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Explaining Consumer Continuance Intention toward AI-Enabled E-Commerce

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ABSTRACT

The increasing integration of artificial intelligence (AI) into e-commerce platforms has transformed consumer-platform interactions. However, empirical understanding of how AI-enabled service experiences shape consumer continuance intention remains limited, particularly in emerging markets. This research aims to examine the effects of AI service experience dimensions AI responsiveness, AI reliability, and AI empathy on consumer continuance intention toward AI-enabled e-commerce platforms. It also investigates trust as a mediating mechanism, considering the roles of novelty seeking and parasocial interaction. A quantitative, cross-sectional survey was conducted using data from the Omnibus Survey on AI Usage in E-Commerce 2024 in Indonesia. A total of 725 valid responses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that AI responsiveness, AI reliability, and AI empathy positively influence trust, with AI empathy showing the strongest effect. All three AI service dimensions also have direct positive effects on continuance intention. Trust significantly influences continuance intention and partially mediates the relationships between AI service dimensions and continuance intention. Additionally, novelty seeking and parasocial interaction both positively affect continuance intention. The findings suggest that continuance intention toward AI-enabled e-commerce platforms is shaped by a combination of experiential, cognitive, motivational, and relational factors. The study extends information systems continuance theory by demonstrating that experiential and relational evaluations of AI services complement trust-based mechanisms in explaining sustained consumer engagement. These insights are important for the design and management of AI-enabled e-commerce platforms in emerging digital markets.

INTRODUCTION

The rapid diffusion of artificial intelligence (AI) technologies has fundamentally transformed the landscape of electronic commerce, reshaping how consumers search for information, evaluate alternatives, and interact with digital platforms (Rovčanin, 2025; Wang, 2025). AI-powered applications such as chatbots, recommender systems, and image-based search have become integral components of contemporary e-commerce ecosystems, enabling firms to deliver more personalized, efficient, and responsive services to consumers (Huang & Rust, 2021; Wirtz et al., 2018). In emerging digital markets, particularly in Southeast Asia, the integration of AI into e-commerce platforms has accelerated alongside the expansion of internet penetration and mobile commerce adoption, intensifying competition among platforms and heightening consumer expectations regarding service quality and experience.

In the Indonesian context, the expansion of e-commerce provides a particularly salient setting for examining the evolving role of AI in consumer behavior. Indonesia's e-commerce market is currently the largest in Southeast Asia, valued at approximately USD 65 billion, and is projected to reach nearly USD 150 billion in gross merchandise value by 2030, reflecting its strategic importance to national economic development (Statista, 2025). The rapid growth of this sector has been driven by rising internet penetration, improved digital infrastructure, and a growing population of online consumers, with the number of e-commerce users expected to approach 99 million by 2029 (Statista, 2025). Beyond its economic scale, e-commerce in Indonesia has fundamentally altered shopping tendencies, expanding consumer access to goods and services, including in geographically remote areas, while simultaneously increasing competition among platforms such as Shopee, Tokopedia, and Blibli. However, despite this rapid adoption, the industry remains in a developmental stage, facing persistent challenges related to logistics reliability, product quality assurance, and consumer trust, particularly in relation to data privacy and transparency (World Bank Group, 2024). In response to increasing transaction volumes and heightened consumer expectations, Indonesian e-commerce platforms have begun implementing AI-based technologies, including automated chatbots, algorithmic recommendation systems, and digital payment innovations, to enhance efficiency and personalization. Yet, the deployment of these AI applications remains uneven and primarily operational in nature, with limited understanding of how consumers experience (Immaculata et al., 2025) interpret, and evaluate AI-mediated service encounters. This combination of rapid market growth, evolving shopping behaviors, and partial AI integration underscores that AI-enabled e-commerce in Indonesia is not a stabilized phenomenon but an emerging and dynamic field, necessitating empirical investigation from a consumer science perspective.

