
| RESEARCH ARTICLE

Do Artificial Intelligence and Digital Marketing Impact Purchase Intention Mediated by Perceived Value?

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| ABSTRACT

Over the past few years, the online market has rapidly expanded and changed the patterns of business activity in response to the ever-increasing technology. E-commerce has facilitated a new culture of buying and selling practices. Shopee is one of the most popular online shopping platforms in Indonesia. This study examines the impact of Artificial Intelligence and digital marketing on purchase intention and perceived value in the Shopee marketplace. The research method was quantitative, the data collection method used was the questionnaire method, and the sample size for this study was equal to one hundred individuals. The use of SmartPLS 3.0 facilitated analysis throughout this research. The findings show that Artificial intelligence does not affect perceived value. However, digital marketing's impact is positive and significant. Artificial Intelligence positively affects consumers' purchase intention. Digital marketing does not affect consumers' purchase intention. Perceived value influences purchase intent. Artificial Intelligence has no impact on purchase intention when value mediates it. Scented product or service value mediates digital marketing's positive effect on purchase intention. The results of this study and those of earlier research differ because this study includes perceived value mediation, which was not included in earlier research and was not published in any of the journals that contained earlier research.

| KEYWORDS

Artificial Intelligence, Digital Marketing, Purchase Intention, Perceived Value

| ARTICLE INFORMATION

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1. Introduction

Due to increasingly sophisticated technology, the online market has grown rapidly and changed business patterns in recent years. E-commerce has created a new buying and selling culture. It modernized traditional business practices without losing their essence. Producers, distributors, and consumers use the internet for communication and transaction, creating a competitive strategy platform (Hsin Chang & Wang, 2011). The convenience, efficiency, safety, and the number of people who prefer to shop online are all on the uprising. E-commerce is rising in the modern era because the internet is accessible anytime and anywhere across various devices.

Because of the widespread Covid-19 virus infection, the economy, e-commerce, technological advancements, and business travel are all impacted (Hasanat et al., 2020). Without recognizing it, mass limitation and social distancing have deprived people of their everyday mobility demands and impeded the engagement of the active community (Sholahuddin et al., 2021). In addition, the virus spread so quickly that governments in almost all countries issued lockdown regulations. Restricts people's shopping behaviour; therefore, E-commerce can be used to buy and sell clothing, skincare, and other items.

There are numerous online marketplaces in Indonesia where people can buy and sell items. Each marketplace in Indonesia where people can buy and sell items, and each marketplace has its market, such as Shopee. Shopee is a mobile-based E-commerce (online buying and selling) platform currently being developed in Indonesia (Swastika, 2018). Shopee sells a wide range of things, from fashion to household necessities. Shopee is available as a mobile application; compared to traditional or electronic commerce, mobile commerce provides additional value elements that may influence consumers' online purchase intention (Dastane, 2020). According to (Gabriel & Kolapo (2015), in light of this, consumers can be reached from anywhere and at any time by providing a rich webpage background with informative text, graphics, and audio which has surpassed the traditional channel due to improved user experience.

Online purchasing through E-commerce provides numerous advantages for consumers from different points of view. Consumers prefer to purchase online because they see the value of using it (Canada et al., 2015). According to Kumar & Reinartz (2016), the perceived value represents the aggregation of benefits that the consumers are seeking, expecting, or experiencing and the possible undesired consequences resulting from them. Technological advances certainly support online shopping. Technology's development is a modern innovation. Rapid technological advancements have made it possible for people to achieve anything. Most people nowadays use technology to meet their demands, such as online purchasing. With the development of technology, shopping can be done anywhere and anytime. Artificial intelligence (AI) technology can help consumers make online purchases. AI technology has been extensively applied to online shopping platforms to provide consumers with more accurate and personalized services. It is critical to examine the different functional experiences of AI for consumers to improve the current application status of AI technology (Yin & Qiu, 2021). AI technology can enhance interactions among consumers, products, services, and interactive environments and quickly match demands. AI chat robots, content recommendation systems, and consumer feature recognition have become artificial agents for AI marketing activities (Overgoor et al., 2019).

