, people now get various service facilities ranging from entertainment media services, communication, and literature study searches to vital fields such as economics and business. The Internet functions as a medium that provides efficiency and effectiveness. This role is essential to support performance and make work easier.

The utilization of social media marketing methods by firms is bolstered by integrating new artificial intelligence (AI) technologies. In the current era of artificial

intelligence (AI), organizations that engage in developing social media strategies with a specific emphasis on audience analysis possess the ability to exercise control over the content of their messages and the frequency and timing of their publications. This strategic approach enables these enterprises to effectively accomplish their marketing objectives (Chen & Lin, 2019). In order to achieve optimal reach for their campaigns, social media marketers must make informed decisions regarding selecting acceptable social networks based on the specific characteristics and target audiences of each platform (Capatina et al., 2020). This entails considering factors such as the material being published and the timing of its release. The effective management of social interactions and the establishment of shared meaning derived from customer profiles are crucial factors in elucidating the influence of artificial intelligence (AI) technology on the study of social media audiences (Miller, 2019). Artificial intelligence (AI) provides a range of analytical capabilities well-suited for analyzing social media audiences. These capabilities include identifying opportunities, making informed decisions, generating insights, and aiding decision-making processes. AI achieves this by offering solutions that enable categorizing social media posts according to their position in the customer buying cycle (Holsapple et al., 2018). According to (Lee, 2018), Real-Time Competitive Social Media Analysis is suitable for categorizing social media posts based on their position within the customer buying cycle. This methodology primarily involves monitoring many elements, such as prices and promotions, news alerts, headlines, and new product releases. AI technology leverages a diverse range of customer-related data, encompassing purchase history, sales records, and behavioral and demographic information. Furthermore, the authors argue that these practices facilitate the ability to observe social media platforms and develop tactics for competitive research, ultimately resulting in real-time customer suggestions for optimal product selection (He et al., 2013). (Bhimani et al., 2019) underscored the significance of employing artificial intelligence (AI)-based methods on social media platforms to generate customer insights, collaborative ideas, and concept development with customers, and the provision of recommendations for new product launches and optimal purchasing decisions. Simultaneously, scholarly marketing literature acknowledges that using artificial intelligence (AI) facilitates enhanced individualized communications and enables more effective targeting (Kosinski et al., 2013).

One social media that applies artificial intelligence is the social media platform TikTok. Since its arrival, TikTok has been well received and has become the most downloaded application globally in 2022. TikTok has emerged as a highly prevalent social media platform globally. The platform developed by ByteDance has effectively captivated individuals due to its presentation of distinctive and engaging user-generated content. One notable aspect of TikTok is its algorithm, which is a recommendation engine that leverages users' viewing preferences to curate the content displayed on the For You page (Newberry, 2023). According to (Y. Wang, 2020; Xiao et al., 2019), short video platforms like TikTok have become attractive to advertisers due to the utilization of big data and artificial intelligence. These technologies enable the display of more pertinent information to consumers, leading to increased liking and engagement. According to this method, consumers are presented with a diverse range of films on the For You page, and the selection of movies they encounter undergoes modifications over time in response to their usage patterns. The algorithmic content feed of TikTok facilitates the development of customized brand videos, presenting significant prospects for advertisers. The existence of the TikTok Shop in Indonesia provides evidence in favor of this claim.

The success of TikTok Shop is marked by the joining of millions of merchants on its platform. Ultimately, the TikTok Shop officially closed on October 4, 2023. According to (Sulindo, 2023), One of the reasons why the TikTok Shop is prohibited from selling is that it is detrimental to small, micro, and medium businesses or MSMEs in Indonesia. Many buyers are considered to be starting to switch to this platform because of the many choices and ease of transactions. Apart from that, various big brand manufacturers also

use this platform. In fact, according to (Annur, 2023), Indonesia is in second place with the number of TikTok users at 99.79 million. This number decreased by 11.7% compared to the previous quarter.

