

Abstract

This study investigates the impact of AI-driven personalized marketing on consumer satisfaction and purchasing behavior among Indonesian Generation Z e-commerce users aged 18–25. Grounded in the Technology Acceptance Model (TAM) and Expectation-Confirmation Theory (ECT), the research explores how perceived personalization influences consumer responses in digital shopping contexts. Using a quantitative, cross-sectional survey design, 153 valid responses were collected and analyzed using SPSS. Descriptive, correlation, and regression analyses revealed significant positive relationships between perceived personalization, satisfaction, and purchasing behavior. Perception strongly predicted satisfaction, while both perception and satisfaction significantly influenced purchasing behavior. The findings align with existing literature, highlighting the psychological and behavioral impact of AI personalization. Practical implications include the importance of relevance-driven and user-centered personalization strategies to foster trust and conversion. This study contributes to the limited localized research on AI personalization in Southeast Asia and provides actionable insights for marketers targeting young digital consumers in emerging e-commerce markets.

1. Introduction

Artificial intelligence (AI) is rapidly transforming global e-commerce by enabling platforms to deliver personalized marketing experiences that cater to individual consumer preferences. Through the use of machine learning, natural language processing, and behavioral analytics, AI-powered systems can dynamically tailor product recommendations, advertisements, and content in real time (Patil et al., 2024). While such systems are widely adopted in developed markets, there remains a relative lack of empirical research into how these technologies influence consumer behavior in emerging digital economies, particularly in Southeast Asia.

Indonesia represents one of the fastest-growing e-commerce markets in the region, with a user base increasingly composed of digitally native Generation Z consumers. This demographic, aged between 18 and 25, constitutes over 27% of Indonesia's population