

The Impact of Artificial Intelligence (AI) -Based Marketing and Lifestyle Changes on Purchasing Decisions for Samsung Galaxy Flip5 Smartphones

Dayang Dea Dwi Sari¹, Tezar Arianto^{2*}, Mimi Kurnia Nengsih³, Ade Tiara Yulinda⁴

¹ Universitas Muhammadiyah of Bengkulu, Indonesia 1, e-mail: dayangdea862@gmail.com

² Universitas Muhammadiyah of Bengkulu, Indonesia 2, e-mail: tezar.arianto7@gmail.com

³ Universitas Muhammadiyah of Bengkulu, Indonesia 3, e-mail: mimikurnianengsih@gmail.com

⁴ Universitas Muhammadiyah of Bengkulu, Indonesia 4, e-mail: ade91tiarayulinda@gmail.com

* Corresponding Author: Tezar Arianto

Abstract: This study aims to examine the impact of Artificial Intelligence (AI) -based marketing and lifestyle changes on purchasing decisions for Samsung Galaxy Flip 5 smartphones. The research adopts a quantitative approach, involving a sample of 110 respondents who utilize AI features on Samsung devices at Toko Jaya Ponsel Bengkulu. The results indicate that AI-based marketing and lifestyle changes have a positive and significant influence on purchasing decisions, both partially and simultaneously. Specifically, the findings reveal that AI-based marketing and lifestyle changes account for 24.1% of the variance in purchasing decisions. These findings have strategic implications for Samsung and Toko Jaya Ponsel Bengkulu, emphasizing the importance of leveraging AI-based marketing strategies and understanding consumers' evolving lifestyles to enhance sales performance.

Keywords: Artificial Intelligence (AI)-Based Marketing, Lifestyle Transformation, and Purchasing Decisions

1. Introduction

The development of digital technology, particularly Artificial Intelligence (AI), has significantly transformed corporate marketing paradigms. In contemporary marketing contexts, AI plays a crucial role by enabling companies to manage consumer data more efficiently, understand customer behavior and preferences, and create more personalized and targeted marketing strategies (Azzahra et al., 2024). This aligns with Digital Marketing theory, which emphasizes the use of digital technology as a means of optimizing marketing efforts in the information era (Kotler et al., 2021).

AI-based marketing strategies are increasingly dominant. Products such as the Samsung Galaxy Flip 5 leverage this technology to enhance marketing efficiency, target consumers more accurately, and assist customers in the purchasing decision-making process. Consumer behavior theories, such as the Theory of Planned Behavior (Ajzen, 1991), are relevant in this context, as purchasing decisions are influenced by attitudes toward behavior, social norms, and perceived behavioral control (Nurrahman et al., 2022). AI helps foster positive attitudes by providing relevant and accurate product information, such as the advantages of innovative technological features, pricing, and customer reviews. AI-based marketing strategies are also grounded in the Technology Acceptance Model (TAM), developed by Davis (1989). TAM emphasizes that consumer acceptance of technology depends on perceived usefulness and

Received: date

Revised: date

Accepted: date

Published: date

Curr. Ver.: date



Copyright: © 2025 by the authors.

Submitted for possible open

access publication under the

terms and conditions of the

Creative Commons Attribution

(CC BY SA) license

(<https://creativecommons.org/licenses/by-sa/4.0/>)

perceived ease of use. In this regard, Samsung utilizes AI to enhance user experience through features such as biometric security, facial recognition, and usage pattern analysis (Fatimah & Saidah, 2021).

