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Antecedents Of The Intention To Use Chatgpt As A Tool For Shopping Information Search In Indonesia

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ABSTRACT

The popularity of artificial intelligence (AI) technology has driven the development of new strategies for online shopping, combining technological interaction and commercial transactions through virtual assistants like ChatGPT. Although this technology is still in the exploration phase among consumers, several studies have examined factors influencing consumers' intention to use ChatGPT for product information search, including performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, habit, AI self-efficacy, perceived satisfaction, and social influence. However, findings remain inconsistent. This study aims to address this gap by analyzing the determinants of consumers' intention to use ChatGPT as a source of shopping information. A total of 269 active ChatGPT users participated, and the data were analyzed using SPSS and SmartPLS-PLS. The results show that performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, habit, AI self-efficacy, and perceived satisfaction positively and significantly influence intention to use ChatGPT. Conversely, social influence shows no significant effect. This study contributes to the marketing literature on AI use in e-commerce. It offers practical insights for marketing managers to design strategies that optimize ChatGPT to enhance the consumer experience and promote AI adoption in the Indonesian market.

INTRODUCTION

The rapid advancement of digital technologies has transformed how consumers search for and process information before making purchases (Onorato et al., 2024), enabling faster product comparisons, access to reviews, and personalized recommendations via smart devices and internet connectivity (Araújo et al., 2022). This shift has made purchase decision-making more research-oriented rather than advertisement-driven (Shi, 2024), with AI-driven systems increasingly supporting interactive and customized shopping experiences (Obiegbu & Larsen, 2025). Within this context, ChatGPT has emerged as a widely used AI application (Swindell et al., 2024), serving as an information source and functional assistant for activities including shopping (Potwora et al., 2024). Globally, it reaches 400 million weekly active users, projected to reach one billion by late 2025, predominantly male and under 25 (Duarte, 2025). In Indonesia, ChatGPT has 52% adoption among workers and entrepreneurs, with around 5 million users aged 17–35, contributing to a 71% market share and intense urban penetration driven by educational, professional, and creative use on smartphones (garuda.website, 2025).

Consumers increasingly face decision paralysis due to overwhelming product choices and excessive information, complicating purchasing decisions (Foroughi et al., 2025). AI technologies like ChatGPT help mitigate this by providing interactive, natural-language responses that simplify information processing (Chinenye et al., 2022) and by delivering relevant, unbiased product recommendations, as they are not tied to specific brands (Dwivedi et al., 2023). However, adoption remains uneven, reflecting a technological adoption gap, as many consumers are unprepared to integrate ChatGPT into their shopping behavior (Amalia et al., 2023). Trust in AI and technology anxiety influence intention to use ChatGPT (Chen et al., 2022), while social factors such as peer influence and trends also shape usage decisions (Choudhury & Shamszare, 2023). Understanding these factors is crucial, as ChatGPT increasingly affects access to product information and services (Kasilingam, 2020). This study offers insights to enhance user education and guide feature development that meet diverse consumer needs (Alafnan et al., 2023), supporting optimized information search and improved decision-making (Singh et al., 2023).

This study is grounded in the UTAUT2 (Unified Theory of Acceptance and Use of Technology 2) framework, widely used to explain technology adoption in consumer contexts (Donmez-Turan, 2020). UTAUT2 highlights factors such as performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit, which remain highly relevant in technology adoption research (Sonia et al., 2024). In the context of ChatGPT, AI self-efficacy, defined as an individual's belief in their ability to use AI technologies, plays a crucial role (Bewersdorff et al., 2025a). Higher AI self-efficacy increases confidence, adaptability, and adoption intention (Mark et al., 2024; Acosta-Enriquez et al., 2025).

Prior studies have shown that intention to use is influenced by several factors, including performance expectancy (Buyan et al., 2023; Choudhury & Shamszare, 2024), effort expectancy (Rachmawati et al., 2020; Schomakers et al., 2022; Kwee et al., 2022), social influence (Gunawan et al., 2023; Gharaibeh, 2024), facilitating conditions (Buraimoh et al., 2022; Rachmawati et al., 2020), hedonic motivation (Noerman et al., 2025; Rahayu et al., 2025), habit (Agrawal et al., 2024; Patrisia et al., 2024), and perceived satisfaction (Umboh et al., 2024; Elistia et al., 2023). Odelia &

Ruslim (2023) and Ayaz & Yanartaş (2020) consistently show that performance expectancy is a key predictor of intention to use in various digital technology adoption contexts.

Prior studies highlight the strong link between AI self-efficacy, perceived satisfaction, and intention to use (Sari et al., 2025; Ismaniati et al., 2025; Yavich et al., 2025). Students with higher AI self-efficacy report greater satisfaction due to confidence in using AI tools (Jeilani & Abubakar, 2025), a finding supported by Parsakia (2023), who shows that frequent, satisfying chatbot interactions enhance self-efficacy and learning satisfaction. Similar patterns appear in healthcare, where self-efficacy increases satisfaction, trust, and adoption of AI tools (Silitubun, 2023). Meanwhile, AI self-efficacy consistently strengthens intention to use (Suaradewa et al., 2024) and enhances willingness to adopt AI in education (Acosta-Enriquez et al., 2025).

