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Navigating Style: Exploring the Influence of Perceived Benefit and Perceived Ease of Use on Attitude Towards Use in AI-Enhanced Fashion E-Commerce

Puji Istiqomah
Department of Management, Universitas Bengkulu, Indonesia

Lizar Alfansi
Department of Management, Universitas Bengkulu, Indonesia

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Corresponding author:
Pujiistiqomah361@gmail.com

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Abstract

Purpose: This research will focus on empirical analysis of the role of attitude towards use as a mediating variable between perceived benefit and perceived ease of use towards actual use. The research object is consumers who use e-commerce in Indonesia to purchase products in the fashion industry.

Method: This research adopts a quantitative-explanatory approach, focusing on the consumer e-commerce within the fashion industry as its target population. The precise magnitude of this population remains indeterminate. Employing a purposive sampling technique, carrying 270 of respondents whom at least two purchases of fashion items through e-commerce.

Result: Perceived Benefit and Perceived Ease of Use positive significant toward Actual Use. Furthermore, Perceived Benefit and Perceived Ease of Use positive significant on Attitude Towards Use. Moreover, Attitude Towards Use positive significant on Actual Use. In terms of indirect hypothesis testing, Attitude Towards Use is partially mediating both the relation between Perceived Benefit and Perceived Ease of Use on Actual Use.

INTRODUCTION

E-commerce has undergone significant growth in recent years, bringing about substantial transformations in commerce through increased users and commercial websites (Soleimani, 2022). According to the Global E-commerce Update in 2021, eMarketer estimated that e-commerce sales grew by 27.6% in 2020 compared to the previous year, reaching a total of USD 4.28 trillion (Flood, 2021). Statistical projections regarding the Global Retail E-commerce Market Size for 2014–2023 indicate an anticipated ongoing increase in e-retail sales, reaching USD 5.4 trillion by 2022. In recent years, particularly amid challenges faced by the retail industry, the impact of the COVID-19 pandemic on consumer behavior and the global economy has been underscored. The pandemic has accelerated the adoption of e-commerce as the primary shopping mode, prompting retailers to quickly adjust their strategies (Jiang & Stylos, 2021; Li & Fisher, 2022; Kurniawati et al., 2021). E-commerce has evolved beyond a transactional tool to become a platform for brand-building, customer interaction, and collecting valuable data for enhancing personalization and customer satisfaction (Kumar & Venkatesan, 2021). With such rapid growth, new challenges and opportunities have emerged in this sector. In the fashion industry context, the COVID-19 pandemic has significantly reshaped consumer dynamics, prompting a fundamental shift towards

online shopping and forcing fashion retailers to redefine their strategies (McTiernan, 2021). E-commerce has become the predominant mode of transaction and evolved into a multifaceted platform for brand-building, customer engagement, and data-driven personalization (McTiernan, 2021). Amid these changes, fashion businesses have navigated challenges and seized opportunities, focusing on enhancing the online customer experience, adapting business models, and staying attuned to evolving consumer preferences to maintain a competitive edge in the transformed market landscape (Tupikovskaja-Omovie & Tyler, 2021). Savvy retailers have focused on improving the online customer experience, innovating business models, and adapting to changes in consumer preferences to gain a competitive edge in the highly competitive market. Competitive advantage is crucial, as it allows businesses to differentiate their products or services from competitors, creating opportunities to expand market share (Mahdi & Nassar, 2021; Knudsen et al., 2021).