The shifting lifestyle trends, which increasingly favor practical, flexible, and innovative technologies, also influence purchasing decisions. Based on Maslow's Hierarchy of Needs (Maslow, 1943), the demand for technology has become part of self-actualization needs in the digital era (Mahalakshmi & Kruba, 2020). However, rapid lifestyle changes pose challenges for companies seeking to maintain customer loyalty, especially with the growing number of smartphone options available in the market. To address this challenge, companies must continuously follow the latest lifestyle trends by creating products that align with consumer preferences. External factors such as pricing, purchasing power, product durability, and after-sales services significantly impact consumers' purchasing decisions. The success of the Samsung Galaxy Flip 5 in the local market is influenced by the company's ability to adapt its marketing strategy to meet local consumer needs and preferences (Maulida & Jaya, 2024). Therefore, this study aims to analyze the impact of AI-based marketing and lifestyle changes on the purchasing decisions of the Samsung Galaxy Flip 5 in Bengkulu and identify the key factors affecting the product's competitiveness in the local market.

2. Literature Review

The purchase decision is a complex process involving various psychological, social, and economic factors that influence consumers in selecting, buying, and using products or services. Several key theories related to purchase decisions, such as the Theory of Planned Behavior (Ajzen, 1991), Maslow's Hierarchy of Needs (Maslow, 1943), and the Technology Acceptance Model (TAM) (Davis, 1989), provide an essential conceptual framework for understanding consumer behavior.

2.1. Purchase Decision

A purchase decision is the process undertaken by consumers when selecting, buying, using, and evaluating a product or service that is perceived to meet their needs (Kotler & Keller, 2021). It results from the interaction of various factors, including psychological, social, cultural, and personal influences that shape consumer preferences and behavior when choosing products (Mahalakshmi & Kruba, 2020). According to Schiffman and Wisenblit (2019), the purchase decision process comprises five main stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

AI-based marketing strategies influence purchase decisions by enhancing personalized experiences, improving the efficiency of information searches, and providing relevant product recommendations to consumers (Azzahra et al., 2024). These strategies have been proven to increase purchase conversion rates by leveraging big data analysis and machine learning algorithms to understand user behavior. AI plays a crucial role in influencing purchase

decisions by offering personalized experiences, predicting consumer preferences, and presenting relevant product recommendations.

Research by Azzahra et al. (2024) highlights that AI-based recommendation systems increase the likelihood of purchases by suggesting products that align with consumers' preferences and needs. Additionally, AI helps companies analyze consumer behavior patterns to develop more effective and efficient marketing strategies.

The use of AI in digital marketing also enhances customer loyalty by improving user experiences and adding value to products (Fatihah & Saidah, 2021). This aligns with the Technology Acceptance Model (TAM), which emphasizes the importance of perceived usefulness and ease of use in shaping consumers' willingness to adopt technology and, consequently, influencing their purchase decisions (Davis, 1989).

Factors Influencing Purchase Decisions

Consumer purchase decisions are influenced by various interconnected factors. According to Kotler and Armstrong (2021), several key elements affect a person's decision when purchasing technological products, such as the Samsung Galaxy Flip 5. These factors include design and aesthetics, features and specifications, price, brand image, user reviews, shopping experience, and promotions or discounts.

- a. **Design and Aesthetics:** Product design plays a crucial role in attracting consumer interest. Smartphones with innovative designs, such as the Samsung Galaxy Flip 5, appeal to consumers who prioritize aesthetics and want to stay updated with the latest technological trends. Exceptional and visually appealing designs can increase consumers' desire to own the product (Kotler & Armstrong, 2021).
- b. **Features and Specifications:** Product features and specifications, including processor performance, storage capacity, and camera quality, are essential aspects that consumers consider before making a purchase decision (Maulida & Jaya, 2024). Smartphones with advanced features are more attractive because they can meet consumers' increasingly complex needs.
- c. **Price:** Price is one of the main factors influencing purchase decisions. Consumers tend to compare the price with the perceived value of the product. According to Nurrahman et al. (2022), consumers are willing to pay higher prices if the product offers features and specifications that justify the cost.
- d. **Brand Image:** Brand reputation plays a vital role in purchase decisions. Consumers are more likely to choose products from well-known brands because they trust the quality and reliability of those products (Fatihah & Saidah, 2021).
- e. **Reviews and Testimonials:** Reviews and testimonials from users or influencers can significantly impact purchase decisions. Consumers often seek information and opinions from other users before deciding to purchase a particular product (Azzahra et al., 2024).