The primary variable in this study is intention to use, defined as an individual's willingness to adopt a technology in daily activities (Xue et al., 2024). In AI-based tools such as ChatGPT, intention to use reflects users' readiness to rely on the system for shopping information (Alblooshi & Abdul Hamid, 2021). It is shaped by factors such as AI self-efficacy, performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit (Zhang et al., 2022). Another key variable is perceived satisfaction, referring to users' cognitive and emotional evaluation of their interaction experience, including expectation–performance comparisons, enjoyment, and comfort (Hikmayanti Huwaida et al., 2023; Dubey & Sahu, 2021). In AI technologies, perceived satisfaction captures how well systems meet expectations regarding accuracy, relevance, speed, and usability, influenced by performance, interactivity, personalization, and user control (Jin et al., 2020; De Leon et al., 2020).

In practice, individuals use ChatGPT for shopping information due to its perceived efficiency, reflecting intense performance expectancy (Walrave et al., 2021). Performance expectancy (PE) is the belief that ChatGPT provides meaningful benefits, such as faster and more accurate product information (Alabdullah et al., 2020), which strengthens intention to use when it helps achieve goals effectively (Thu Pham et al., 2020). Users also adopt ChatGPT for its simplicity and ease of use, aligning with effort expectancy (Alshahri, 2020). Effort expectancy (EE), defined as perceived ease of use (Suyanto et al., 2024), increases intention to use when minimal effort is required (Kamalia & Ariyanti, 2025). Social influence (SI), shaped by peer recommendations or social trends (Yawised et al., 2020; Hua, 2020; Sitorus & Vania, 2022), further motivates adoption when these sources are credible.

In the context of ChatGPT, social recommendations and usage trends can encourage adoption (Fernando et al., 2020), especially when users have adequate support, such as stable internet and compatible devices, reflecting facilitating conditions (Purnomo et al., 2023). Facilitating conditions (FC) encompass resources, infrastructure, and technical support that enable smooth use, enhancing both intention and actual usage when users feel confident (Wang et al., 2023; Feng et al., 2025). Users also enjoy interacting with ChatGPT for its interactivity and novelty, which illustrates hedonic motivation (Zahren et al., 2025). Hedonic motivation (HM), defined as pleasure derived from use, strengthens engagement and intention beyond functional benefits (Mauritsius & Braza, 2021; Fauziah et al., 2025). Repeated interactions form a habit (H),

reflecting routine reliance on ChatGPT, reinforcing intention to use and improving efficiency through familiarity (Buyalskaya et al., 2023; Kumar et al., 2020).

In educational technology adoption, the relationship between performance expectancy and intention to use is widely highlighted, including in Rumangkit et al. (2023). Performance expectancy refers to individuals' belief that technology enhances task effectiveness (Sholihah et al., 2023). The study shows that higher confidence in learning tools such as Canva, Kahoot, Zoom, and Google Meet increases students' intention to use them. This finding confirms that perceived usefulness strongly drives technology adoption, as students who see clear academic benefits feel more motivated and confident in using learning media (Noble et al., 2022). However, prior studies focus mainly on general e-learning rather than varied interactive tools (Alblooshi & Abdul Hamid, 2022).

Artificial Intelligence (AI) has become essential in supporting consumer shopping decisions in Indonesia by enabling real-time personalization of the shopping experience. A study on the Shopee platform shows that AI can generate relevant product recommendations, helping consumers, particularly Generation Z, select items that better match their needs and preferences (Alfadlilah et al., 2025). This personalization enhances customer engagement and trust in e-commerce platforms, ultimately increasing purchase frequency and consumer loyalty (Mandagie & Kristaung, 2025). AI also contributes through chatbots and virtual assistants that streamline the shopping process, from product recommendations to after-sales services, thereby reducing uncertainty and accelerating online purchase decisions (Detty Risetya, 2023).

This study presents a clear departure from previous research, which has broadly applied the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) in the context of digital learning and general information systems. Prior studies show that performance expectancy is the most dominant predictor of technology adoption, as individuals are more inclined to use a system when they believe it can enhance their effectiveness and performance (Van Huy et al., 2024). However, this study differs by focusing on generative Artificial Intelligence, specifically ChatGPT, used as a decision-support tool in online shopping rather than as a learning or information system. Moreover, earlier research, such as that by Daniali et al. (2022), demonstrates that factors such as effort expectancy and social influence also significantly affect intention to use, with their effects varying by gender. Building on these insights, the present study uniquely examines how gender-based perceptual differences shape the relationship between performance expectancy and intention to use ChatGPT in the online shopping context, offering a more targeted explanation than prior research. Therefore, this study aims to examine the antecedents of intention to use AI technology, specifically ChatGPT.

RESEARCH METHOD

This study examines consumer intention to use ChatGPT for shopping-related information search. Primary data were collected through an online questionnaire distributed via Google Forms. The research was conducted in Indonesia without geographical restrictions, as data collection was entirely online. Indonesia was selected because ChatGPT has been widely adopted in the country, ranking sixth globally in user numbers and accounting for 32% of Southeast Asia's

market share (Populix, 2025). Convenience sampling was used, enabling the researcher to reach eligible respondents via social media platforms such as WhatsApp, Twitter, and TikTok. The population of this study consists of all ChatGPT users in Indonesia. The sample is a subset of this population: Indonesian citizens who use ChatGPT and know how to operate it. The sample size was calculated by adding the number of indicators and latent variables, then multiplying the total by five for the minimum requirement and by ten for the maximum (Hair et al., 2019). Using the formula $5a \leq x \leq 10a$, with a representing 42 indicators and nine latent variables ($a = 51$), this study requires between 255 and 510 respondents.