Prior research in consumer sciences has consistently emphasized the central role of consumer experience in shaping satisfaction, trust, and future behavioral intentions in online shopping contexts. For instance, a recent study by Immaculata et al. (2025) demonstrated that positive consumer experience in Indonesian e-commerce, especially in post-purchase stages such as delivery and return services, significantly enhances customer satisfaction and future purchase intention. While this study provides important insights into logistics and service quality, it conceptualizes experience from an operational perspective, with limited attention to how AI-enabled interactions specifically reshape consumer–platform relationships. In a related vein, research by Agustin et al. (2025) examined how cognitive and affective mechanisms, such as mindfulness and perceived control, interact with digital payment systems to influence impulsive buying. Their findings suggest that advanced digital features do not merely facilitate transactions but actively shape consumers' mental states and behavioral intentions. Nonetheless, this study focuses on payment mechanisms and does not explore the autonomous, continuous nature of AI-driven service encounters that contribute to consumer experience beyond traditional website or service quality dimensions. Furthermore, a growing body of literature, such as the work by Indrajaya et al. (2025), points to the importance of relational mechanisms, demonstrating that consumers often develop perceived social bonds with brand-related personas (parasocial interaction), which in turn influence trust and purchase intention. While this relational dynamic has been examined in livestreaming and social commerce, its intersection with AI-based service experience remains underexplored,

particularly as AI systems increasingly emulate human-like interaction through conversational agents.

From a theoretical standpoint, trust remains a critical mediator between technology-enabled experiences and continuance intention in e-commerce. Well-established studies in information systems and consumer behavior consistently demonstrate that trust reduces perceived uncertainty and enhances consumers' willingness to rely on digital platforms for repeated transactions (Gefen et al., 2003; McKnight et al., 2017). In AI-enabled environments, trust is no longer directed solely toward sellers or platforms, but also toward algorithmic systems that curate information, make recommendations, and interact directly with users (Bawack et al., 2021). Despite its importance, empirical research that integrates AI service experience, trust, and social interaction mechanisms into a unified consumer behavior model remains limited, particularly in emerging market contexts.

The uniqueness of this study lies in its holistic and integrative approach. It extends beyond the traditional focus on AI as a mere functional tool by positioning it as a transformative experiential and relational agent. By concurrently examining the direct effects of AI service dimensions, the mediating role of trust, and the moderating influences of consumer innovativeness (novelty seeking) and social connection (parasocial interaction), this research offers a more nuanced, consumer-centered investigation of AI in e-commerce. It bridges critical gaps between information systems continuance theory, AI service literature, and consumer psychology.

Accordingly, this study seeks to address these gaps by examining how AI service experience manifested through chatbots, recommender systems, and image-based search shapes trust and continuance intention in e-commerce platforms, while accounting for the roles of parasocial interaction and novelty seeking. By focusing on consumer perceptions rather than solely technological capabilities, this research extends prior work in consumer sciences and e-commerce by positioning AI not merely as an efficiency-enhancing tool, but as a transformative experiential and relational agent in digital consumption. In doing so, this study responds to recent calls for more nuanced, consumer-centered investigations of AI in marketing and e-commerce, particularly within rapidly growing Asian digital markets.

METHOD

Research Design

This study employed a quantitative, cross-sectional research design to examine the determinants of consumer continuance intention toward AI-enabled e-commerce platforms in Indonesia. A survey-based approach was selected to capture consumers' perceptions and behavioral intentions related to artificial intelligence (AI) features embedded in e-commerce platforms, including chatbots, recommender systems, and image-based search tools. Afterwards we conducted data analysis using Structural Equation Modelling, Partial Least Square (SEM PLS). SEM PLS was employed due to its suitability for prediction-oriented research and its ability to estimate complex models involving multiple latent constructs and mediation effects. PLS-SEM is also robust to non-normal survey data and is appropriate for analyzing large-scale Likert-based consumer datasets in emerging research contexts (Hair et al., 2021; Sarstedt et al., 2022).

The data used in this study were drawn from the Omnibus Survey on Artificial Intelligence Usage in E-Commerce 2024, which was conducted nationally across Indonesia in November 2024. The omnibus design enabled the collection of diverse consumer insights within a single large-scale survey while maintaining consistency in measurement and administration procedures. This research focuses on consumer perceptions of AI responsiveness, AI reliability, AI empathy, trust, novelty seeking, parasocial interaction, and continuance intention.

Sampling

The target population of this study consisted of Indonesian consumers aged 18 years and above who had prior experience using AI-enabled features on e-commerce platforms. These features included, but were not limited to, automated chatbots, personalized recommendation systems, and image-based product search. A non-probability purposive sampling technique was employed, as respondents were required to have prior exposure to AI-driven e-commerce services to ensure the relevance and validity of their responses. A total of 783 respondents participated in the survey. After data screening to remove incomplete and inconsistent responses, 725 valid responses were retained for analysis.