- f. Shopping Experience: A satisfying shopping experience, whether online or offline, can increase the likelihood of consumers making a purchase. A smooth, easy, and convenient process creates a positive impression and strengthens consumer loyalty toward a specific product or brand (Mahalakshmi & Kruba, 2020).
- g. Promotions and Discounts: Promotions and discounts often serve as additional motivators that accelerate purchase decisions. Special offers, such as discounts or free gifts, attract consumers who may otherwise be hesitant to buy the product (Maulida & Jaya, 2024).

Purchase Decision Indicators According to Thompson (2019), several indicators can be used to measure purchase decisions, including: 1. Meeting Needs: Consumers purchase products that fulfill their needs and are easily accessible, 2. Product Benefits: Consumers tend to choose products that offer maximum benefits in line with their requirements. , 3. Accuracy in Product Selection: Purchase decisions are influenced by a balance between price, product quality, and the product's ability to meet consumer expectations., 4. Repeat Purchases: Satisfied consumers are more likely to make repeat purchases and recommend the product to others (Fatihah & Saidah, 2021).

Factors Shaping Purchase Decisions According to Armstrong (2021), purchase decision indicators can be categorized as follows: 1. Psychological Factors: Psychological factors include motivation, perception, beliefs, and attitudes. Many people prioritize emotional and mental well-being when purchasing products, often favoring items that provide comfort or happiness., 2. Social Factors: Family, friends, and reference groups influence purchase decisions. Additionally, interactions on social media and recommendations from influencers can shape consumer preferences for specific products., 3. Cultural Factors: Societal culture and values also play a significant role. For instance, growing awareness of ethics and sustainability drives people toward brands that support environmentally and socially responsible actions., 4. Situational Factors: Situational factors, such as sales promotions, discounts, and limited-time offers, can influence consumers to make quick purchase decisions., 5. Shopping Experience: A positive shopping experience, whether online or offline, increases the likelihood of repeat purchases. Satisfying customer experiences encourages consumers to continue buying the same products in the future.

2.2 AI-Based (Artificial Intelligence)

Artificial Intelligence (AI) has emerged as one of the key technologies driving substantial transformations across various industries. The rapid advancement of AI over the past five years has led to its extensive implementation in sectors such as marketing, business management, customer service, and data-driven decision-making. AI contributes significantly to enhancing operational efficiency, improving user experience, and enabling businesses to gain deeper insights into consumer behavior.

According to Russell and Norvig (2021), artificial intelligence is a branch of computer science focused on creating systems capable of performing tasks that typically require human intelligence, such as speech recognition, natural language processing, and decision-making. AI encompasses several core technologies, including machine learning, deep learning, and natural language processing. It is defined as a technology capable of mimicking human cognitive functions, such as learning, understanding, reasoning, and decision-making (Goodfellow et al., 2020). In marketing and business contexts, AI is utilized for faster data analysis, customer service personalization, and the development of more effective marketing strategies (Azzahra et al., 2024). AI's Contribution to Decision-Making I plays a crucial role in enhancing the decision-making process. According to Nurrahman et al. (2022), machine learning algorithms can be employed to analyze customer data, identify behavioral patterns, and provide users with relevant recommendations. AI has been applied in various business domains, including:

1. Strategic Decision-Making: AI is used to analyze business data, helping companies formulate effective strategies (Kotler & Armstrong, 2021).
2. Personalized Marketing: AI enables companies to offer more personalized and relevant product recommendations to individual customers (Fatihah & Saidah, 2021).
3. Customer Experience Enhancement: With AI-powered chatbots and virtual assistants, businesses can provide responsive and efficient customer service (Azzahra et al., 2024).