The study included eight independent variables: AI self-efficacy, performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, and perceived satisfaction, along with two dependent variables: intention to use ChatGPT and perceived satisfaction. Perceived satisfaction is influenced by AI self-efficacy. This study proposed nine hypotheses, as summarized in the research model presented in Figure 1. All variables were measured using a six-point Likert scale ranging from 1 (strongly disagree) to 6 (strongly agree). This scale is widely used to capture respondents' agreement levels (Kandasamy et al., 2020) and was chosen to reduce response bias, consistent with Taherdoost's (2019) recommendations.

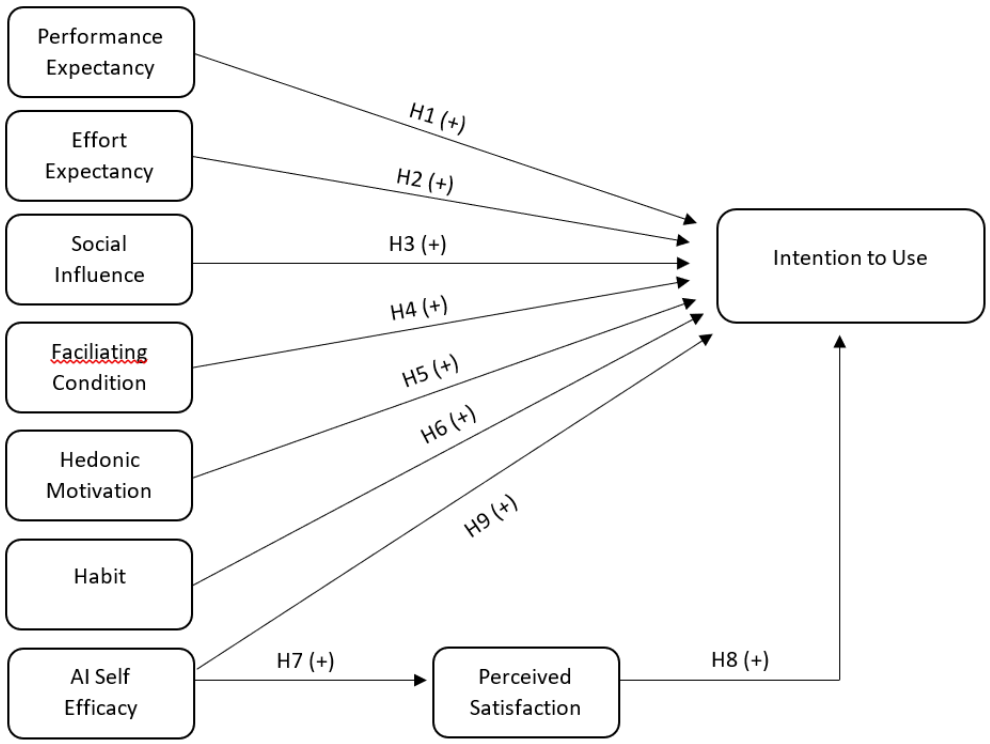

Figure 1. Framework model

Source: Author compilation (2025)

The data analysis techniques employed in this study included descriptive and statistical analyses. Descriptive analysis was used to present the demographic profile of respondents. Statistical analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. This modeling approach involved two stages: the

measurement model assessment and the structural model assessment. The measurement model assessment included tests of validity and reliability. In contrast, the structural model assessment comprised collinearity testing, evaluation of R-square and Q-square values, and analysis of path coefficients.

RESULTS AND DISCUSSION

Respondent Profile

The study sample comprised Indonesian citizens under 40 who actively use ChatGPT. Out of 297 collected responses, 269 were valid after screening for eligibility and removing duplicates. Table 1 summarizes respondents' demographics, including gender, age, occupation, average monthly income, ChatGPT experience, and average usage duration.

Table 1. Respondent Profile

Respondent Characteristics	Frequency	%
Gender		
Male	143	53,16%
Female	126	46,84%
Age		
≤ 20 years	31	11,52%
21 - 25 years	148	55,02%
26 - 30 years	48	17,84%
31 - 35 years	19	7,06%
36 - 40 years	13	4,83%
≥ 40 years	10	3,72%
Occupation		
Students / University Students	148	55,02%
Entrepreneurs	31	11,15%
Private Sector Employees	59	21,93%
Civil Servants (State Civil Apparatus)	30	11,52%
Fresh Graduates	1	0,37%
Income		
≤ 2.000.000 IDR	68	25,28%
2.000.001 IDR - 4.000.000 IDR	90	33,46%
4.000.001 IDR - 6.000.000 IDR	50	18,59%
6.000.001 IDR - 8.000.000 IDR	25	9,29%
8.000.001 IDR - 10.000.000 IDR	14	5,20%
≥ 10.000.001 IDR	22	8,18%
Frequency of ChatGPT usage		
< 1 hours	269	100%
1 - 2 hours	0	0
3 - 4 hours	0	0

Source Processed data (2025)

The respondents were primarily male (53.16%) and aged 21–25 years (55.02%). Students comprised the largest occupational group (55.02%), followed by private-sector employees (21.93%), entrepreneurs (11.15%), and civil servants (11.52%). The majority earned between Rp 2,000,001 and Rp 4,000,000 per month (33.46%), with 25.28% earning ≤ Rp 2,000,000. All respondents reported using ChatGPT for less than 1 hour per day (100%), indicating limited daily engagement. Overall, the sample represents a young, student-dominated, low- to middle-income population with brief ChatGPT usage patterns.