Various hypotheses serve as the foundation for scholarly investigations on the acceptability of consumer technology. Given that artificial intelligence (AI) represents a sophisticated iteration of information technology (IT), This research uses a particular paradigm in this study regarding the Technology Acceptance paradigm (TAM). The Technology Acceptance Model (TAM) consists of several external variables, namely Perceived Effectiveness (PU), Perceived Ease of Use (PEU), attitude, Behavioral Intention to Use (BI), and Actual Use (AU). According to the Technology Acceptance Model (TAM), external circumstances exert a direct influence on perceived usefulness (PU) and perceived ease of use (PEU), which are two constituent elements of cognitive beliefs. The study conducted by (C. Wang et al., 2023) found that perceived ease of use (PEU) has a significant influence on perceived usefulness (PU) and attitude. Additionally, PU was found to directly impact mood, while behavioral intention (BI) was found to have an effect on adoption intention (AU). A favorable correlation exists between consumers' views towards online buying and their perceptions about compatibility, usability, security, and convenience. Consumer confidence significantly impacts individuals' intentions to engage in online shopping, as well as their views toward this mode of commerce and their perceived self-efficacy in conducting online transactions. The impact of perceived usefulness (PU) and perceived ease of use (PEU) on purchase intention has been shown in previous research. Literature review and submission of hypothesis, AI enables marketers to comprehensively understand consumers' different wants and efficiently cater to those expectations by leveraging enhanced sales intelligence (Hill et al., 2015). Previous research conducted by (Herzallah et al., 2022) showed significant results between perceived usefulness and purchase intention through attitude. User attitudes toward a site become more positive when more preferences are presented, and a higher degree of customization leads to more visitors returning to the site's home page and fewer visits to other websites (Lavie et al., 2010).

According to (Bleier et al., 2020), the utilization of artificial intelligence, specifically in the form of personalization, aids customers in the process of filtering, eliminating, and selecting the most suitable possibilities. According to a study conducted by (Liang et al., 2020), it has been demonstrated that the variable of perceived ease of use impacts consumer attitudes towards artificial intelligence and their intention to make online fashion purchases. This suggests that consumer attitudes towards artificial intelligence mediate the relationship between perceived ease of use and purchase behavior—the purpose or objective behind an action or decision. Based on prior scholarly investigations, (Herzallah et al., 2022) demonstrate that the findings of this study further underscore the influence of perceived ease of use on perceived benefits. Specifically, the research reveals that a higher perceived ease of use of Instagram Commerce corresponds to increased perceived benefits and fosters a more favorable attitude towards this platform. In addition, a prior study conducted by (White Baker et al., 2019) posits that enhancing the perception of ease of use can favor the perceived advantages linked to online buying inside a web-based e-commerce setting.

According to the findings of (Martínez-López et al., 2020), it is evident that individuals' perceptions of e-commerce platforms have a substantial impact on their behavioral intentions. Attitudes can also function as indicators of conduct. Consider the scenario where a user on the Facebook network approves a specific advertisement by selecting the "like" option. In such circumstances, individuals will probably persist in purchasing due to the influence of the "like" feature, which guides them to the webpage linked to the promotional endeavors of the advertisement on the platform (Martínez-López et al., 2020). Previous research conducted by (Truong et al., 2021) found that consumer attitudes toward personalized online advertising positively affect purchase intention consumer. Apart from that, previous research by (Bahri-Ammari Nedra et al., 2019;

Herzallah et al., 2022) agree that attitudes toward using Instagram have a positive impact on intentions to use Instagram.

There is research that serves as the foundation for the issue raised by previous studies. The study by (Liang et al., 2020) demonstrates that the perceived ease of use variable significantly impacts customer attitudes toward artificial intelligence and their inclination to engage in online fashion purchases. This implies that customer attitudes towards artificial intelligence mediate the impact of perceived ease of use on purchase intention. In recent studies conducted by (Herzallah et al., 2022; Mican et al., 2020), it has been seen that the perceived usefulness variable exerts a direct influence on purchase intention, bypassing the mediating factor of attitude. (Truong et al., 2021) conducted an additional study that revealed a positive correlation between customer attitudes toward tailored internet advertising and their intention to purchase. This research was conducted to determine the perceived usefulness of personalization by artificial intelligence and perceived ease of use personalization by artificial intelligence on purchase intention on TikTok social media with attitude toward personalization as a mediating variable using a combination of items from broader previous research and enriching the literature regarding the concept of personalization from artificial intelligence. Furthermore, this study aimed to quantify the rise in user experience customization that makes it possible for AI systems to comprehend the preferences of specific users. On the TikTok platform, for instance, recommendations that fit the user's choices for content fulfill the user experience.

2. RESEARCH METHOD

Based on the description above, the following research framework can be built.

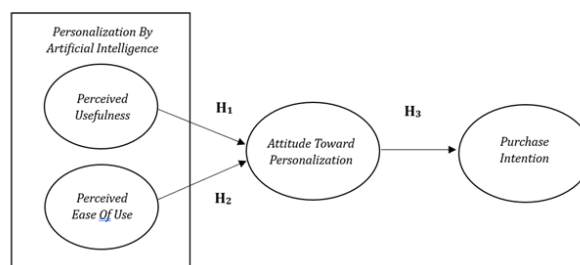


Figure 1. Conceptual Framework

Based on the problem formulation and conceptual framework above, the research hypothesis proposed by the researcher is as follows: (a) Perceived usefulness of personalization by artificial intelligence marketing influences attitudes towards personalization, (b) Perceived ease of use personalization by artificial intelligence marketing influences attitudes towards personalization, (c) Attitude towards personalization influences purchase intention, (d) Perceived usefulness of personalization by artificial intelligence marketing influences purchase intention through attitude towards personalization, (e) Perceived ease of use personalization by artificial intelligence marketing influences purchase intention through attitude towards personalization.