AI Marketing Indicators Huang and Rust (2018) identify several key indicators of AI-driven marketing, as follows:

1. Mechanical Intelligence: This represents the most basic level of artificial intelligence, where AI performs calculations, data sorting, or data retrieval from databases.
2. Intuitive Intelligence: At this level, AI can detect unclear or complex patterns and think creatively to adapt to new situations.
3. Analytical Intelligence: A more advanced level than mechanical intelligence, where AI performs deeper data analysis to derive insights.
4. Empathetic Intelligence: This enables AI to interact with humans more naturally by analyzing data, making predictions, and making decisions based on the analysis. For example, AI can analyze sales trends and predict future trends.

Key AI Concepts in Marketing McCarthy (2021) highlights several critical ideas from AI concepts that can be implemented in marketing, as follows:

1. Automation and Process Efficiency: AI automates various tasks that previously required human intervention, making it highly relevant in marketing.
2. Big Data Analysis: AI possesses the capability to quickly analyze vast datasets and draw accurate conclusions.
3. Personalization: Companies can create personalized experiences for each customer through intelligent data analysis.
4. Customer Engagement and Interconnectivity: McCarthy emphasizes the importance of AI systems in directly interacting with people. By understanding market trends and customer behavior, businesses can adjust their marketing strategies to enhance effectiveness.
5. Predicting Customer Behavior: AI is instrumental in determining and predicting customer

behavior, thereby enabling businesses to develop targeted marketing campaigns that align with consumer needs and preferences.

2.3 Lifestyle Changes

Lifestyle changes are a key factor influencing consumer purchasing decisions, particularly in the technology sector, such as smartphones. Lifestyle reflects an individual's way of living, encompassing activities, interests, and opinions that relate to product preferences (Kotler & Keller, 2019). In the context of modern smartphones, lifestyle shifts driven by digitalization, social trends, and technological advancements have shaped consumer preferences toward products featuring innovative functionality, aesthetic design, and ease of use. Consumer lifestyle theory explains that individual consumption patterns are influenced by social and cultural values, as well as emotional and functional needs (Solomon, 2020). Consumers choose products not only for their functional benefits but also because they represent their lifestyle and identity. In the case of smartphones, for example, the decision to purchase the Samsung Galaxy Z Flip 5 may be driven by its unique design, advanced specifications, and strong brand image.

According to Kotler and Armstrong (2021), lifestyle influences the purchasing decision process through the following indicators:

- a. Activities: How consumers allocate their time, including digital device usage.
- b. Interests: Attraction to innovative products and the latest technology.
- c. Opinions: Consumer perspectives on product quality, brand image, and market trends.

Featherstone (2013), in his theory on modern consumerism, argues that consumption in the era of globalization serves not only to fulfill basic needs but also as a form of self-expression and a symbol of social status. Foldable smartphones, such as the Samsung Galaxy Z Flip 5, reflect social identity, innovation, and a modern lifestyle focused on trends and technology. Digitalization has driven the emergence of a new lifestyle that is increasingly oriented toward technology use. Research by Pratama and Lestari (2021) indicates that modern consumers tend to use digital platforms to seek information, compare products, and make online purchases. Smartphones with advanced features, high accessibility, and social media integration have become an integral part of this digital lifestyle. Lifestyle changes are also linked to brand preferences. Consumers with dynamic lifestyles are more sensitive to brand image and product innovation. Azzahra et al. (2024) note that a strong brand image can enhance consumer loyalty, particularly when a product reflects values and lifestyles that resonate with consumers.

