

The Effect of Customer Experience and AI Personalization on Customer Loyalty Mediated by Customer Satisfaction on Shopee

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ABSTRACT

The rapid growth of e-commerce in Indonesia has intensified competition among platforms. Although Shopee is the most widely accessed e-commerce platform in Indonesia, maintaining customer loyalty remains challenging as consumers increasingly expect personalized, fast, and consistent shopping experiences. This study examines the effects of customer experience and AI personalization on customer loyalty, with customer satisfaction as a mediating variable among Shopee users in Greater Jakarta (Jabodetabek). A quantitative approach with purposive sampling was employed. Data were collected through questionnaires from 113 Shopee users and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results indicate that customer experience, AI personalization, and customer satisfaction positively and significantly influence customer loyalty. Customer satisfaction also partially mediates the relationships between customer experience and customer loyalty, as well as between AI personalization and customer loyalty. The dominant indicators were feeling comfortable when using Shopee (CX3), recommendations based on unique personal data (AIP3), and order fulfillment in terms of timeliness, quality, quantity, and delivery location (CSI). These findings suggest that enhancing enjoyable shopping experiences, relevant AI-driven personalization, and customer satisfaction can strengthen customer loyalty toward Shopee.

Keywords: AI Personalization, Customer Experience, Customer Loyalty, Customer Satisfaction

Pengaruh *Customer Experience* dan *AI Personalization* terhadap *Customer Loyalty* yang dimediasi *Customer Satisfaction* di Shopee

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ABSTRAK

Pesatnya perkembangan *e-commerce* di Indonesia diikuti meningkatnya persaingan antar platform. Meskipun Shopee merupakan *e-commerce* yang paling banyak diakses di Indonesia, mempertahankan loyalitas pelanggan tetap menjadi tantangan karena konsumen mengharapkan pengalaman berbelanja yang lebih personal, cepat, dan konsisten. Penelitian ini bertujuan menganalisis pengaruh *customer experience* dan *AI personalization* terhadap *customer loyalty* dengan *customer satisfaction* sebagai variabel mediasi pada pengguna Shopee di Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling*. Data diperoleh melalui penyebaran kuesioner kepada 113 pengguna Shopee di Jabodetabek dan dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan SmartPLS 4. Hasil penelitian menunjukkan bahwa *customer experience*, *AI personalization*, dan *customer satisfaction* berpengaruh positif dan signifikan terhadap *customer loyalty*. *Customer satisfaction* juga memediasi secara parsial pengaruh *customer experience* dan *AI personalization* terhadap *customer loyalty*. Indikator dominan pada masing-masing variabel adalah merasa nyaman mengunjungi Shopee (CX3), rekomendasi berdasarkan data pribadi yang unik (AIP3), ketepatan waktu, kualitas, kuantitas, dan lokasi (CS1). Penelitian ini menyimpulkan bahwa loyalitas pelanggan Shopee dapat ditingkatkan melalui pengalaman berbelanja yang menyenangkan, personalisasi AI yang relevan, serta layanan yang meningkatkan kepuasan pelanggan.

Kata kunci: *AI Personalization, Customer Experience, Customer Loyalty, Customer Satisfaction*