In the current research landscape, particularly within the timeframe influenced by the COVID-19 pandemic, adopting AI-based technology emerges as a pivotal strategy for achieving a competitive advantage in the fashion e-commerce sector. Notably, advancements in AI enable e-commerce platforms to offer consumers a highly personalized, efficient, and engaging shopping experience. This e-commerce platform is particularly critical in the context of the pandemic-driven surge in online shopping. Researchers emphasize that integrating AI allows platforms to analyze extensive datasets encompassing customer behavior and preferences, facilitating a nuanced understanding of individual tastes and enabling targeted product recommendations (Khrais, 2020; Ameen et al., 2021). As highlighted in recent studies, AI-driven product recommendation technology is crucial in elevating the shopping experience by presenting consumers with tailored suggestions, thereby increasing conversion rates and maximizing the value of their virtual shopping carts (Habil et al., 2023). Moreover, the research underscores the significance of AI-powered chatbot systems in providing responsive and instant customer service, particularly in aiding consumers in navigating online platforms, locating products, and seamlessly completing purchases (Evangelista, 2020). This technological innovation, aligned with the temporal backdrop of the pandemic, not only meets heightened consumer expectations but also positions e-commerce companies strategically in a dynamic and ever-evolving business environment (Evangelista, 2020). As the fashion industry continues to adapt to the changing landscape, the integration of AI technologies emerges as a research focus, offering insights into how these advancements contribute to the overall competitiveness and resilience of e-commerce platforms during this transformative period. Adopting AI in the business world only sometimes yields positive impacts. Referring to research conducted by Anic et al. (2019), the main issue lies in potential concerns regarding customer privacy. With AI's capability to collect, analyze, and extensively use consumer data, there is a risk of personal information being misused or exposed without permission, creating distrust among consumers (Nablsi & Al-Barden, 2023). E-commerce with AI adoption is susceptible to algorithmic discrimination, where AI systems may reinforce or exacerbate existing societal inequalities (Hermann, 2022). If algorithmic data is not representative or reflects biases, AI decisions may become unfair, creating inequality in the online shopping experience (Hermann, 2022). This phenomenon might affect consumers' actual use of e-commerce platforms and impact the profitability and sustainability of e-commerce itself. Therefore, comprehensive empirical research is needed regarding actual use and influencing factors.

Consumer challenges related to AI adoption in e-commerce, especially concerning data privacy, constitute only a few reasons for not using e-commerce. Consumers ultimately conduct assessments to measure the benefits and costs they receive (Wai et al., 2019). When consumers perceive that using a platform provides real or highly perceived benefits, they are more likely to use the service actively and vice versa (Wai et al., 2019). In other words, the perceived benefit can positively influence actual e-commerce use. This relationship aligns with research by Rigopoulos & Askounis (2007), Yusoff et al. (2009), and Priyono (2017), indicating that AI systems capable of understanding and predicting consumer behavior can create a more personal and satisfying shopping experience. The effectiveness of AI adoption in e-commerce platforms is closely tied to consumers' perceived ease of use and convenience. AI technology's ability to learn consumer

behavior has created a different perception among consumers (Sung et al., 2021). When consumers feel that using AI technology for online shopping is easier and more intuitive, they are more inclined to actively adopt and use the platform (Sharma et al., 2023). In other words, perceived ease of use positively influences actual e-commerce use. This relationship is also confirmed by research done by Bugembe (2010), Santoso (2012), and Sudaryati et al. (2017), indicating that AI integration into the search system can better understand consumer requests, generate more relevant results, and facilitate the product selection process.

The relationship between perceived benefit and perceived ease of use regarding actual usage only sometimes yields linear findings. Gusni et al. (2020) confirm that perceived benefit does not directly influence the actual use of e-commerce platforms. In his research, Gusni et al. (2020) mentioned that trust in data security, customer support availability, and service quality, which can also influence consumer decisions to use e-commerce platforms, are significant factors. On the other hand, research findings by Kosadi et al. (2021) confirm that perceived ease of use does not significantly affect actual e-commerce platform use, as when consumers have found the products they want, AI technology cannot automatically change the offered product recommendations, resulting in consumers receiving similar product recommendations. In his research, Kosadi et al. (2021) mentioned that this decreases the intensity of actual e-commerce platform use. These diverse research findings further highlight inconsistencies in this study. To address this gap, mediation variables are needed to accommodate the relationship between perceived benefit and perceived ease of Use towards actual Use. The mediation variable used in this study is "Attitude Towards Use." Attitude Towards Use reflects individuals' positive or negative evaluations of technology use, which, in turn, can influence the extent to which they use the technology. Furthermore, Attitude Towards Use explains how individuals' subjective attitudes toward technology Use can mediate between perceived benefits, ease of use perceptions, and actual usage actions. The Use of the Attitude Towards Use variable as a mediating variable in this study is consistent with Kosadi et al. (2021) and Gusni et al. (2020) research.

The above phenomenon can be explained in more detail through the theory proposed by Ajzen (1991), namely the Theory of Planned Behavior. The Theory of Planned Behavior can be used to explain human behavior in adopting a technology or performing a specific action. Ajzen (1991), in his theory, explained that there are three main variables predicting behavior: Attitude, Subjective Norm, and Perceived Behavioral Control. In this theory, Attitude Towards Use is a mediating factor that reflects individuals' evaluations of technology use. Perceived benefit can influence a positive attitude towards Attitude Use, while Perceived Ease of Use can influence individuals' perceived ease of using the technology. Additionally, the finding that perceived benefit does not directly affect actual Use can be explained by the mediating variable Attitude Towards Use, as individuals' subjective attitudes toward the benefits of technology can mediate actions of actual Use.