3. Research Methods

This research employs a quantitative approach aimed at examining the influence of AI-Based Marketing and Lifestyle Changes on the Purchase Decision for the Samsung Galaxy Flip 5 smartphone. A multiple linear regression method is used to analyze the relationship

between independent variables and the dependent variable (Sugiyono, 2013). The study population consists of consumers or potential consumers interested in foldable smartphones, specifically the Samsung Galaxy Flip 5, at Jaya Ponsel Bengkulu. Sampling Technique: The sample is selected through purposive sampling with the following criteria: 1. Age: Consumers aged 18 years and above. , 2. Purchase Consideration: Consumers who have either purchased or are considering purchasing the Samsung Galaxy Flip 5 smartphone., 3. Internet Usage: Consumers actively using the internet and exposed to AI-based marketing content. Types of Data 1. Primary Data: Primary data is collected using questionnaires with a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree)., 2. Secondary Data: Secondary data is obtained from scientific journals, articles, and other relevant literature related to AI-based marketing, lifestyle changes, and consumer purchase decisions. Data Collection Techniques: Data collection is conducted through both online and offline questionnaires distributed to respondents. Data Analysis Technique: The collected data will be analyzed using multiple linear regression analysis with the aid of statistical software such as SPSS to determine the impact of: X1 (AI-Based Marketing), X2 (Lifestyle Changes), and Y (Purchase Decision for the Samsung Galaxy Flip 5).

4. Results

Based on the research conducted on Samsung Galaxy Flip 5 users at Jaya Ponsel store in Bengkulu, using questionnaires distributed to 110 respondents, it was determined that AI-based marketing (X1) and Lifestyle changes (X2) have an impact on Purchase Decisions (Y).

4.1. The Influence of AI-Based Marketing (X1) on Purchase Decisions (Y)

The findings indicate that the AI-based marketing variable (X1) has a significant and positive influence on Purchase Decisions (Y) at the Jaya Ponsel store. This is evidenced by four statements representing the AI-based marketing variable, which reflect whether AI-based marketing is perceived as effective or ineffective. AIbased marketing refers to technology integrated into smartphones that enables targeted product promotion to attract customer attention and transform their lifestyle. The data analysis revealed that H1 is accepted: as shown by the t-test results, where $t_{\text{calculated}} > t_{\text{table}/2}$ ($3.275 > 1.97623$) and significance value ($\alpha = 0.005 < 0.050$). This indicates that AI-based marketing has a positive and significant influence on Purchase Decisions. This result aligns with previous studies Nasution & Hafas (2022) and Mita Anggareni (2019), which concluded that AI-based marketing significantly influences purchase decisions by providing personalized, relevant, and innovative product information that attracts customers' attention.

4.2. The Influence of Lifestyle Changes (X2) on Purchase Decisions (Y)

The analysis of the Lifestyle Changes (X2) variable shows that lifestyle changes have a positive and significant influence on Purchase Decisions. The t-test results demonstrate that $t_{\text{calculated}} > t_{\text{table}}$ ($2.839 > 1.97623$), with a significance value of $\alpha = 0.000 < 0.050$.

Therefore, H2 is accepted: indicating that lifestyle changes have a positive and significant influence on Purchase Decisions. This finding is consistent with previous research by Eliana & Lida (2024) and Rika Widianita (2023)**, which stated that lifestyle changes affect consumers' preferences for products that reflect their identity, social status, and values.

4.3 The Simultaneous Influence of AI-Based Marketing (X1) and Lifestyle Changes (X2) on Purchase Decisions (Y)

The results of the simultaneous significance test (F-test) show that AI-based marketing and lifestyle change collectively have a positive and significant influence on Purchase Decisions. The F-test revealed that $F_{\text{calculated}} = 17.161$, which is greater than $F_{\text{table}} = 3.06$. Therefore, it can be concluded that AI-based marketing and lifestyle changes together positively influence Purchase Decisions.

This indicates that: 1. AI-based marketing can enhance customer loyalty by delivering relevant, personalized, and effective information through digital platforms. 2. Lifestyle changes** encourage consumers to prefer products that align with technological trends and social image, such as those labeled halal or supporting specific values.

Implications for Customer Loyalty: According to Zamili (2023) customer loyalty is a manifestation of customer commitment, demonstrated by positive attitudes such as increased repeat purchases, willingness to recommend products to others, and a strong inclination to remain loyal to a trusted product instead of switching to competitors. This study finds that AI-based marketing and lifestyle changes also contribute to shaping customer loyalty, particularly by providing shopping experiences that are relevant and reflect customers' social or religious values. These findings are supported by previous research conducted by Meiliyawati (2023), Riska & Rosa (2024), and Pamungkas et al. (2021), which revealed that AIbased marketing and lifestyle changes positively and significantly influence Purchase Decisions, while also fostering customer loyalty.