In addition to artificial intelligence, digital marketing also plays a role in the development of online marketing. According to Hisam (2018), Digital marketing uses the internet and other interactive technologies to create and link information between companies and identified consumers. The rise of digital marketing is correlated to the rapid development of digital technologies such as smartphones, smart products, the Internet of Things (IoT), and artificial intelligence (AI), which has an impact on the revolution of consumer purchases and the reshaping of futures marketing strategy (Dastane, 2020).

2. Literature Review

2.1 Purchase Intention

Purchase intention is a behaviour that may be characterized as a consumer's wish to buy or choose a product based on their previous experience with the product, their desire for the product, and their use of the product (Kotler & Keller, 2016). The term "purchase intention" refers to a consumer's desire to purchase goods or services (Athapaththu & Kulathunga, 2018). According to Bayu & Sulistyawati (2019), purchase intention relates to the consumers' plan to buy certain products and how many units of the products are needed in a certain period. Furthermore, purchase intention relates to the consumers' plan to purchase certain products. Purchase intention shows that consumers will follow the cognitive demand, seek knowledge from the external environment, purchase, and make decisions regarding their post-purchase product use (Naderibani et al., 2016).

2.2 Artificial Intelligence

Artificial intelligence is a subject taught in computer science and engineering programs. This field focuses mostly on the use of computers to process data. Artificial intelligence (AI) is a subfield of computer science, as stated by Mohammed (2019). It is the process of writing computer programs to do work that would normally require human cognition. Learning, vision, problem-solving, language comprehension, and logical reasoning are only a few of the areas that AI systems can tackle. According to Gidh (2020), Artificial intelligence (AI) is a common field in computer science because it has improved human life in various ways. For example, over the last two decades, artificial intelligence has significantly increased the efficiency of production and service processes.

Artificial intelligence can collect and process massive amounts of data to make actionable decisions. This technology is also used in e-commerce to detect trends based on browsing history, order history, account records, and other factors (Mittal & Sharma, 2021). Indonesia has fast-growing e-commerce; Artificial intelligence would significantly impact how e-commerce business wins and retains customers. Several e-commerce companies have begun to use artificial intelligence in various ways to understand their customers better and provide a better user experience (Bandara et al., 2020).

2.3 Digital Marketing

Digital marketing is direct marketing that connects buyers and sellers electronically through interactive technologies such as emails, websites, online forums, newsgroups, interactive television, mobile communications, and soon (Kotler & Armstrong, 2009).

(Chaffey & Smith, 2013) describes digital marketing as applying technology to marketing activities to improve customer knowledge by matching their needs. According to García et al. (2019), digital marketing is a new technique in the field of online marketing that involves influencing consumers through a variety of interaction channels, such as social media, mobile apps, blogs, and emails, to achieve closer communication in various forms that convey advertising to consumers.

2.4 Perceived Value

Customer perceived value is the satisfaction of prospective customers with all of the benefits and costs of an offering over its alternatives. A product is said to be of high value if it meets the customers' needs, wants, and demands (Kotler & Keller, 2016). Perceived value, according to Syamsiah (2009), is the result or benefits the customer receives about the total cost (including the price paid and other costs associated with the purchase). Meanwhile, (Damkuviene et al., 2016) define perceived value as "value that customers believe they get" from the trade-off between costs and benefits rather than "real" value obtained by customers.

Based on some of the definitions above, customer perceived value is a custom assessment that compares the benefits received with the sacrifices made to obtain a product/ service.

3. Methodology

The type of research used in this study is causal research which uses a survey method with a questionnaire tool. The method used in this research is a quantitative approach. The quantitative research method is concerned with quantifying and analyzing variables to obtain results. This study uses purposive sampling as the sampling technique and the target population in this study is university students who had made an online purchase at Shopee. This is because the number of university students in Surakarta City is large. Therefore, it is enough to represent the respondents in this study.

3.1 Variable Indicator

Table 1.1 lists the indicators of each component of Artificial Intelligence, Digital Marketing, Perceived Value, and Purchase Intention. There are 17 questions regarding consumers' perceptions of Artificial Intelligence and Digital Marketing at Shopee Marketplace. Items consist of 1). Three questions related to (Artificial Intelligence, 2). Six questions related to (Digital Marketing, 3). Four questions related to Perceived Value, 4). Four questions related to Purchase Intention.