The response rate was calculated as the number of valid responses divided by the total collected responses, resulting in a response rate of 92.6%. The final sample size exceeds the minimum requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for complex models with multiple latent constructs and indicators. The demographic profile of respondents indicates broad representation across gender, education, and occupational categories. Female respondents accounted for 56.9%, male respondents for 42.4%, and 0.7% identified as non-binary. The majority of respondents belonged to Generation Z, reflecting the dominant demographic of active AI users in Indonesian e-commerce. Most respondents were students, followed by private employees, entrepreneurs, and freelancers, which aligns with the current landscape of digital commerce adoption in Indonesia.

Measurement

All constructs in this study were measured using multi-item reflective scales adapted from established peer-reviewed literature to ensure content validity. The questionnaire employed a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree (Malhotra, 2019). To enhance comprehension and accessibility, the survey instrument was administered in both Indonesian and English. The constructs and their measurement sources are summarized as follows: AI Responsiveness (ARS) was measured using items adapted from Prentice and Nguyen (2020), capturing the extent to which AI tools provide timely and prompt responses to user requests. AI Reliability (ARE) was measured using items adapted from Prentice and Nguyen (2020), reflecting perceptions of consistency, accuracy, and dependability of AI services. AI Empathy (AEM) was measured using items adapted from Prentice and Nguyen (2020), assessing the perceived adaptability and supportive nature of AI interactions. Trust (TRS) was measured using three items adapted from Bawack et al. (2021), evaluating perceptions of honesty, trustworthiness, and dependability of the e-commerce platform. Novelty Seeking (NVS) was measured using three items adapted from Um et al. (2020), capturing consumers' tendencies to seek new and stimulating experiences.

Parasocial Interaction (PAR) was measured using four items adapted from Rungruangjit (2022), reflecting consumers' perceived emotional connection with brand-related persons such as influencers or livestream hosts. Continuance Intention (CIN) was measured using three items adapted from Nguyen et al. (2021), assessing consumers' intention to continue using AI-enabled features in e-commerce platforms. Measurement reliability and validity were assessed through indicator loadings, composite reliability (CR), and average variance extracted (AVE). All indicator loadings exceeded the recommended threshold of 0.70, composite reliability values ranged above 0.70, and AVE values exceeded 0.50, indicating satisfactory internal consistency and convergent validity.

Data Collection

Data were collected using an online self-administered questionnaire distributed through digital channels commonly accessed by Indonesian consumers. Participation was voluntary, and respondents were informed of the academic purpose of the study prior to completing the survey. To ensure data quality, responses were screened for completeness and response consistency. The questionnaire was pre-tested to ensure clarity of wording and contextual relevance to Indonesian e-commerce practices. Ethical considerations were observed throughout the data collection process, including respondent anonymity, confidentiality of information, and informed consent. Online consent was obtained through a mandatory agreement statement prior to survey participation.

Data Analysis

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected due to its suitability for prediction-oriented research, its robustness to non-normal data distributions, and its ability to handle complex models with multiple constructs and indicators. The analysis followed a two-stage approach. First, the measurement model was evaluated by examining indicator reliability, internal consistency reliability (composite reliability), and convergent validity (AVE). Second, the structural model was assessed by evaluating standardized path coefficients, coefficients of determination (R^2), and hypothesis testing results.

Hypotheses H1–H9 were tested by examining the significance of the corresponding structural paths using bootstrapping procedures with a resampling technique. The mediating role of trust (TRS) in the relationships between AI service dimensions (AI responsiveness, AI reliability, AI empathy) and continuance intention was assessed through indirect effect analysis using bootstrapped confidence intervals. The coefficient of determination (R^2) values was used to assess the explanatory power of the model for trust and continuance intention. All statistical decisions were based on established PLS-SEM evaluation criteria.

RESULTS AND DISCUSSION

Findings

This chapter presents the empirical results of the study obtained through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings are organized into four main sections: respondent profile, measurement model evaluation, structural model evaluation, and mediation analysis. All hypotheses proposed in this study were tested using bootstrapping procedures in SmartPLS.

Respondent Profile

A total of 783 respondents participated in the survey. After screening for incomplete and inconsistent responses, 725 valid responses were retained for further analysis. Respondents were drawn from various regions across Indonesia, ensuring broad geographical representation. In terms of gender, 56.9% of respondents identified as female, 42.4% as male, and 0.7% as non-binary. The sample was predominantly composed of Generation Z consumers, reflecting the primary user group of AI-enabled e-commerce platforms in Indonesia. Regarding educational background, the majority of respondents had completed high school education, followed by bachelor's degree holders and respondents with vocational or postgraduate qualifications. Most respondents were students, followed by private employees, entrepreneurs, and freelancers. This demographic profile aligns with the characteristics of active AI users in Indonesian e-commerce and supports the relevance of the sample for this study.