5. Conclusions

Based on the research findings and analysis of the influence of AI-Based Marketing (X1) and Lifestyle Changes (X2) on Purchase Decisions (Y) at Jaya Ponsel store in Bengkulu City, the following conclusions can be drawn: AI-Based Marketing (X1) has a positive and significant influence on Purchase Decisions (Y) at Jaya Ponsel store in Bengkulu City. This conclusion is supported by the hypothesis test results, where $t_{\text{calculated}} > t_{\text{table}}$ ($2.839 > 1.97623$), indicating that AI-based marketing plays a crucial role in shaping consumer purchase decisions., The Lifestyle Changes (X2) variable also has a positive and significant influence on Purchase Decisions (Y) at Jaya Ponsel store in Bengkulu City. This finding is proven by the hypothesis test results, where $t_{\text{calculated}} > t_{\text{table}}$ ($2.723 > 1.97623$), suggesting that lifestyle changes significantly impact consumer behavior and purchasing preferences., Simultaneously both AI-Based Marketing (X1) and Lifestyle Changes (X2)

influence Purchase Decisions (Y). This is evidenced by the simultaneous hypothesis test (F-test), where $F_{\text{calculated}} > F_{\text{table}}$ ($17.161 > 3.08$), indicating that both variables collectively contribute to purchase decisions. The correlation analysis shows a correlation coefficient (R) of 0.491 (24.1%), which approaches 1, indicating a moderate relationship between the variables. The coefficient of determination (R^2) is 0.781, meaning that 24.1% of the variance in purchase decisions is explained by AI-based marketing and lifestyle changes, while the remaining 85.9% is influenced by other variables not examined in this study. These findings highlight the significant role of AI-based marketing and lifestyle trends in shaping consumer purchase behavior, particularly in the context of innovative and tech-savvy products such as the Samsung Galaxy Flip 5.

Recommendations

Based on the research findings on the influence of AI-Based Marketing (X1) and Lifestyle Changes (X2) on Purchase Decisions (Y) at Jaya Ponsel store in Bengkulu, several considerations and suggestions can be made for all relevant parties as follows: AI-Based Marketing (X1) The research findings indicate a strong correlation between AI-based marketing and purchase decisions (Y) at Jaya Ponsel. To enhance the effectiveness of AI-based marketing, it is recommended that customers who frequently use social media or are exposed to AI-based marketing campaigns receive clear, comprehensive product information about the Samsung Galaxy Flip 5. Additionally, encouraging customers to provide honest reviews about the product's strengths and weaknesses could help potential buyers make more informed decisions and reduce hesitation during the purchase process. Lifestyle Changes (X2) The research shows that lifestyle changes positively influence purchase decisions at Jaya Ponsel. To further strengthen this relationship, it is suggested that the store increase its stock of advanced technology products, such as the Samsung Z Fold 6 and other innovative devices. Given the intense market competition, offering a wide selection of high-quality products could help Jaya Ponsel remain competitive and attract tech-savvy consumers. Purchase Decisions (Y) The findings indicate that customer satisfaction with the products sold at Jaya Ponsel is relatively high, as the products align well with consumer needs, making the shopping experience easier and encouraging repeat purchases. To maintain and enhance customer loyalty, Jaya Ponsel could consider improving customer service, providing loyalty rewards, and enhancing after-sales services to further strengthen customer relationships and satisfaction.

Recommendations for Future Research:

It is recommended that future researchers explore additional variables not examined in this study that may influence purchase decisions, such as consumer trust, brand loyalty, and the influence of digital influencers. Utilizing more advanced analytical methods and increasing the number of respondents could also improve the robustness and generalizability of future research findings. By implementing these recommendations, Jaya Ponsel could enhance its

marketing strategies, improve customer satisfaction, and strengthen its competitive position in the smartphone retail market.