Measurement Model: Validity and Reliability Data

The measurement model was tested through validity and reliability assessments. These tests aimed to ensure that the indicators used met the criteria for accuracy and consistency. The research model analyzed using the PLS algorithm is presented in Figure 2, and the results of the measurement model and reliability tests are summarized in Table 2.

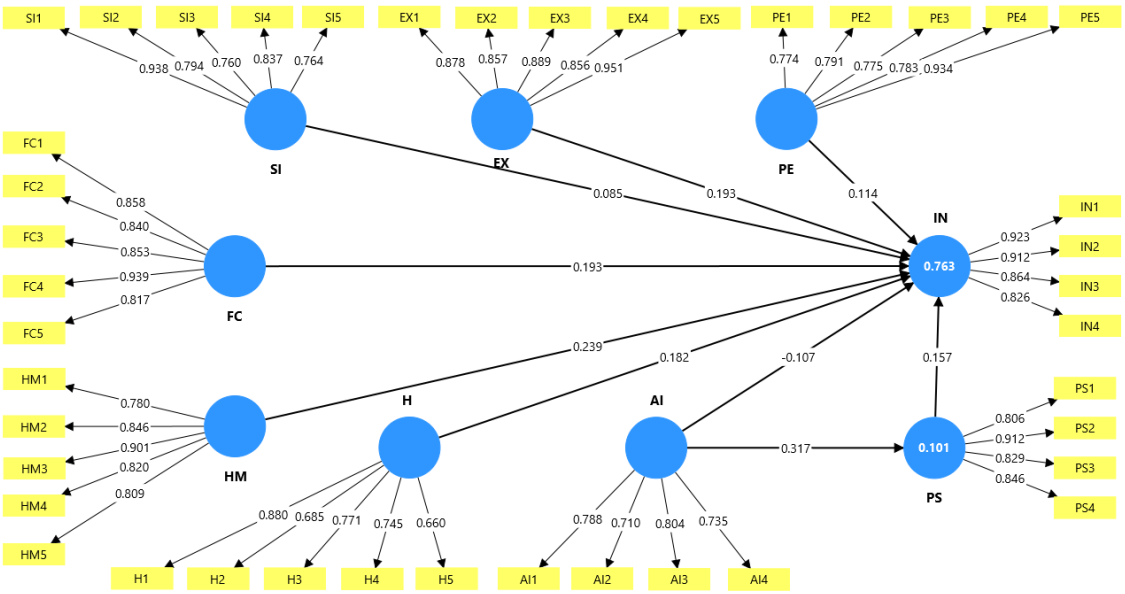

Figure 2. PLS Algorithm

Source: Data processed (2025)

Table 2. Validity and Reliability

Variables and Indicators	Outer Loading	AVE	CR	CA
Performance Expectancy		0,662	0,907	0,870
PE1: I feel that ChatGPT can assist me in searching for information about products I want to purchase.	0,774			
PE2: The information provided by ChatGPT is useful for my daily shopping needs.	0,791			
PE3: Using ChatGPT helps me better understand the products I am looking for.	0,775			

PE4: ChatGPT helps me recognize strategies or important factors related to my purchasing decisions.	0,783			
PE5: I can quickly learn various information about products through ChatGPT.	0,934			
Effort Expectancy		0,786	0,948	0,932
EX1: In my opinion, using ChatGPT is quite simple and not confusing.	0,878			
EX2: ChatGPT is easy to use for searching information about products.	0,857			
EX3: I can quickly learn how to use ChatGPT.	0,889			
EX4: I feel accustomed to using ChatGPT without difficulty.	0,856			
EX5: I find it easy to access ChatGPT and locate the information I need.	0,951			
Social Influence		0,674	0,911	0,877
SI1: People close to me recommend that I use ChatGPT.	0,938			
SI2: Influential people in my life encourage me to use ChatGPT.	0,794			
SI3: I feel that people whose opinions I value prefer that I use ChatGPT.	0,760			
SI4: My family and friends support me in using ChatGPT to search for shopping information.	0,837			
SI5: If many people around me use ChatGPT, I will consider using it as well.	0,764			
Facilitating Condition		0,743	0,935	0,913
FC1: I have devices (such as a smartphone or laptop) and an internet connection that support the use of ChatGPT.	0,858			
FC2: I have sufficient knowledge to use ChatGPT effectively.	0,840			
FC3: ChatGPT can be used smoothly with other applications or platforms that I commonly use.	0,853			
FC4: I can ask for help from others if I encounter difficulties while using ChatGPT.	0,939			
FC5: I feel that ChatGPT aligns with my way of searching for information before purchasing products.	0,817			
Hedonic Motivation		0,693	0,918	0,888
HM1: I feel that using ChatGPT is an interesting idea to support my shopping activities.	0,780			
HM2: I am interested in using ChatGPT to search for product information.	0,846			
HM3: Using ChatGPT feels enjoyable to me.	0,901			
HM4: I feel entertained when using ChatGPT.	0,820			