Table 1.
Indicator of Artificial Intelligence (X1), Digital Marketing (X2), Perceived Value (M), Purchase Intention (Y)

Variable	Code	Indicator
A. Artificial Intelligence (X1)	P 1	1. Artificial intelligence assistant (chatbot)
	P 2	2. Intelligence logistics
	P 3	3. Optimal pricing
B. Digital Marketing (X2)	P 4	1. Website
	P 5	2. Affiliate marketing
	P 6	3. Email marketing
	P 7	4. Social media
	P 8	5. Customer relationship
	P 9	6. Online PR
C. Perceived Value (M)	P 10	1. Emotional value
	P 11	2. Economical value
	P 12	3. Quality/ performance value
	P 13	4. Social value
D. Purchase Intention (Y)	P 14	1. Transactional interest
	P 15	2. Referral interest
	P 16	3. Preferential interest
	P 17	4. Explorative interest

3.2 Number of Samples

The sample is a subset of the population that represents the population's characteristics (Sajjad, 2016). (Gay & P. L. Diehl, 1992) state that sample sizes greater than 30 and less than 500 are appropriate for most studies. As a result, the criteria required are Shopee users living in Surakarta to determine the minimum sample size required. In this study, the researcher uses the Lemeshow formula as follows:

$$\eta = \frac{Z^2 x (1 - p)}{d^2}$$

Where:

n = number of samples sought

Z = Z score at 95% confidence = 1.96

P = maximum estimate

d = alpha (0,10) / sampling error = 10%

Based on the results of the above calculations, the number of samples in this study was 94.04, which rounded up to 100 respondents.

4. Results and Discussion

4.1 Profile of Respondent

In this study using a sample of Shopee users, out of these 100 samples, there are the following characteristics:

4.1.1 Description of Gender Characteristics

The following are the results of the characteristics of the gender description shown in the table :

Table 2. Description of Gender Characteristics

No.	Gender	Amount	Percentage
1.	Man	30	30%
2.	Woman	70	70%
	Total	100	100%

Source: Primary Data 2022

From table 2 above, it can be seen that the sample collected was 100 respondents divided into two sex groups. Respondents of the male sex amounted to 30 people (30 %), and women amounted to 70 people (70 %). Therefore, in this study, it can be concluded that most Shopee users are women.

4.1.2 Description of Age Characteristics

The following are the results of the characteristics of the age description shown in the table :

Table 3. Description of Age Characteristics

No.	Age	Amount	Percentage
1.	17 – 19	4	4%
2.	20 – 22	77	77%
3.	23 – 25	18	18%
4.	> 25	1	1%
	Total	100	100%

Source: Primary Data 2022

From table 3 above, it can be seen that the sample collected was 100 respondents divided into four age groups. Respondents aged 17-19 years were 4 people (4 %), aged 20-22 years were 77 people (77 %), aged 23-25 years were 18 people (18 %) and aged > 25 years were 1 person (1 %).

4.1.3 Description of Faculty Characteristics

The following are the results of the characteristics of the faculty description shown in the table :

Table 4. Description of Faculty Characteristics

No.	Faculty	Amount	Percentage
1.	FEB	72	72%
2.	FKI	9	9%
3.	FKIP	3	3%
4.	FH	7	7%
5.	FP	3	3%
6.	FT	3	3%
7.	FK	3	3%
Total		100	100%

Source: Primary Data 2022

From table 4 above, it can be seen that the sample collected was 100 respondents divided into seven faculty groups. Respondents from the FEB faculty were 72 people (72 %); from the FKI faculty, there were nine people (9 %); from FKIP, there were three people (3 %); from FH, there were seven people (7 %), from FP there were three people (3 %, from FT there are three people (3 %), and from FK there are three people (3 %).

4.1.4 Description of Earning Characteristics

The following are the results of the characteristics of the monthly income shown in the table :

Table 5. Description of Income Characteristics

No.	Income	Amount	Percentage
1.	IDR 500,000 – 1,000,000	34	34%
2.	IDR 1,000,000 – 2,000,000	24	24%
3.	IDR 2,000,000 – 3,000,000	25	25%
4.	> IDR 3,000,000	17	17%
Total		100	100%

Source: Primary Data 2022

From table 5 above, it can be seen that the sample collected was 100 respondents divided into four income groups. Respondents with an income of IDR 500,000 - 1,000.00/month were 34 people (34 %), respondents with an income of IDR 1,000,000 - 2,000,000/month were 24 people (24 %), respondents with an income of IDR 2,000,000 - 3,000,000/month are 25 people (25 %), and respondents with income > IDR 3,000,000/month are 17 people (17 %).