This research will focus on empirical analysis of the role of attitude towards Use as a mediating variable between perceived benefit and perceived ease of Use towards actual Use. The research object is consumers in the fashion industry who use e-commerce in Indonesia to purchase products. The data released by Databoks (2023) explains that the transaction volume of fashion industry products accounted for 22% of total e-commerce spending throughout 2020 (Lidwina, 2021). By using this object, the phenomenon is expected to be explained comprehensively. Within the scope of this study, a distinctive novelty unfolds as we delve into the intricacies of AI adoption in the fashion e-commerce sector. Notably, the research analysis underscores a pioneering examination of this subject, contributing a fresh perspective to the existing body of research. Notably, utilizing the attitude towards the use variable as a mediating factor represents a departure from conventional approaches, infusing this research with a unique dimension that has yet to be explored in prior research endeavors. Additionally, this research introduces another layer of innovation by incorporating the Theory of Planned Behavior, providing a comprehensive framework for understanding the intricate interplay between variables shaping the phenomenon at the heart of the investigation.

Attitude Towards Use and Actual Use

The significant positive relationship between Attitude Towards Use and Actual Usage reflects user behavior patterns that are supportive and active toward using technology (Prastiawan et al., 2021). When a user has a positive attitude towards using a technology, such as artificial intelligence (AI) in e-commerce platforms, it tends to increase their likelihood of actively using that technology. Positive attitudes can manifest in users' beliefs that using technology will bring benefits, ease their activities, or enhance their online shopping experience (Prastiawan et al., 2021). Furthermore, positive attitudes can motivate users to try new features provided by AI technology, increasing the frequency and intensity of usage. This is supported by the research conducted by Suki & Suki (2011), Prastiawan et al. (2021), and Suryaningsih et al. (2023). Thus, the formulated hypothesis is as follows:

H1. Attitude Towards Use has a positive and significant influence on Actual Use

Perceived Benefit, Attitude Towards Use, Actual Use

In AI usage on E-commerce platforms, perceived benefit refers to users' positive perceptions of the benefits they can gain from utilizing the technology (Malaquias et al., 2019). This perception may encompass various aspects, such as increased transaction efficiency, improved user experience, personalized services, or the potential for relevant offers and recommendations (Priyono, 2017).

The direct relationship between perceived benefits and attitude toward use is that the greater the perceived benefits, the more positive the users' attitudes are toward using AI technology in e-commerce platforms (Priyono, 2017). This implies that when users realize and understand the benefits they can derive from AI technology, they will likely develop a positive attitude towards its use (Putranto & Pramudina, 2015). For example, suppose a user knows that using AI technology on an E-commerce platform can generate more accurate product recommendations based on their preferences, expedite the transaction process, or provide more responsive customer service. In that case, they are likelier to develop a positive attitude towards using AI technology. In other words, perceived benefit acts as a trigger that motivates users to perceive AI technology as a valuable, beneficial, and relevant tool or feature in the context of E-commerce platform usage. This positive attitude encourages them to use and adopt AI technology in their interactions with the E-commerce platform. This is supported by the research conducted by Rigopoulos & Askounis (2007), Yusoff et al. (2009), Priyono (2017), and Malaquias & Huang (2019). Therefore, the formulated hypotheses are as follows:

H2: Perceived Benefit has a positive and significant influence on Actual Use

H3: Perceived Benefit has a positive and significant influence on Attitude Towards Use

H4: Attitude Towards Use mediates the relation between Perceived Benefit and Actual Use

Perceived Ease of Use, Attitude Towards Use, Actual Use

In adopting artificial intelligence (AI) technology on E-commerce platforms, perceived ease of use is critical in shaping users' attitudes toward the technology (Bugembe, 2010). If users perceive using AI on E-commerce platforms as easy to understand and implement, it enhances their positive attitudes toward using the technology (Santoso, 2012). This positive attitude, in turn, can have positive consequences for actual use.