The research design selected for this study is causal research. The present study employs a survey instrument administered to selected participants based on predetermined criteria using a purposive sample approach. The survey instrument employs a Likert scale ranging from 1 to 5, whereby the categories are as follows: "Strongly agree" corresponds to a score of 5, "Agree" corresponds to a score of 4, "Undecided" corresponds to a score of 3, "Disagree" corresponds to a score of 2, and

"Strongly disagree" corresponds to a score of 1. The study focuses on the demographic of TikTok users in Indonesia who have engaged with or accessed recommended material on the platform. The sample size for this study consisted of 206 participants. The sampling strategy employed in this study was purposive sampling, which involved selecting participants based on specific criteria. The criteria for inclusion in this study are as follows: 1) Participants must be at least 15 years old; 2) Participants must have prior experience using the TikTok platform; 3) Participants must have encountered recommended content from TikTok; 4) Participants must be citizens of Indonesia. The research methodology employed in this study utilizes Structural Equation Modeling (SEM) and AMOS 22 statistical software.

Based on the research construct built from the theoretical studies presented, this research paradigm can be depicted in Figure 2.1. The six items of perceived usefulness personalization by artificial intelligence in this research refer to previous research conducted by (Herzallah et al., 2022; M. Wang et al., 2021). Perceived ease of use personalization by artificial intelligence, seven items refer to (Bhagat et al., 2023; Herzallah et al., 2022). Attitude toward personalization refers to (Abrokwah-Larbi & Awuku-Larbi, 2023; Gao & Liu, 2022; Hallikainen et al., 2022) with four things. Meanwhile, four items refer to purchase intention (De Toni et al., 2022; Huang et al., 2023).

3. RESULTS AND DISCUSSIONS

3.1 Respondent Characteristics

Analysis of respondent profiles in this survey is based on the following demographics:

Table 1. Respondent Characteristics

Categories	Items	F	%
Gender	Man	69	33.5
	Woman	137	66.5
	Total	206	100
Age	15-25 Years	160	77.7
	26-42 Years	42	20.4
	43-58 Years	4	1.9
	>59 Years	0	0
	Total	206	100
Last Education Level	Elementary School	0	0
	Junior High School	1	0,4
	Senior High School	112	54.4
	Diploma	28	13.6
	Bachelor	61	29.7
	Masters	3	1.5
Domicile	Doctor	1	0,4
	Total	206	100
	Sumatra	23	11.2
	Java	63	30.6
	kalimantan	103	50
	Sulawesi	15	7.2
	Papua	2	1
Monthly Income	Total	206	100
	IDR 1.000.000 – IDR 3.000.000	134	65
	IDR 3.000.000 – IDR 5.000.000	44	21.3
	IDR 5.000.000 – IDR 10.000.000	22	10.7
	>IDR 10.000.000	6	3
	Total	206	100

3.2. Measurement Model

The suitability, validity, and reliability test results are as follows.

Table 2. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
<i>Perceived Usefulness Personalization by Artificial Intelligence</i>	Recommended content from TikTok makes it easier to search and purchase products.	0,892	0,944	0,698
	TikTok's recommended content allows me to discover new products and get shopping ideas quickly.	0,882		
	TikTok-recommended content increases my productivity in finding products and getting shopping ideas.	0,855		
	TikTok recommendation content helps purchase the products being sold.	0,799		
	The information I get from interactions on TikTok is updated on time.	0,796		
	TikTok-recommended content improves my performance in evaluating products.	0,78		
	TikTok's recommended content is easy to use.	0,754		
<i>Perceived Ease Of Use Personalization by Artificial Intelligence</i>	It is easy to become skilled at using recommended content from TikTok.	0,834	0,951	0,713
	It is easy to learn using recommended content from TikTok.	0,886		
	It is easy to interact using recommended content from TikTok.	0,866		
	The recommended content from TikTok is easy to understand.	0,889		
	TikTok powered by Artificial Intelligence Personalization increases efficiency.	0,86		
	Shopping supported by Artificial Intelligence Personalization provides the best alternatives to choose from.	0,812		
	I love seeing recommended content from TikTok because it presents personalized products to represent my preferences.	0,932		
<i>Attitude Towards Personalization</i>	I am OK with seeing recommended content from TikTok because it can help me accurately predict my needs.	0,916	0,954	0,849
	I love seeing recommended content from TikTok because it allows me to personalize my shopping activities to the individual customer.	0,91		
	I do not mind seeing recommended content from TikTok because it influences my behavior and experiences during the decision-making process.	0,927		
	I want to spend much time learning about TikTok because I want to use TikTok in the future.	0,883		
	TikTok is my first purchase choice compared to other e-commerce.	0,902		
<i>Purchase Intention</i>	Most likely, I will buy things on TikTok.	0,879	0,931	0,768
	I will encourage friends, neighbors, and relatives to use and buy things on TikTok.	0,841		