Measurement Model Evaluation

The measurement model was evaluated to assess indicator reliability, internal consistency reliability, and convergent validity. All constructs were specified as reflective constructs. Indicator Reliability was assessed using outer loading values. All indicators demonstrated satisfactory reliability, with outer loadings exceeding the recommended threshold of 0.70. The loading values ranged from 0.794 to 0.959, indicating that each indicator adequately represents its corresponding latent construct.

Internal Consistency Reliability was evaluated using Composite Reliability (CR). The CR values for all constructs exceeded the minimum recommended value of 0.70, confirming satisfactory internal consistency among the indicators. This result indicates that the measurement scales reliably capture their intended constructs. Convergent Validity was assessed using the Average Variance Extracted (AVE). All constructs achieved AVE values greater than 0.50, demonstrating that each construct explains more than half of the variance in its indicators. Overall, the results indicate that the measurement model meets the established criteria for reliability and convergent validity.

Structural Model Evaluation

The structural model was assessed by examining path coefficients, coefficients of determination (R^2), and hypothesis testing results. Bootstrapping procedures were used to evaluate the statistical significance of the proposed relationships. Coefficient of Determination (R^2) The coefficient of determination (R^2) for Trust (TRS) was 0.313, indicating that AI responsiveness, AI reliability, and AI empathy jointly explain 31.3% of the variance in trust. The R^2 value for Continuance Intention (CIN) was 0.545, suggesting that trust, AI service dimensions, novelty seeking, and parasocial interaction collectively explain 54.5% of the variance in continuance intention. These values indicate moderate to strong explanatory power of the proposed model.

Hypothesis Testing Results

Hypotheses were tested by examining the significance of the standardized path coefficients. The results are presented in accordance with the hypothesis numbering. Effects of AI Service Dimensions on Trust The results indicate that AI responsiveness, AI reliability, and AI empathy all have positive and significant effects on trust, supporting H1, H2, and H3. Among these dimensions, AI empathy exhibited a relatively stronger effect on trust compared

to AI responsiveness and AI reliability, indicating the importance of adaptive and supportive AI interactions in trust formation.

Direct Effects of AI Service Dimensions on Continuance Intention The findings show that AI responsiveness, AI reliability, and AI empathy each have positive effects on continuance intention, supporting H4, H5, and H6. These results suggest that consumers' evaluations of AI service performance and interaction quality directly contribute to their intention to continue using AI-enabled e-commerce platforms. Effect of Trust on Continuance Intention The analysis reveals that trust has a strong positive effect on continuance intention, providing support for H7. This result confirms the central role of trust in encouraging consumers to continue engaging with AI-enabled e-commerce platforms.

Effects of Novelty Seeking and Parasocial Interaction on Continuance Intention The results further indicate that novelty seeking has a positive and significant effect on continuance intention, supporting H8. Consumers with a higher tendency to seek new and stimulating experiences are more likely to continue using AI-enabled e-commerce platforms. Additionally, parasocial interaction was found to have a positive effect on continuance intention, supporting H9. This finding suggests that consumers perceived emotional connections with brand-related persons, such as influencers or livestream hosts, contribute to sustained platform usage.

Mediation Analysis

To examine the mediating role of trust, indirect effects from AI responsiveness, AI reliability, and AI empathy to continuance intention through trust were assessed using bootstrapping procedures. The results indicate that trust partially mediates the relationships between each AI service dimension and continuance intention. Specifically, AI responsiveness, AI reliability, and AI empathy influence continuance intention both directly and indirectly through trust. These findings suggest that while positive AI service experiences can independently motivate continued usage, their effects are strengthened when consumers develop trust in the platform and its AI-enabled services.

Summary of Findings

Overall, the findings demonstrate that the proposed model effectively explains consumer continuance intention toward AI-enabled e-commerce platforms in Indonesia. AI service dimensions responsiveness, reliability, and empathy, play a critical role in shaping trust and continuance intention. Trust emerges as a key mediating mechanism, while novelty seeking and parasocial interaction further enhance consumers' intentions to continue using AI-enabled e-commerce services. These results provide a robust empirical foundation for the subsequent discussion and theoretical interpretation. This chapter discusses the findings of the study by interpreting the empirical results in relation to prior literature and the theoretical framework proposed. The discussion is organized according to the tested hypotheses, followed by managerial implications, theoretical contributions, and study limitations.