The relationship between perceived ease of use and actual use is not only direct; users' attitudes towards using AI, referred to as attitude towards use, serve as a mediator playing a crucial role in the technology adoption process (Sudaryati et al., 2017). In other words, a positive attitude towards the ease of use of AI can indirectly mediate its influence on the increase in actual use. In this case, if users feel that using AI is easy and have a positive attitude towards the technology, they are more likely to adopt AI technology on E-commerce platforms actively (Suryaningsih et al., 2023). Attitude toward use bridges perceived ease of use with actual use, forming a complex dynamic in users' decision-making regarding adopting AI technology (Prastiawan et al., 2021). Therefore, a profound understanding of how these factors interact can assist in developing effective strategies to enhance the adoption of AI technology on E-commerce platforms. This aligns with

the research conducted by Alalwan et al. (2017). Based on the above explanations, the formulated hypotheses are as follows:
H5: Perceived Ease of Use has a positive and significant influence on Actual Use
H6: Perceived Ease of Use has a positive and significant influence on Attitude Towards Use
H7: Attitude Towards Use mediates the relation between Perceived Ease of Use and Actual Use

RESEARCH METHODS

This research adopts a quantitative-explanatory approach, focusing on consumer e-commerce within the fashion industry as its target population. The precise magnitude of this population remains indeterminate. Employing a purposive sampling technique, the study determines the sample size by applying the formula elucidated by Hair et al. (2019). This formula involves multiplying the number of variable indicators by 5, 10, 15, and 20 factors. Adhering to this formula, the research selects 270 respondents from 18 indicators multiplied by 15. The questionnaire is distributed through the researcher's social media and various online platforms, ensuring broad reach and demographic diversity for a comprehensive sample. Specific sampling criteria mandate that respondents reside in Indonesia and have made at least two purchases of fashion items through e-commerce. Data collection employs an online questionnaire administered via the Google Form platform with specific criteria such as being over 17 years old, having experience using AI features in fashion e-commerce, and living in Indonesia. This research utilizes a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data analysis method employed in this research encompasses descriptive statistical analysis and SEM-PLS analysis facilitated by SmartPLS 4 software. The SEM-PLS analysis consists of three stages: outer model analysis, inner model analysis, and hypothesis testing, as explicated by Hair et al. (2019).

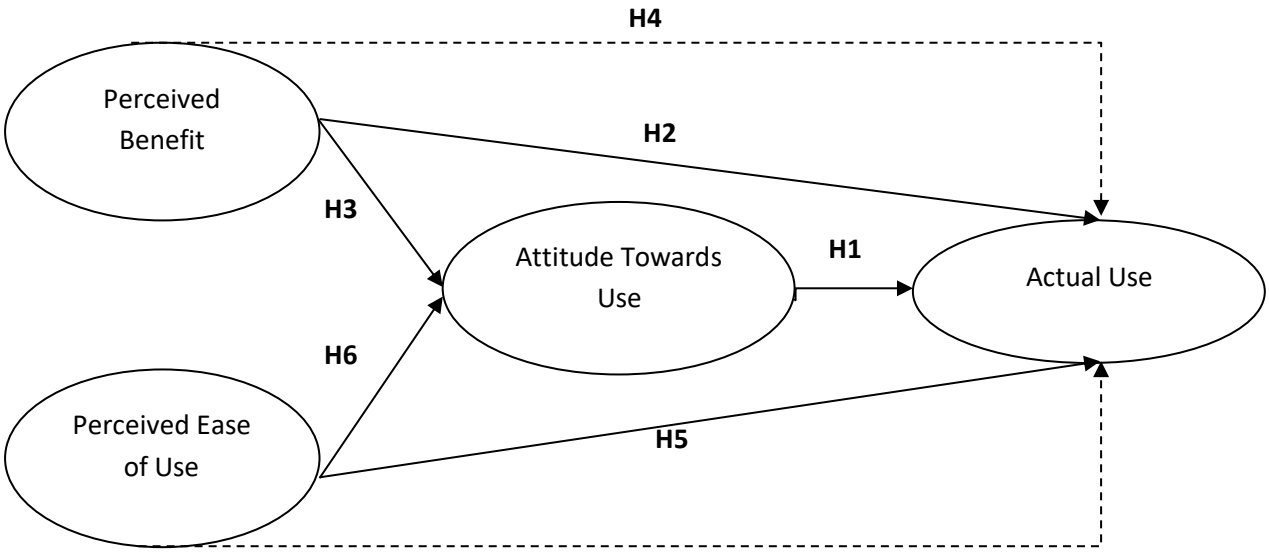

Figure 1.
Research Conceptual

Table 1.