HM5: Using ChatGPT makes the activity of searching for information more enjoyable.	0,809			
HM1: I feel that using ChatGPT is an interesting idea to support my shopping activities.	0,780			
Habit		0,565	0,866	0,810
H1: Using ChatGPT has become a habit for me when searching for information before shopping.	0,880			
H2: I feel that using ChatGPT is an enjoyable activity.	0,685			
H3: I feel entertained when using ChatGPT to search for product information.	0,771			
H4: Using ChatGPT provides an enjoyable experience for me.	0,745			
H5: I feel comfortable using ChatGPT to support my shopping decisions.	0,660			
AI Self Efficacy		0,578	0,845	0,758
AI1: I feel confident using ChatGPT to assist me in fulfilling my shopping needs.	0,788			
AI2: I am able to use ChatGPT to obtain the information I need before purchasing a product.	0,710			
AI3: I feel comfortable trying to resolve ChatGPT usage issues on my own without assistance from others.	0,803			
AI4: I can use ChatGPT to help solve problems related to my purchasing decisions.	0,735			
Perceived Satisfaction		0,721	0,912	0,870
PS1: I feel satisfied with my experience using ChatGPT to search for product information.	0,806			
PS2: Using ChatGPT is an enjoyable and useful experience for me.	0,912			
PS3: ChatGPT is able to meet my expectations in assisting with shopping information searches.	0,829			
PS4: I feel that using ChatGPT is the right decision to support my shopping activities.	0,846			
Intention To Use		0,778	0,933	0,904
IN1: I plan to continue using ChatGPT in the future as a source of shopping information.	0,923			
IN2: I intend to use ChatGPT again whenever I need product information before purchasing.	0,912			
IN3: I will recommend using ChatGPT to others for searching shopping information.	0,864			
IN4: I will still consider using ChatGPT even if the service becomes paid in the future.	0,826			

Source: Processed data (2025)

Table 2 indicates that all items across the research variables have outer loading values exceeding the minimum criterion of 0.50, as recommended by Hair et al. (2019, p. 151), demonstrating adequate convergent validity. For instance, items within Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Condition all exceed 0.70, while items in Hedonic Motivation, Habit, AI Self-Efficacy, Perceived Satisfaction, and Intention to Use essentially approach or exceed 0.80. Average Variance Extracted (AVE) values further confirm convergent validity, with all variables exceeding 0.50 and many exceeding 0.70, consistent with Hulland (1999) and Hair et al. (2019). Reliability assessments show that Cronbach's Alpha and Composite Reliability values exceed 0.60 for all variables, indicating high internal consistency. Notably, Intention to Use exhibits strong reliability with Cronbach's Alpha of 0.904 and Composite Reliability of 0.933. Collectively, these results confirm that all variables in this study are both valid and reliable.

Discriminant validity was also assessed using the square root of AVE and the HTMT values. The Fornell-Larcker Criterion results are presented in Table 3, while the HTMT test results are shown in Table 4.

Table 3. Fornell Larcker

	AI	EX	FC	H	HM	IN	PE	PS	SI
AI	0,760								
EX	0,317	0,887							
FC	0,323	0,798	0,862						
H	0,252	0,440	0,469	0,752					
HM	0,431	0,634	0,549	0,297	0,832				
IN	0,242	0,763	0,720	0,503	0,714	0,882			
PE	0,156	0,618	0,494	0,225	0,663	0,653	0,814		
PS	0,317	0,638	0,587	0,313	0,688	0,700	0,571	0,849	
SI	0,109	0,563	0,502	0,315	0,646	0,660	0,612	0,635	0,821

Source: Processed data (2025)

Notes: Performance Expectancy (PE); Effort Expectancy (EX); Social Influence (SI); Facilitating Condition (FC); Hedonic Motivation (HM); Habit (H); AI Self Efficacy (AI); Perceived Satisfaction (PS); Intention to Use (IN).

Table 3 presents the square root of AVE for the Fornell-Larcker Criterion. The diagonal values, representing each construct's square root of AVE, exceed their correlations with other constructs in the corresponding rows and columns. It indicates that all constructs demonstrate adequate discriminant validity, consistent with Fornell and Larcker's (1981) criteria. For instance, AI Self-Efficacy (0.760) shows a stronger correlation with Effort Expectancy (0.317) than with other constructs. These results confirm that all constructs in the study meet the standards for discriminant validity.

Table 4. HTMT

	AI	EX	FC	H	HM	IN	PE	PS	SI
AI									
EX	0,369								
FC	0,381	0,865							
H	0,350	0,485	0,527						
HM	0,523	0,699	0,611	0,352					
IN	0,282	0,831	0,792	0,555	0,794				
PE	0,187	0,688	0,553	0,244	0,752	0,736			
PS	0,383	0,711	0,656	0,387	0,783	0,787	0,656		
SI	0,144	0,626	0,563	0,357	0,733	0,740	0,703	0,729	

Source: Processed data (2025)

Notes: Performance Expectancy (PE); Effort Expectancy (EX); Social Influence (SI); Facilitating Condition (FC); Hedonic Motivation (HM); Habit (H); AI Self Efficacy (AI); Perceived Satisfaction (PS); Intention to Use (IN).

Table 4 shows that all Heterotrait-Monotrait Ratio (HTMT) values for the variables are below 0.9, indicating that the discriminant validity criteria are met. These results confirm that all variables in this study exhibit acceptable discriminant validity and can be considered valid for further analysis.

Structural Model Analysis

The structural model was tested using collinearity assessment, path coefficient analysis, coefficient of determination (R^2), and Q-square evaluation. The bootstrapping results for the structural model assessment are presented in Figure 3.