According to the findings in Table 2, the outcomes of the validity and reliability assessments indicate that the constructed model indicators satisfy the established requirements for validity and reliability. The current indicators exhibit standardized stress factor (SLF) values that exceed 0.50. This demonstrates that all measures possess validity and sufficiency in assessing the comprehensive structure of the resultant model. The Construct Reliability (CR) test score exceeds the threshold of 0.70. This finding demonstrates that all instruments exhibit a high-reliability level and can reliably measure structural attributes throughout the constructed models.

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	332,703
Df		186
χ^2 - Significance Probability	≥ 0.05	0.000

CMIN/DF	≤ 3.00	1,789	Good Fit
RMSEA	≤ 0.08	0.062	Good Fit
RMR	< 0,05	0.050	Good Fit
NFI	≥ 0.90	0.920	Good Fit
IFI	≥0.90	0.963	Good Fit
TLI	≥0.90	0.958	Good Fit
CFI	≥0.90	0.963	Good Fit

The model suitability test (model conformance test) shown in Table 3 shows that the model suitability requirements are accepted, and conformity can be stated. Five measures indicate goodness of fit. If 3-4 measurements are suitable suitability or above the cut-off value, the research model configuration can be declared adequate and accepted.

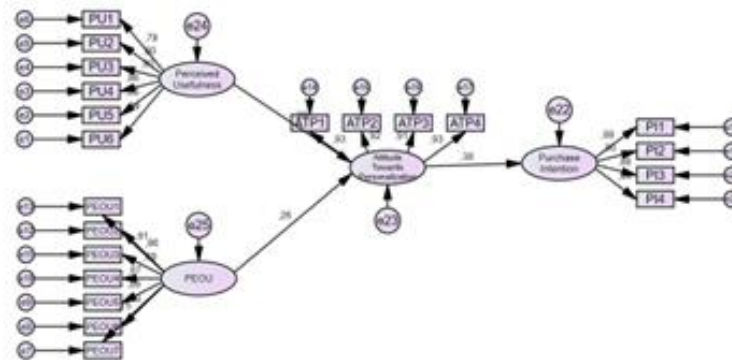


Figure 2. Full Model Testing

3.4 Hypotheses Testing

The results of testing the effects of relationships between variables in the study configuration constructed in this study can be conveyed as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E.	C.R.	P
H ₁	Perceived Usefulness Personalization By Artificial Intelligence → Attitude Towards Personalization	0,379	0,091	4,176	***
H ₂	Perceived Ease Of Use Personalization By Artificial Intelligence → Attitude Towards Personalization	0,354	0,096	3,675	***
H ₃	Attitude Towards Personalization → Purchase Intention	0,337	0,063	5,331	***

The hypothesis is based on existing knowledge. Technological skills have a significantly positive influence on marketing performance. The t-value and p-value support the hypothesis evidence. The calculated t-value for the variables 'perceived usefulness of personalization by artificial intelligence' and 'attitude towards personalization' is 4.176, indicating a more significant increase than the tabulated t-value of 1.96. Similarly, the p-value is more significant than 0.05 (α = 0.05). The second hypothesis result is also accepted. Technical skills have a significant positive impact on your innovation capability. The calculated t-value for the variable 'perceived ease of use of personalization by artificial intelligence' on 'attitude towards personalization' is 3.675, indicating a more effective gain than the tabulated t-value of 1.96. Likewise, the p-value is more significant than 0.05. The third hypothesis is also valid. Attitude towards personalization significantly impacts purchase intention. The calculated t-value between 'attitude towards personalization' and 'purchase intention' reaches a multiple of 5.331. This indicates that the obtained value surpasses the tabulated t-value of 1.96. The p-

value is less than 0.05 ($\alpha = 0.05$). To confirm the indirect influence on the influence of the inherent mediating variables, we present Table 5, obtained from the results of the Sobel test.