List of items Employed to The Study

No	Variable	Items	Source
1	Perceived Benefits	• I believe that the utilization of artificial intelligence on this platform can assist me in discovering products that align with my preferences. • The artificial intelligence system on this platform enhances my ability to find products that fit within my budget. • Product recommendations generated by artificial intelligence tend to be more relevant compared to when I search on my own. • The use of artificial intelligence on this platform enables me to discover products that I might never have found independently. • In my opinion, the incorporation of artificial intelligence will make the online shopping experience more efficient. • Artificial intelligence aids me in finding products of higher quality.s.	Kanwal et al. (2020)
2	Perceived Ease of Use	• The artificial intelligence system on this platform is easily comprehensible to me. • Interacting with this artificial intelligence system is a straightforward task for me. • I feel comfortable communicating with the artificial intelligence-based virtual assistant on this platform. • I find the steps to utilize the artificial intelligence features on this platform to be quite simple.	Tahar et al. (2020)
3	Attitude Towards Use	• I believe that the utilization of artificial intelligence in e-commerce platforms will enhance efficiency and convenience in my online shopping experience. • I maintain a positive attitude towards the implementation of artificial intelligence technology in e-commerce platforms as it has the potential to improve the relevance of product search results. • The incorporation of artificial intelligence in e-commerce platforms instills confidence in me when making purchasing decisions, as the recommendations align with my preferences. • I perceive the integration of artificial intelligence in e-commerce platforms as a positive innovation that can elevate the quality of the online shopping experience. • I am confident that the use of artificial intelligence in e-commerce platforms can identify products that better suit individual needs and preferences.	Mâţă et al. (2020)
4	Actual Use	• In the past month, I have frequently utilized artificial intelligence systems for online fashion shopping on this platform. • I have experimented with products recommended by this artificial intelligence system. • Over the last three months, a substantial portion of my purchases has been influenced by recommendations provided by the artificial intelligence system.	Sharma & Sharma (2019)

RESULTS & DISCUSSION

In this investigation, Structural Equation Modeling-Partial Least Squares (SEM-PLS), facilitated by the SmartPLS 4 software, could give a precise analysis result compared to other software. The research framework underwent assessment through a sequential progression of three distinct phases: outer model analysis, inner model analysis, and hypothesis testing for the constructs under study. The outer model analysis was designed to evaluate the validity and reliability of latent variable constructs. Validity was ascertained through a meticulous examination of factor loading values, whereby indicators were considered valid and robust if the loading factor coefficients surpassed the threshold of 0.6. This criterion was contingent upon other loading factor values for the measured construct variables exceeding 0.6. As depicted in Table 2, the reflective measurements in this study exhibited elevated validity, as indicated by noteworthy correlation values for each item across all variables. Notably, all items demonstrated factor loading values exceeding 0.60 concerning the assessed construct variables. Consequently, all research items are valid and exhibit strong associations. The validation of the study's constructs found additional support through the Average Variance Extracted (AVE) test, which posits that indicators are considered valid if the AVE values surpass 0.50. This criterion aligns with prior research conducted by Hair et al. (2019) and Ghozali and Latan (2012). In the present study, all variables—specifically, service quality, product innovation, customer satisfaction, and customer loyalty—exhibited AVE values exceeding 0.50, affirming their validity.

Table 2.
Validity and Reliability

Variables	Items	Loading Factors	Cronbach Alpha	Composite Reliability	AVE	Interpretation
Perceived Benefit	X1.1	0.892	0.922	0.939	0.720	Valid
	X1.2	0.883				Valid
	X1.3	0.864				Valid
	X1.4	0.825				Valid
	X1.5	0.825				Valid
	X1.6	0.800				Valid
Perceived Ease of Use	X2.1	0.870	0.885	0.921	0.743	Valid
	X2.2	0.860				Valid
	X2.3	0.893				Valid
	X2.4	0.825				Valid
Attitude Toward Use	Z1	0.847	0.898	0.925	0.711	Valid
	Z2	0.858				Valid
	Z3	0.884				Valid
	Z4	0.804				Valid
	Z5	0.819				Valid
Actual Use	Y1	0.862	0.832	0.899	0.748	Valid
	Y2	0.895				Valid
	Y3	0.836				Valid

Source: Primary Data Processed, 2023

The convergent validity of the measurement model employed in this study is evaluated using three distinct methodologies. Firstly, each Average Variance Extracted (AVE) construct surpasses the threshold of 0.5, affirming robust convergence among the constructs. Secondly, to be considered robust and reliable, each construct's Composite Reliability (CoR) must exceed 0.7. Lastly, adhering to optimal standards, the factor loadings are expected to surpass 0.7 to denote a high level of convergent validity (Hair, 2019). The explication leads to the inference that all items utilized in this study exhibit validity. Further elaboration on this matter is presented in Table 3.