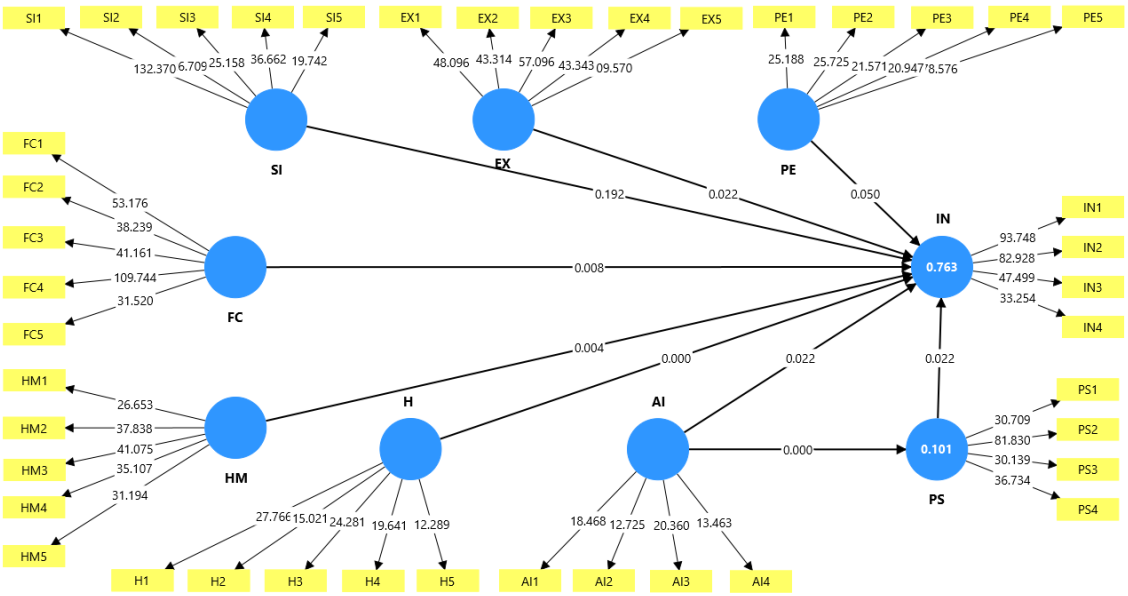

Figure 3. Bootstrapping Strcutural Model

Source: Data processed (2025)

First, collinearity was assessed using the variance inflation factor (VIF) values (Hair et al., 2021), as presented in Table 5.

Table 5. Collinearity Test

	AI	EX	FC	H	HM	IN	PE	PS	SI
AI						1,422		1,000	
EX						3,663			
FC						2,998			
H						1,345			
HM						3,081			
IN									
PE						2,252			
PS						2,427			
SI						2,302			

Source: Processed data (2025)

Notes: Performance Expectancy (PE); Effort Expectancy (EX); Social Influence (SI); Facilitating Condition (FC); Hedonic Motivation (HM); Habit (H); AI Self Efficacy (AI); Perceived Satisfaction (PS); Intention to Use (IN).

Based on Table 5, the collinearity test results indicate no critical multicollinearity issues in this study. All variables have variance inflation factor (VIF) values below 5 (VIF < 5), demonstrating that the research model is well within safe limits and far from serious multicollinearity. For example, AI Self-Efficacy has a VIF of 1.422, Effort Expectancy 3.663, and Hedonic Motivation 3.081. These values remain within acceptable thresholds, confirming that there is no problematic multicollinearity among the variables in this study.

Next, the determination coefficient (R-square) and predictive relevance (Q-square) tests were conducted, as presented in Table 6. The R-squared test indicates the extent to which the independent variables explain the variance in the dependent variable. Meanwhile, the Q-square test assesses the predictive relevance of the endogenous constructs based on the constructs that influence them.

Table 6. R-Square and Q-Square

Variables	*R-Square*	*R-Square Adjusted*	*Q^2 Predict*
Intention To Use	0,763	0,755	0,708
Perceived Satisfaction	0,101	0,097	0,083

Source: Processed data (2025)

Table 6 shows that the R-squared values vary in their ability to explain endogenous variables. Intention to Use (IN) has strong explanatory power (R^2 = 0.763), indicating that the independent variables explain 76.3% of its variance, while external factors account for 23.7%. Perceived Satisfaction (PS) has weak explanatory power (R^2 = 0.101), accounting for 89.9% of the variance externally. Q-square results confirm predictive relevance: IN (Q^2predict = 0.708) shows

strong predictive capability, and PS (Q^2predict = 0.083) demonstrates acceptable predictive relevance, indicating that the model effectively predicts these endogenous constructs.

The path coefficient test, presented in Table 7, illustrates the direction and strength of relationships between variables through β values, which range from -1 to +1. Hypotheses are accepted when the T-statistic exceeds 1.96 and considered significant if the P-value is below 0.05. These criteria ensure that the tested relationships are both statistically meaningful and aligned with the proposed research model.

Table 7. Hypotheses Testing

Hypotheses	β	T-Statistic	P-Value	Conclusion
PE → IN	0,114	1,963	0,050	H1 is accepted and significant.
EX → IN	0,193	2,294	0,022	H2 is accepted and significant.
SI → IN	0,085	1,304	0,192	H3 is rejected and not significant.
FC → IN	0,193	2,668	0,008	H4 is accepted and significant.
HM → IN	0,239	2,887	0,004	H5 is accepted and significant.
H → IN	0,182	3,567	0,000	H6 is accepted and significant.
AI → PS	0,317	4,910	0,000	H7 is accepted and significant.
PS → IN	0,157	2,296	0,022	H8 is accepted and significant.
AI → IN	-0,107	2,289	0,022	H9 is accepted and significant.