Table 5. Sobel Test - Significance of Mediation

	Sobel test statistic	Two- tailed probability
Perceived Usefulness Personalization By Artificial Intelligence → Attitude Towards Personalization → Purchase Intention	3,28	0,00101
Perceived Ease Of Use Personalization By Artificial Intelligence → Attitude Towards Personalization → Purchase Intention	3,03	0,00239

The Sobel test findings in Table 5 indicate that the Sobel test statistics are 3.28 and 3.03, accompanied by corresponding p-values of 0.00101 and 0.00239. The statistical significance of the Sobel test exceeds the critical value of the t-table, precisely 1.96. Similarly, the p-value is designated with a numerical value lower than 0.05, denoted as $\alpha = 0.05$. The findings of this study demonstrate significant indirect effects of perceived usefulness and perceived ease of use personalization by artificial intelligence on purchase intention. These effects are mediated by their attitudes toward personalization.

Based on respondent feedback and the conducted analysis, this study asserts that social media platforms should employ sophisticated artificial intelligence technologies to gain a competitive edge. The study's research findings have substantiated the role of artificial intelligence as a crucial instrument in fulfilling customer purchase intents via online platforms. The present research study has developed a conceptual framework that explores the potential of artificial intelligence (AI) in enhancing social media platforms' usefulness and ease of use. This is achieved by implementing AI-based personalization techniques to bolster consumer purchase intentions by influencing their attitudes toward personalization. Current research focuses on product recommendation systems; research shows that product recommendations play a crucial role in driving personalization in online commerce (Hallikainen et al., 2022).

4. CONCLUSION

results In order to cater to the individualized requirements of consumers and effectively address their preferences, enterprises must employ technology driven by artificial intelligence (Bhagat et al., n.d.). According to (Herzallah et al., 2022), implementing this technology has enhanced consumer trust and improved usability and user-friendliness. This study provides evidence that social media platforms should contemplate using artificial intelligence-driven technologies to afford consumers the advantage of browsing online retailers and engaging in purchases. According to (Herzallah et al., 2022; Lavie et al., 2010), this study demonstrates that customers make informed decisions when selecting online platforms that offer user-friendly experiences facilitated by artificial intelligence technology. This study further supports the notion that e-commerce enterprises should employ technological solutions that incorporate artificial intelligence in order to meet customers' buying preferences (Nedra et al., 2019; Herzallah et al., 2022; Truong et al., 2021).

The concept of personalized nudges pertains to using artificial intelligence (AI) technology inside a company's marketing strategy to encourage consumers to make purchases (Hoyer et al., 2020; Lemon & Verhoef, 2016). This study by (Tong et al., 2020) suggests that implementing AI-powered unique product touchpoints, personalized pricing, targeted advertising, and personalized promotional offers might effectively stimulate purchase intentions. The concept of AI-powered custom products involves integrating artificial intelligence technology in the automated design and real-time manufacturing processes, aiming to create products that cater to the unique requirements of specific consumers (Campbell et al., 2020). The ability to customize a product is contingent upon an algorithm's predictive capabilities, as (Zhao et al., 2012)

stated. This pertains to music-based automatic recommender systems and their relevance in the study conducted (Tuck et al., 2007). In this study, the researchers explored the functionality of a music player application that can dynamically reorganize a music list based on similarities in musical styles. This feature is particularly useful when a consumer frequently engages with a specific genre of music. Personalized pricing, as defined by (Choudhary et al., 2005), pertains to automatically adjusting or targeting prices to charge varying amounts to different consumers. This approach considers consumer attributes and their willingness to pay, with the ultimate goal of maximizing profits. Based on the study completed, it can be inferred that personalized AI systems can offer suggestions and information tailored to individual users' tastes. Providing information that aligns with their requirements and interests improves the user experience and helps consumers make better decisions. With the help of personalization, systems may better understand user preferences and provide information or solutions that better suit the user's needs. This study has limitations concerning the variables and objects under examination. There are still numerous other variables that need development to enhance purchase intention regarding the aspects of personalization and promotion.. The present study has identified a substantial association between the perceived usefulness and perceived ease of use personalization by artificial intelligence and purchase intention, mediated by the individual's attitude toward personalization. This provides an opportunity for future studies to delve deeper into the variations in the impact of customization on attitudes and behavior among diverse consumer types, encompassing a range of households. Further investigation could be conducted in future studies to examine the effects of personalized experiences on consumers' purchase intentions across various devices and channels.

ACKNOWLEDGEMENTS

Special thanks are given to the faculty Economics and Business, Universitas Tanjungpura, which facilitated the author to publish this article.

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