AI Service Dimensions and Trust: Extending AI Service Experience Literature (H1–H3)

The findings confirm that AI responsiveness, AI reliability, and AI empathy positively influence trust, which is consistent with prior studies emphasizing the importance of service quality attributes in AI-mediated interactions (Huang & Rust, 2021; McLean & Osei-Frimpong, 2019; Nguyen et al., 2025). This alignment reinforces the argument that consumers evaluate AI services not merely as technical systems but as service agents capable of shaping

relational perceptions. However, this study extends existing literature by demonstrating that AI empathy exerts a stronger influence on trust compared to responsiveness and reliability.

While earlier research often treated AI service experience as a unidimensional construct or focused heavily on functional efficiency, the present findings suggest a shift in consumer expectations. In digitally mature environments, responsiveness and reliability may be perceived as baseline requirements, whereas empathetic and adaptive AI interactions become key differentiators in trust formation. This finding expands Huang and Rust's (2021) proposition that AI increasingly operates as a "social actor" in service encounters. In emerging markets such as Indonesia, empathetic AI may play a particularly important role in reducing psychological distance and uncertainty, thereby strengthening trust toward both the AI system and the platform.

Direct Effects of AI Service Dimensions on Continuance Intention: Beyond Trust-Based Models (H4–H6)

Consistent with prior studies on AI service experience and user retention (Nguyen et al., 2025; Prentice & Nguyen, 2020), this study finds that AI responsiveness, reliability, and empathy directly influence continuance intention. These results support the notion that positive AI-mediated service encounters can independently motivate sustained usage. Importantly, this study extends continuance intention theory by demonstrating that experiential evaluations of AI services influence continuance intention even when trust is included as a mediator.

While classical IS continuance models emphasize cognitive beliefs such as satisfaction and trust as primary drivers (Bhattacherjee, 2001), the present findings suggest that in AI-enabled contexts, experiential immediacy also plays a critical role. Consumers may continue using AI-enabled platforms not only because they trust them, but because the AI interactions themselves are perceived as convenient, reliable, and adaptive. This result highlights a meaningful evolution of continuance intention mechanisms in AI-driven environments, where experience-based value complements traditional belief-based explanations.

Trust and Continuance Intention: Confirming IS Continuance Theory (H7)

The strong positive effect of trust on continuance intention is fully consistent with information systems continuance theory and extensive empirical evidence in online commerce (Bhattacherjee, 2001; Gefen et al., 2003; McKnight et al., 2017). This finding confirms that trust remains a foundational determinant of post-adoption behavior, even as digital services become increasingly automated and algorithm-driven. In line with recent AI-focused research (Bawack et al., 2021), this study shows that trust in AI-enabled e-commerce encompasses confidence not only in the platform but also in the algorithmic systems that curate information and interact with users. Given ongoing concerns related to data privacy, opacity, and algorithmic bias, trust appears to function as a critical psychological assurance that legitimizes continued reliance on AI-mediated services. Thus, rather than diminishing the role of trust, AI integration may in fact intensify its importance in sustaining consumer engagement.

Novelty Seeking and Parasocial Interaction: Expanding the Scope of Continuance Research (H8–H9)

The positive effect of novelty seeking on continuance intention aligns with prior research on consumer innovativeness and technology adoption (Hirschman, 1980; Um et al., 2020). This finding confirms that consumers who actively seek new and stimulating experiences are more inclined to continue using AI-enabled e-commerce platforms. More

importantly, the significant role of parasocial interaction extends existing literature in a novel direction. While prior studies have primarily examined parasocial interaction in the context of livestream shopping and influencer marketing (Rungruangjit, 2022; Sokolova & Kefi, 2020), this study demonstrates that parasocial interaction also contributes to platform-level continuance intention, not merely purchase intention.

This result suggests that sustained exposure to brand-related personas, facilitated by AI-driven personalization and recommendation algorithms, can strengthen emotional attachment and habitual platform use. In doing so, this study bridges parasocial interaction theory with IS continuance research, highlighting the growing convergence of AI, social commerce, and relational consumption.