References

- [1] I. Ajzen, "The theory of planned behavior," *Organizational Behavior and Human Decision Processes*, vol. 50, no. 2, pp. 179–211, 1991. [https://doi.org/10.1016/0749-5978\(91\)90020](https://doi.org/10.1016/0749-5978(91)90020).
- [2] G. Armstrong, *Consumer Behavior and Marketing Strategy: Psychological and Social Influences on Decision Making*, New York: Marketing Insights Press, 2021.
- [3] T. Arianto and E. P. Sari, "Analisis Pengaruh Kualitas Pelayanan, Perceived Value, Dan Perceived Switching Cost Terhadap Loyalitas Pelanggan PT. Telkomsel, Tbk Cabang Bengkulu," *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, vol. 11, no. 1, pp. 237–244, 2023.
- [4] T. Arianto, S. Mulyono, I. P. S. Arta, and S. Chaniago, "Increasing Vocational Education Decisions Through Social Media, and Price Reduction Through Brand Trusts," in *Proc. 2nd Annual Conference on Blended Learning, Educational Technology and Innovation (ACBLETI 2020)*, pp. 390–395, Jun. 2021.
- [5] N. Azzahra, R. Fadhilah, and I. Suhendra, *Artificial Intelligence dan Pemasaran Digital: Strategi Masa Depan*, Jakarta: Pustaka Digital Nusantara, 2024.
- [6] N. Azzahra, D. Lestari, and R. Pratama, *Pengaruh Citra Merek terhadap Loyalitas Konsumen dalam Industri Teknologi*, Jakarta: Gramedia Pustaka Utama, 2024.
- [7] R. Cantika and T. Arianto, "Pengaruh Persepsi Kemudahan, Service IT Quality, Persepsi Risiko terhadap Behavior Intention Pengguna Shopee," *Jurnal Manajemen Modal Insani dan Bisnis (JMMIB)*, vol. 5, no. 2, pp. 310–324, 2024.
- [8] F. D. Davis, "Perceived usefulness, perceived ease of use, and user acceptance of information technology," *MIS Quarterly*, vol. 13, no. 3, pp. 319–340, 1989. <https://doi.org/10.2307/249008>.
- [9] F. Eliana and W. Lida, *Perubahan Gaya Hidup Konsumen Era Digital dan Dampaknya terhadap Keputusan Pembelian Produk Teknologi*, Bandung: Alfabeta, 2024.
- [10] S. Fatihah and R. Saidah, *Analisis Penerapan Teknologi AI dalam Meningkatkan Pengalaman Konsumen*, Bandung: Alfabeta, 2021.
- [11] M. Featherstone, *Consumer Culture and Postmodernism*, 2nd ed., London: Sage Publications, 2013.
- [12] I. Goodfellow, Y. Bengio, and A. Courville, *Deep Learning*, Cambridge, MA: MIT Press, 2020.
- [13] M. H. Huang and R. T. Rust, "Artificial intelligence in service," *Journal of Service Research*, vol. 21, no. 2, pp. 155–172, 2018.
- [14] P. Kotler and G. Armstrong, *Principles of Marketing*, 18th ed., Pearson, 2021.
- [15] P. Kotler, H. Kartajaya, and I. Setiawan, *Marketing 5.0: Technology for Humanity*, Hoboken, NJ: John Wiley & Sons, 2021.
- [16] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed., Pearson, 2019.
- [17] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed., Pearson Education, 2021.
- [18] A. Mahalakshmi and S. Kruba, *Maslow's Hierarchy of Needs in the Digital Age: A Reappraisal*, Chennai: TechWorld Press, 2020.
- [19] P. Mahalakshmi and V. Kruba, *Consumer Behavior and Lifestyle: Trends in Digital Consumption*, Chennai: Techno Publications, 2020.
- [20] A. H. Maslow, "A theory of human motivation," *Psychological Review*, vol. 50, no. 4, pp. 370–396, 1943. <https://doi.org/10.1037/h0054346>.
- [21] A. Maulida and P. Jaya, *Analisis Keputusan Pembelian Konsumen pada Produk Smartphone Lipat di Era Digital*, Bandung: Digital Insight Press, 2024.
- [22] R. Maulida and A. S. Jaya, *Strategi Pemasaran Produk Lokal dan Global: Kasus Samsung Galaxy Flip 5*, Yogyakarta: Media Inovasi, 2024.
- [23] J. McCarthy, *The Future of Artificial Intelligence and Marketing Strategies*, New York: AI Business Press, 2021.