Table 3.
Cross Loading result of factor analysis

	Actual Use	Attitude Toward Use	Perceived Benefit	Perceived Ease of Use
X1.1	0,482	0,760	0,892	0,753
X1.2	0,465	0,723	0,883	0,766
X1.3	0,470	0,692	0,864	0,747
X1.4	0,447	0,679	0,825	0,687
X1.5	0,412	0,629	0,825	0,745
X1.6	0,520	0,660	0,800	0,686
X2.1	0,447	0,688	0,767	0,870
X2.2	0,475	0,645	0,743	0,860
X2.3	0,452	0,726	0,759	0,893
X2.4	0,501	0,755	0,700	0,825
Y1	0,862	0,542	0,450	0,412
Y2	0,895	0,569	0,445	0,417
Y3	0,836	0,645	0,523	0,567
Z1	0,509	0,847	0,720	0,775
Z2	0,582	0,858	0,730	0,723
Z3	0,599	0,884	0,734	0,717
Z4	0,508	0,804	0,636	0,655
Z5	0,672	0,819	0,611	0,579

Source: Primary Data Processed, 2023

The findings derived from the factor analysis reveal that the cross-loadings observed among indicators within a given construct surpass those associated with indicators from other constructs. This implies that each construct exhibits unique characteristics distinguishing it from others. Such circumstances contribute to an improved discriminant validity for each item employed in this study. Consequently, it can be affirmed that all measurement items in this measurement model serve as valid and reliable instruments for representing the underlying theoretical constructs.

Table 4.
R^2 and Adjusted R^2

	R Square	R Square Adjusted
Actual Use	0,465	0,459
Attitude Toward Use	0,718	0,716

Source: Primary Data Processed, 2023

The coefficient of determination, commonly denoted as R-squared (R2), measures how variability in the dependent variable can be elucidated by the variability in the independent variables utilized within a regression model. The R2 value ranges between 0 and 1, with a higher value indicating the model's superior ability to explicate data variability. Referring to Table VI, the R2 value for Actual Use is 0.465, signifying that 46.5% of the variability in Actual Use can be accounted for by the variability in the independent variables employed in this study (table 4). Similarly, the R2 value for Attitude Towards Use is 0.718, implying that 71.8% of the variability in Attitude Towards Use can be explained by the variability in the independent variables used in this research.

Table 5.
Summary of hypotheses testing result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Interpretation
Attitude Toward Use -> Actual Use	0,711	0,709	0,105	6,773	0,000	supported
Perceived Benefit -> Actual Use	0.187	0.189	0.088	2,123	0.034	supported
Perceived Benefit -> Attitude Toward Use	0,425	0,427	0,092	4,635	0,000	supported
Perceived Ease of Use -> Actual Use	0.215	0.218	0.088	2,433	0,015	supported
Perceived Ease of Use -> Attitude Toward Use	0,453	0,450	0,081	5,582	0,000	supported
Perceived Benefit -> Attitude Toward Use -> Actual Use	0,302	0,301	0,075	4,040	0,000	supported
Perceived Ease of Use -> Attitude Toward Use -> Actual Use	0,322	0,320	0,081	3,993	0,000	supported

Source: Primary Data Processed, 2023

Hypothesis testing functions to determine whether a hypothesis can be accepted or not. This assessment is based on evaluating path coefficients at a significance level of 5%, indicating a probability significance level of ≤0.05 (α=5%). In Table 5, the results show that the significance values (P Values) for the influence of Perceived Benefit and Perceived Ease of Use toward Actual Use are 0,034 (<0,05); 0,015 (<0,05), which remains that H2 & H5 are supported. The analysis of the influence of Perceived Benefit and Perceived Ease of Use toward Attitude Towards Use have P-Values of 0.000 (<0,05); 0,000 (<0,05) by then both H3 & H6 are supported. The result also reveals that the P-Values for Attitute Towards Use on Actual Use is 0,000 (<0,05), which means H1 is supported. In terms of indirect hypothesis testing, Attitude Towards use partially mediates both the relation between Perceived Benefit and Perceived Ease of Use on Actual Use; the P-Values represent it on each path, which is 0,000 (<0,05); 0,000 (<0,05), which indicating that H4 & H7 remains supported.