The Mediating Role of Trust: Integrating Experiential and Cognitive Pathways

The mediation analysis reveals that trust partially mediates the relationship between AI service dimensions and continuance intention, which both confirms and extends prior models of online consumer behavior. Consistent with Bhattacherjee (2001), trust serves as a key cognitive mechanism linking system evaluations to continued use. However, the partial (rather than full) mediation observed in this study indicates that AI service experience exerts influence through dual pathways: indirectly through trust, and directly through experiential value. This finding suggests that continuance intention in AI-enabled e-commerce cannot be fully explained by belief-based mechanisms alone. Instead, experiential and affective evaluations of AI interactions play an increasingly prominent role, particularly in contexts where AI is deeply embedded in everyday consumption practices.

Managerial Implications

From a managerial perspective, the findings suggest that e-commerce platforms should move beyond viewing AI merely as an efficiency-enhancing tool. While responsiveness and reliability remain essential, platforms should prioritize empathetic and adaptive AI design, as these attributes have a disproportionate impact on trust formation. Moreover, trust-building strategies such as transparency in data usage, explainable AI features, and consistent AI performance are critical for sustaining long-term consumer engagement. Platforms may also strategically target novelty-seeking consumers by continuously introducing innovative AI features and clearly communicating their value. Finally, the role of parasocial interaction highlights the importance of integrating AI-driven personalization with social commerce elements, such as influencers and livestream hosts, to foster emotional engagement and reinforce continuance intention.

Theoretical Contributions

This study contributes to the literature in several important ways. First, it advances AI-enabled service research by empirically validating a multidimensional conceptualization of AI service experience. Second, it extends IS continuance theory by demonstrating that experiential and relational factors play a critical role alongside trust in shaping continuance intention. Third, by integrating parasocial interaction into a continuance intention model, this study bridges consumer science, marketing, and information systems research. Finally, the Indonesian context enriches existing literature by providing insights from an emerging digital market, where AI adoption dynamics may differ from those observed in developed economies.

Limitations and Future Research

Despite its contributions, this study has limitations. The dominance of younger respondents may limit generalizability across age groups. Additionally, the cross-sectional design restricts causal inference. Future research could adopt longitudinal or experimental approaches to examine how trust and continuance intention evolve as AI technologies mature. Future studies may also incorporate additional variables such as perceived risk, ethical concerns, or algorithmic transparency to further illuminate consumer responses to AI-enabled services.

The findings offer several important managerial implications for e-commerce platforms and digital businesses operating in Indonesia. First, platform managers should prioritize trust-building mechanisms when implementing AI services. Transparent data practices, clear explanations of AI functionalities, and reliable customer support can enhance consumer trust and foster long-term platform usage. Second, while efficiency-oriented AI features such as chatbots and automated responses remain necessary, platforms should invest in AI designs that emphasize empathy, adaptability, and personalization. AI systems that respond contextually to user needs may create stronger experiential value and differentiate platforms in a competitive market. Third, e-commerce firms can strategically leverage novelty-seeking consumers by introducing innovative AI features and communicating these updates effectively. Targeting consumers who are intrinsically motivated by innovation may accelerate adoption and encourage continued use of AI-enabled services.

Finally, the positive link between continuance intention and parasocial relationships suggests that platforms should carefully integrate social commerce elements, such as livestreaming and influencer collaboration, alongside AI-driven personalization to enhance emotional engagement without compromising authenticity.

CONCLUSION

This study demonstrates that consumer continuance intention toward AI-enabled e-commerce platforms is shaped by a combination of experiential, cognitive, motivational, and relational factors that extend beyond technological capability alone. Among the AI service experience dimensions examined, AI empathy emerged as the most decisive driver of trust, while AI responsiveness and reliability function as baseline service expectations. Trust, in turn, acts as a central mediating mechanism linking AI service experience to continuance intention, though the partial mediation observed confirms that consumers are also driven by the direct experiential value of AI interactions perceived as convenient, supportive, and personally relevant. Additionally, novelty seeking and parasocial interaction contribute independently to sustained platform engagement, suggesting that long-term consumer commitment in AI-enabled e-commerce arises from the interplay of technology, trust, motivation, and relational experience. These findings extend information systems continuance theory by foregrounding experiential and relational evaluations as essential complements to trust-based mechanisms in post-adoption consumer behavior. From a managerial standpoint, platforms are advised to prioritize empathetic and adaptive AI development, implement data transparency and explainable AI principles, and integrate AI personalization with social commerce features to deepen users' emotional attachment. Future research should expand demographic coverage, adopt longitudinal designs to capture behavioral change over time, and explore additional

constructs such as privacy risk perception and ethical concerns over algorithmic bias, while qualitative and experimental approaches would further strengthen causal understanding of AI design on consumer behavior.

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