Source: Processed data (2025)

The hypothesis testing results in Table 7 indicate that all hypotheses were accepted and significant, except for the relationship between social influence and intention to use (H3), which was rejected and not significant. While most hypothesized relationships were positive, the path from AI self-efficacy to intention to use (H9) was negative but still significant, with a high T-statistic and low P-value. All accepted hypotheses demonstrated significant effects on intention to use, confirming the critical roles of both functional and experiential factors in shaping users' adoption of ChatGPT.

This study examines factors affecting the intention to use ChatGPT for shopping information in Indonesia. Using the UTAUT2 framework with AI self-efficacy and perceived satisfaction, eight variables were analyzed. Results show that performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, habit, AI self-efficacy, and perceived satisfaction significantly influence intention to use, while social influence does not. This finding suggests that adoption decisions are driven more by perceived usefulness, ease of use, enjoyment, habits, and AI confidence than by social pressure.

The effect of Performance Expectancy on Intention to Use

The findings show that performance expectancy positively and significantly affects the intention to use ChatGPT. Higher perceived benefits, such as ease of accessing information, faster understanding of products, and search efficiency, strengthen users' tendency to adopt ChatGPT for shopping information. It aligns with Walrave et al. (2021), who identified perceived usefulness as a key driver of AI adoption. In contrast, Ayaz and Yanartaş (2020) found that performance expectancy did not significantly influence technology adoption, as social factors outweighed technological benefits, indicating that the role of perceived usefulness can be context-dependent.

Moreover, users tend to evaluate the benefits of a technology in relation to the risks associated with its use. Lower perceived risk reduces users' hesitation (Maisela & Hayati, 2025), enabling them to view the perceived benefits more favorably and ultimately increasing their willingness to use the technology. In this study, frequent daily use of ChatGPT for product searches, comparisons, and recommendations increased users' familiarity and confidence in the technology. As a result, hesitation decreased, reinforcing a stronger intention to use ChatGPT continuously as an effective decision-support tool for shopping.

The effect of Effort Expectancy on Intention to Use

The study found that effort expectancy positively and significantly affects the intention to use ChatGPT. Users' perceptions of ease of use, such as a simple interface, fast access, and minimal effort, enhance comfort and confidence, enabling smooth interactions without technical barriers. The easier the platform, the stronger users' belief in its effectiveness for shopping information, motivating continued adoption. While Schomakers et al. (2022) found effort expectancy less influential in digital health, Adinda et al. (2024) support its role in mobile banking. Moreover, Nyssa and Rahmidani (2019) highlight that the ease of using an online shopping application significantly influences individuals' intention to use the platform for purchasing activities. Analogously, this finding supports the idea that when a technology is perceived as easy to use, individuals are more likely to expect it to enhance their performance, thereby increasing their intention to use it. In the context of fintech studies, the ease of use provided by the technology sends a positive perceptual signal, strengthening users' confidence in adopting it effortlessly (Islamiah & Ningtyas, 2024). In this study context, the factor of effort expectancy is especially relevant for respondents aged 21–25, digital natives accustomed to low-friction technologies, where even minor usability challenges can reduce engagement, emphasizing ease of use as a key driver of ChatGPT adoption.

The effect of Social Influence on Intention to Use

The study found that social influence does not significantly affect the intention to use ChatGPT. This finding suggests that encouragement, recommendations, or prompts from others are insufficient to motivate adoption for shopping information purposes. Unlike Venkatesh et al. (2012), who emphasized social influence in early technology adoption, AI-based tools like ChatGPT are primarily guided by personal judgment, consistent with Ayaz and Yanartaş (2020). Usage is individual, not shaped by social norms, and most respondents aged 21–25, as digital natives, evaluate technologies independently. Therefore, adoption decisions are driven by perceived usefulness and ease of use rather than social pressure, explaining why social influence had no significant impact on intention to use in this context.

The effect of Facilitating Condition on Intention to Use

The study revealed that facilitating conditions positively and significantly influence the intention to use ChatGPT. Users with reliable internet access, compatible devices, and available technical support are more likely to adopt ChatGPT for shopping information. Easy access and minimal technical barriers increase user confidence and comfort, enhancing consistent usage. While Raman and Don (2013) found no significant effect of mobile learning, this aligns with

Alalwan et al. (2017), who emphasize the role of infrastructure and support in digital adoption. Respondents earning 2,000,001 IDR – 4,000,000 IDR prioritize efficiency and usability, making accessible, user-friendly, and low-cost technology like ChatGPT highly motivating, highlighting the importance of adequate supporting facilities.

The effect of Hedonic Motivation on Intention to Use

The study found that hedonic motivation has a positive and significant effect on the intention to use ChatGPT. This result indicates that the greater the enjoyment, comfort, and positive experience perceived while using ChatGPT, the stronger the users' tendency to utilize it for shopping information. Enjoyable interactions, quick responses, and engaging AI experiences encourage repeated use, making hedonic motivation a key factor in fostering consistent adoption. While this contrasts with Malaquias et al. (2018), who found hedonic motivation to be insignificant for mobile banking because users prioritize functional utility over emotional satisfaction, it aligns with Venkatesh et al. (2012), which shows that positive experiences reinforce technology adoption. High daily usage, with most respondents using ChatGPT 1–2 hours per day, further supports this finding, as repeated pleasurable interactions increase satisfaction and strengthen users' intention to continue using ChatGPT for information-seeking activities.