In adopting artificial intelligence (AI) in the e-commerce industry, comprehensive analysis reveals that consumers' attitudes toward AI technology positively and significantly impact the actual utilization of these features. These results signify the importance of cultivating positive consumer attitudes towards the presence and utilization of AI technology in the online shopping experience. Consistent with these findings, e-commerce companies' strategies can focus on enhancing consumers' positive perceptions of AI technology. It is crucial to note that positive consumer attitudes can be a primary driver for adopting AI technology within e-commerce platforms. By understanding that these attitudes are crucial in consumers' decisions to use AI features actively, companies can design more effective marketing strategies and education campaigns focusing on AI technology's concrete benefits.

Furthermore, companies' efforts to improve the quality of service and interactions with consumers become crucial. These enhancements include optimizing user interfaces, providing user training, and integrating AI features that deliver clear and tangible value to consumers. By creating a seamless user experience and delivering tangible benefits, companies can build and strengthen consumers' positive attitudes toward using AI technology. Overall, the findings of this analysis underscore the complexity and importance of consumer attitudes in adopting AI technology on e-commerce platforms. Strategies that combine the improvement of positive attitudes with enhancements in service quality can be critical to a company's success in effectively integrating AI technology and garnering consumer support for its use in the e-commerce context. These findings

align with the research results (Suki & Suki, 2011; Prastiawan et al., 2021; Suryaningsih et al., 2023).

In the context of adopting artificial intelligence (AI) in e-commerce platforms, the analysis results highlight that the perception of benefits has a positive and significant impact on actual usage by consumers. These findings indicate that the greater the perceived benefits to users from implementing AI technology in e-commerce platforms, the higher the likelihood that they will indeed adopt and utilize the features offered by AI. To support this adoption, e-commerce companies need to maintain and even enhance the benefits provided by AI technology. Therefore, marketing strategies can be optimized by focusing communication on the concrete benefits obtained by consumers through the utilization of AI technology. This involves improving efficiency, personalizing the shopping experience, and enhancing service quality supported by artificial intelligence. By understanding and communicating these benefits, companies can create a positive understanding among consumers, encourage the adoption of AI technology, and ultimately increase the actual usage levels on their e-commerce platforms. These findings also support research conducted by Rigopoulos & Askounis (2007) and Mohd.Yusoff et al., (2009); Priyono, (2017); Malaquias et al., (2019)

From an in-depth analysis of the adoption of artificial intelligence (AI) in e-commerce platforms, the findings indicate that the perception of benefits plays a crucial role in shaping consumers' attitudes toward AI technology. A positive and significant influence of perceived benefits on attitudes towards use illustrates that the greater the perceived benefits for consumers from implementing AI technology on e-commerce platforms, the more positive their attitudes towards its utilization. These perceived benefits include enhanced shopping efficiency, more accurate product recommendations, personalized user experiences, and more effective customer service. Confronting these findings, e-commerce companies must focus their marketing strategies on enhancing consumers' understanding of the tangible benefits they can derive from AI technology. Educating consumers becomes paramount, where companies can communicate how the presence of AI technology in their platform will provide significant added value.

Furthermore, strengthening the relationship between the benefits of AI technology and consumer attitudes can be reinforced through transparent communication, practical demonstrations, and positive customer testimonials. It is crucial to understand that adopting AI technology in e-commerce is not merely about technical features but also how it can enhance the overall consumer experience. Consequently, these findings are the foundation for a holistic strategy that includes marketing, education, and customer interactions to support adopting AI technology in e-commerce. This aligns with research conducted by Priyono (2017) and Putranto & Pramudina (2015).

In the context of adopting artificial intelligence (AI) in the e-commerce industry, findings from mediation testing indicate that consumer attitudes toward using AI technology play a pivotal role as a positive mediator between perceived benefits and actual usage. This implies that a significant portion of the optimistic impact consumers perceive regarding the utility of AI technology can be elucidated by their favorable attitudes toward its utilization. Marketing strategies emphasizing the enhancement of consumer attitudes toward AI technology become crucial in optimizing the adoption of this technology within e-commerce platforms. Companies must focus on education and communication, highlighting tangible benefits consumers can derive from implementing AI technology. A deeper understanding of the psychological and behavioral factors shaping consumer attitudes toward this technology can be the foundation for developing more effective marketing strategies. By recognizing that consumer attitudes mediate the relationship between perceived benefits and actual usage, e-commerce companies can design marketing campaigns that showcase advanced AI features and build a positive image associated with its use. Identifying specific elements in the user experience that create a positive attitude can assist companies in directing their resources more efficiently, thereby supporting the growth of AI technology adoption in e-commerce. These findings confirm the results of research conducted by Gusni et al. (2020) and Prastiawan et al. (2021).