- [24] R. Meiliyawati, Pengaruh Pemasaran Digital Berbasis AI terhadap Loyalitas Pelanggan di Sektor Teknologi, Surabaya: Universitas Airlangga, 2023.
- [25] N. Mita Anggareni, Pemasaran Berbasis AI dan Keputusan Pembelian Konsumen di Era Digital, Yogyakarta: Deepublish, 2019.
- [26] N. Naningsih et al., MSDM (SDM Era Digital), 2023.
- [27] A. Nasution and F. Hafas, Artificial Intelligence dan Perilaku Konsumen: Sebuah Studi pada Industri Ritel Digital, Jakarta: UI Press, 2022.
- [28] H. Nurrahman, S. Azizah, and M. Firdaus, Perilaku Konsumen Digital dan Pemasaran AI di Era Big Data, Yogyakarta: Pustaka Dunia Digital, 2022.
- [29] H. Nurrahman, M. Fadillah, and L. Azizah, Theory of Planned Behavior dan Keputusan Konsumen dalam Era Digital, Surabaya: Penerbit Cendekia, 2022.
- [30] S. Pamungkas, M. Riyadi, and A. Wibowo, Inovasi Produk dan Pemasaran Digital dalam Meningkatkan Keputusan Pembelian, Malang: Universitas Negeri Malang, 2021.
- [31] S. Purwanto et al., Manajemen Sumber Daya Manusia, Yayasan Tri Edukasi Ilmiah, 2024.
- [32] R. Pratama and D. Lestari, Perilaku Konsumen di Era Digital: Gaya Hidup dan Keputusan Pembelian, Bandung: Alfabeta, 2021.
- [33] H. Rahayu, A. Sismanto, and T. Arianto, "The Effect Of Prices, Product Reviews, Ease Of Use, And Security Of Transactions On Purchasing Decisions Online In Shopee," J. Bima (Business, Management, Accounting), vol. 1, no. 1, pp. 34–48, 2020.
- [34] D. R. Widianita, Tren Gaya Hidup dan Konsumerisme pada Generasi Milenial dan Z, Yogyakarta: Gadjah Mada University Press, 2023.
- [35] F. Riska and S. Rosa, Pengaruh Pemasaran Digital terhadap Keputusan Pembelian Smartphone di Indonesia, Jakarta: Penerbit Andi, 2024.
- [36] S. Russell and P. Norvig, Artificial Intelligence: A Modern Approach, 4th ed., Pearson Education, 2021.
- [37] L. G. Schiffman and J. L. Wisenblit, Consumer Behavior, 12th ed., Boston: Pearson, 2019.
- [38] M. R. Solomon, Consumer Behavior: Buying, Having, and Being, 13th ed., Pearson, 2020.
- [39] Sugiyono, Metode Penelitian Kuantitatif, Kualitatif, dan R&D, Bandung: Alfabeta, 2013.
- [40] M. Thompson, Consumer Decision-Making: Key Factors and Indicators of Purchase Behavior, London: Global Marketing Publishers, 2019.
- [41] A. Zamili, Loyalitas Konsumen dan Strategi Pemasaran Berbasis Nilai Islam, Jakarta: Pustaka Islami, 2023.