

RINGKASAN

Integrasi *Artificial Intelligence* (AI) secara cepat mentransformasi sektor *e-commerce*, menghadirkan peluang dan tantangan bagi interaksi konsumen. Meskipun AI memberikan banyak manfaat, penerapannya dapat dihalangi oleh risiko yang dirasakan, sementara inovativitas konsumen berperan penting dalam adopsi teknologi baru. Studi empiris yang secara spesifik menelaah hubungan antara sikap terhadap AI dan niat beli, serta peran moderasi inovativitas konsumen, masih terbatas, terutama di konteks pasar negara berkembang seperti Indonesia.

Penelitian ini bertujuan untuk menganalisis pengaruh sikap terhadap AI terhadap niat beli konsumen di platform Shopee, serta mengeksplorasi peran moderasi inovativitas konsumen dalam hubungan tersebut pada masyarakat di Kabupaten Banyumas.

Penelitian ini menggunakan jenis penelitian kausalitas dengan pendekatan kuantitatif, berlokasi di Kabupaten Banyumas, Jawa Tengah. Data diperoleh melalui kuesioner yang disebarluaskan secara daring kepada 210 responden pengguna Shopee yang berdomisili di Kabupaten Banyumas dan pernah berinteraksi dengan fitur AI Shopee minimal sekali dalam enam bulan terakhir. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Objek penelitian mencakup *perceived usefulness*, *perceived ease of use*, *perceived enjoyment*, *perceived risk*, sikap terhadap AI, inovativitas konsumen, dan niat beli. Analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM) dengan metode *Partial Least Square* (PLS) dan *bootstrapping* melalui perangkat lunak SmartPLS.

Hasil pengujian hipotesis menunjukkan bahwa (1) *Perceived Usefulness*, (2) *Perceived Ease of Use*, dan (3) *Perceived Enjoyment* berpengaruh positif dan signifikan terhadap Sikap terhadap AI. Sebaliknya, (4) *Perceived Risk* berpengaruh negatif dan signifikan terhadap Sikap terhadap AI. Lebih lanjut, (5) Sikap terhadap AI berpengaruh positif dan signifikan terhadap Niat Beli. Temuan terpenting adalah (6) Inovativitas Konsumen terbukti secara signifikan memoderasi dan memperkuat hubungan antara Sikap terhadap AI dan Niat Beli, yang diindikasikan oleh nilai statistik interaksi sebesar 8,345 dan P-value 0,000.

Disimpulkan bahwa sikap positif konsumen terhadap AI, yang didorong oleh manfaat, kemudahan, dan kenikmatan, serta dihambat oleh risiko, merupakan prediktor penting niat beli. Tingkat inovativitas konsumen menjadi faktor kunci yang memperkuat pengaruh sikap positif tersebut dalam mendorong Niat Beli, khususnya pada platform Shopee. Penelitian ini berkontribusi pada literatur Pemasaran Digital dan perilaku konsumen dengan mengintegrasikan perspektif *Technology Acceptance Model* (TAM) dalam konteks adopsi AI di pasar negara berkembang.

Kata Kunci: Sikap terhadap AI, Niat Beli, Inovativitas Konsumen, *Perceived Usefulness*, *Perceived Risk*, *Perceived Ease of Use*, *Perceived Enjoyment*, Shopee.

SUMMARY

The rapid integration of Artificial Intelligence (AI) is transforming the e-commerce sector, presenting both opportunities and challenges for consumer interaction. While AI offers numerous benefits, its adoption can be hindered by perceived risks, while consumer innovativeness plays a vital role in the adoption of new technology. Empirical studies specifically examining the relationship between attitude toward AI and purchase intention, and the moderating role of consumer innovativeness, remain limited, especially in the context of emerging markets like Indonesia.

This study aims to analyze the effect of attitude toward AI on consumer purchase intention on the Shopee platform, and to explore the moderating role of consumer innovativeness in this relationship among the community in Banyumas Regency.

This research employed a quantitative approach with a causality research design, conducted in Banyumas Regency, Central Java. Data were obtained through an online questionnaire distributed to 210 Shopee users residing in Banyumas Regency who had interacted with Shopee's AI features at least once in the last six months. The sampling technique utilized was purposive sampling. The research variables included perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk, attitude toward AI, consumer innovativeness, and purchase intention. Data analysis was performed using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) method and bootstrapping via SmartPLS software.

The results of the hypothesis testing indicate that (1) Perceived Usefulness, (2) Perceived Ease of Use, and (3) Perceived Enjoyment have a positive and significant effect on Attitude toward AI. Conversely, (4) Perceived Risk has a negative and significant effect on Attitude toward AI. Furthermore, (5) Attitude toward AI significantly and positively affects Purchase Intention. The most crucial finding is that (6) Consumer Innovativeness is proven to significantly moderate and strengthen the relationship between Attitude toward AI and Purchase Intention, as indicated by the interaction t -statistic value of 8.345 and a p -value of 0.000. It is concluded that consumers' positive attitude toward AI, driven by benefits, ease, and enjoyment, and inhibited by risks, is a critical predictor of purchase intention. The level of consumer innovativeness acts as a key factor that reinforces the positive influence of this attitude in driving Purchase Intention, particularly on the Shopee platform. This research contributes to the Digital Marketing literature and consumer behavior studies by integrating the Technology Acceptance Model (TAM) perspective within the context of AI adoption in developing markets.

Keywords: *Attitude toward AI, Purchase Intention, Consumer Innovativeness, Perceived Usefulness, Perceived Risk, Perceived Ease of Use, Perceived Enjoyment, Shopee.*