In adopting Artificial Intelligence (AI) in e-commerce platforms, analysis findings indicate

that the perception of user-friendliness plays a crucial role in promoting consumers' actual usage of AI technology. The success of consumer adoption of AI technology can be enhanced by ensuring that the user interface in e-commerce platforms is designed intuitively. Focusing on developing an intuitive user interface involves design that minimizes complexity and guides users clearly through AI features, such as simple settings, easily understandable navigation, and the presentation of information in a clear and structured manner. Understanding AI concepts and benefits becomes more accessible to consumers with a user-friendly interface. Additionally, user training and guidance also play a significant role in improving the perception of user-friendliness. E-commerce platform providers can offer easily accessible tutorials or interactive guides that assist consumers in understanding how to use AI features. By providing clear and in-depth information, consumers can feel more confident and comfortable utilizing artificial intelligence to enhance their shopping experience. Overall, comprehending and addressing barriers in the perception of user-friendliness are critical steps in enhancing the adoption of AI technology on e-commerce platforms, thereby increasing the effectiveness and relevance of e-commerce platforms in this digital era. This aligns with the research findings conducted by Bugembe (2010), Santoso (2012), Sudaryati et al. (2017).

In adopting artificial intelligence (AI) in the e-commerce industry, research findings assert that the perception of ease of use positively and significantly impacts consumers' attitudes toward using AI technology. This implies that the more accessible consumers can interact with AI technology in the online shopping experience, the more positive their attitudes toward its adoption. To achieve this, e-commerce companies must optimize interface design and user experience, ensuring intuitive design and simple navigation. Additionally, consumer education on ease of use becomes a critical element of marketing strategy, where service providers can provide clear and easily understandable information on how to use AI technology. Thus, a combination of technological optimization and educational strategies can form a solid foundation for enhancing AI adoption in the e-commerce sector, with the expectation of strengthening the online shopping experience and building positive consumer attitudes toward technological innovation. These findings support the results of research conducted by Prastiawan et al. (2021) and Suryaningsih et al. (2023). In adopting artificial intelligence (AI) in the e-commerce industry, the results of mediating tests reveal that attitude towards use, i.e., consumers' attitudes toward using AI technology, positively mediate between perceived ease of use and actual use. This finding indicates that the positive effect of perceived ease of use on actual use can largely be explained through the formation of consumer attitudes toward AI technology. Therefore, a focus on developing positive consumer attitudes toward the ease of use of technology becomes crucial in enhancing the effectiveness of AI technology adoption in e-commerce platforms. Marketing and educational strategies emphasizing ease of use through intuitive interfaces and clear user guides are crucial to building this positive perception, enabling e-commerce companies to support the transition of consumers from positive attitudes to actual actions in adopting AI technology. This aligns with research conducted by Mufarih et al. (2020), shaykh et al. (2017), and Alalwan et al. (2017).

CONCLUSION

This research provides a comprehensive overview of adopting artificial intelligence (AI) in the e-commerce industry. The main findings emphasize the crucial role of consumer attitudes toward AI technology as a positive mediator between perceived ease of use and actual use. Consumers' positive attitudes toward the ease of using AI technology on e-commerce platforms are vital to enhancing the effectiveness of adopting this technology. The analysis results also affirm that perceived benefit, ease of use, and attitude towards use significantly influence actual use, creating a complex relationship in AI technology adoption. In the context of AI adoption on e-commerce platforms, consumers evaluate the benefits provided by this technology as a critical factor driving actual usage. Improved shopping efficiency, accurate product recommendations, and personalized user experiences are primary factors that enhance the role of perceived benefit in adoption. Perceived ease of use has also proven significant in driving actual use, emphasizing the

importance of an intuitive user interface and ease of interaction with AI technology. Furthermore, attitude towards use positively influences consumer decisions to use AI features.

Educating consumers in the fashion industry about concrete benefits, ease of use, and positive attitudes toward AI technology becomes a focal point in effective marketing strategies. E-commerce companies in the fashion industry can maximize the adoption of AI technology by ensuring transparency, clear communication, and satisfying user experiences. Strengthening positive consumer attitudes through marketing approaches and efforts to improve service quality is critical in supporting the evolution of e-commerce platforms in the fashion industry toward a more sophisticated digital era.

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