The effect of Habit on Intention to Use

The study found that habit has a positive and significant effect on the intention to use ChatGPT. This suggests that the more frequently users integrate ChatGPT into their daily activities, such as seeking information, obtaining recommendations, or completing tasks, the stronger their tendency to continue using it. Repeated use establishes ChatGPT as part of their digital routine, making usage decisions almost automatic and reducing cognitive effort. While this contrasts with Hew et al. (2015), who found habit insignificant for mobile learning due to occasional use, it aligns with Venkatesh et al. (2012), confirming habit as a key determinant in UTAUT2. High daily usage, with most respondents using ChatGPT 1–2 hours per day, further reinforces this effect, as repeated engagement strengthens reliance and consistently enhances the intention to use ChatGPT.

The effect of AI Self-Efficacy on Perceived Satisfaction

The study found that AI self-efficacy has a positive and significant effect on perceived satisfaction. This finding indicates that the higher a user's confidence in operating ChatGPT, the greater their satisfaction with the technology. Users who effectively understand features, give precise commands, and maximize AI functionality tend to have more enjoyable and fulfilling experiences. While this contrasts with Shin et al. (2023), who reported that self-efficacy did not significantly influence satisfaction with digital health AI due to the overriding role of information quality, it aligns with Park & Kim (2024), who found that higher AI self-efficacy enhances satisfaction with generative AI services. Additionally, gender differences influence how self-efficacy affects satisfaction: males often gain confidence through technical experimentation, while females focus on accuracy and usability. Overall, AI self-efficacy is a key determinant of perceived satisfaction among both genders when using ChatGPT for shopping-related information.

The effect of Perceived Satisfaction on Intention to Use

The study found that perceived satisfaction positively and significantly affects the intention to use ChatGPT. High satisfaction from response quality, speed, and ease of use strengthens users' willingness to rely on ChatGPT for shopping information. Positive experiences encourage integration into daily information-seeking activities. While this contrasts with Persada et al. (2019), it aligns with Oghuma et al. (2016), showing that satisfying interactions drive continued technology use. Satisfaction also varies by occupation: students prioritize practicality and ease, while private-sector employees value efficiency. When ChatGPT delivers fast, relevant, and enjoyable experiences, satisfaction rises, reinforcing consistent use of the platform.

The effect of AI Self-Efficacy on Intention to Use

The study found that AI self-efficacy positively and significantly influences the intention to use ChatGPT. Higher confidence in understanding, operating, and utilizing ChatGPT features increases users' willingness to engage with the platform. Users who can issue precise commands, interpret AI responses, and customize usage exhibit stronger intentions. While this contrasts with Shin et al. (2023), who found limited impact of AI health services, it aligns with Park & Kim (2024), who found that high self-efficacy reduces technology anxiety and enhances motivation. Predominantly, student respondents leverage curiosity and frequent technology use to explore ChatGPT effectively, reinforcing their intention to use it for academic and shopping purposes.

CONCLUSION

This study provides valuable insights into the factors influencing consumers' intention to use ChatGPT for product and shopping information. The findings indicate that variables such as performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, and habit have significant effects on the intention to use ChatGPT. Additionally, personal factors like AI self-efficacy and perceived satisfaction further strengthen the relationship between perceived benefits, ease of use, and consumers' adoption intentions. However, social influence was found to have no significant effect. These findings offer practical implications for developing user-centered marketing strategies and technology design, leveraging AI to enhance the consumer experience in information-seeking and decision-making processes.

This study offers theoretical contributions by enriching the understanding of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), particularly in the context of using ChatGPT as a product information tool in Indonesia. The findings expand perspectives on how factors such as performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, and habit influence consumers' intention to adopt AI technology for shopping information. Furthermore, the study highlights the significant role of AI self-efficacy and perceived satisfaction in enhancing consumers' intention to use ChatGPT for decision-making. These results align with prior research showing that higher user confidence in operating AI technologies increases the likelihood of adoption, thereby contributing to the literature on AI adoption in e-commerce and online shopping contexts.

From a practical standpoint, this research provides actionable insights for marketing managers to design more effective communication strategies by leveraging ChatGPT as an

interactive channel for product information. Enhancing consumer confidence in using ChatGPT can positively impact satisfaction and promote continued use. Companies should focus on creating enjoyable and routine experiences, ensuring accessible devices and reliable internet, and designing features that build user self-efficacy. Overall, the study guides firms in optimizing AI technology to improve consumer satisfaction and support smarter purchasing decisions.

Limitation

This study has several limitations that future research should address to understand ChatGPT use better. The sample was dominated by young adults aged 21–25, limiting generalizability to older consumers, so a more balanced age distribution is recommended. While the UTAUT2 model was applied, cultural and environmental factors were not considered, which may influence usage intentions. Respondents' varying AI experience could also affect results, suggesting future studies categorize users by familiarity. Convenience sampling may have introduced bias, so more representative methods, such as random sampling, are advised. Finally, the cross-sectional design captures a single point in time, and longitudinal studies are needed to observe changes in consumer behavior over time.

Recommendation

As ChatGPT usage in shopping remains exploratory, this study recommends further research on AI-based purchase intentions. Future studies could compare user experiences and purchase intentions across different types of ChatGPT users, while also examining demographic factors, such as gender, age, and education, that influence consumer decisions. To gain more realistic insights, a two-phase approach assessing behavior before and after using ChatGPT can be adopted, ideally through a longitudinal design to capture long-term effects. Additionally, future research could examine how specific ChatGPT features, such as product recommendations and conversational interactions, affect consumer purchase behavior. These approaches will provide a deeper understanding of ChatGPT's role in shaping informed and sustained purchasing decisions.

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