4.1.5 Description of Usage Characteristics

The following are the results of the characteristics of the Shopee usage description shown in the table :

Table 6. Description of Shopee Usage Characteristics

No.	Usage	Amount	Percentage
1.	< 5 times	23	23%
2.	> 5 times	77	77%
Total		100	100%

Source: Primary Data 2022

From table 6 above, it can be seen that the sample collected was 100 respondents divided into two groups using Shopee. Respondents who used Shopee less than five times were 23 people (23 %), and respondents who used Shopee more than five times were 77 people (77 %).

4.1.6 Description of Shopping Frequency Characteristics

The following are the results of the characteristics of the shopping frequency description shown in the table :

Table 7. Description of Shopping Frequency Characteristics

No.	Shopping Frequency	Amount	Percentage
1.	Everyday	7	34%
2.	Once a week	14	24%
3.	Two/ three times a week	17	25%
4.	Once a month	39	17%
5.	I have not shopped on Shopee in the last month	23	
Total		100	100%

Source: Primary Data 2022

Table 7 above shows that the sample collected was 100 respondents divided into five groups of Shopping Frequency at Shopee. Respondents with a frequency of purchasing every day amounted to 7 people (7 %), respondents with a frequency of purchasing once a week amounted to 14 people (14 %), respondents with a frequency of shopping two/three times a week amounted to 17 people (17 %). Respondents with a frequency of shopping once a month amounted to 39 people (39 %), and for respondents who did not shop at Shopee in the last month, there were 23 people (23 %).

4.2 Analysis of Results

4.2.1 Data Analysis Technique

a. PLS Outer Model Test Result

In this study, the test results are assisted with the help of software Smart PLS version 3.0; the complete model can be presented in the following Figure :

1) Convergent Validity

Figure 1. Convergent Validity

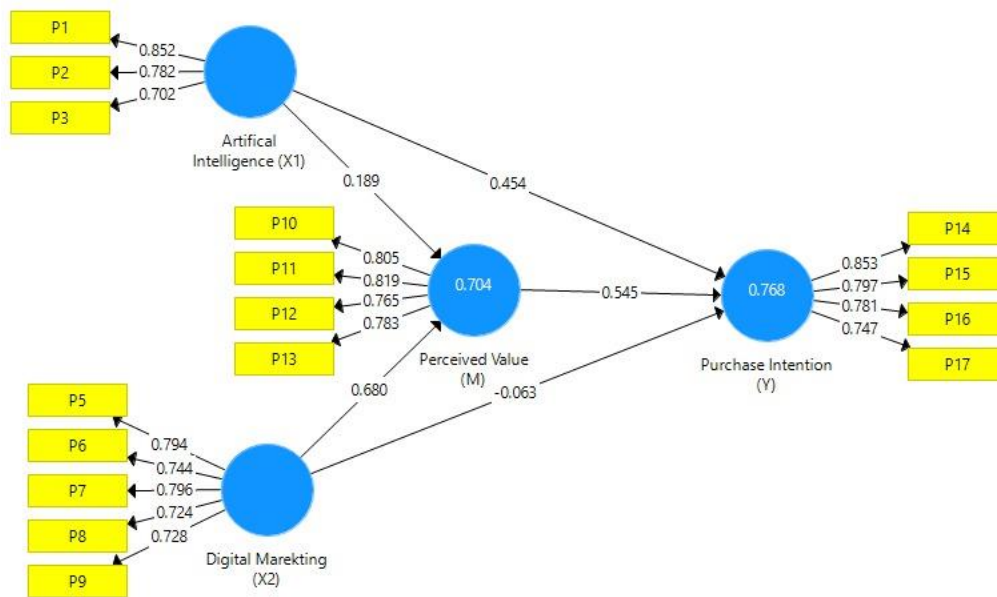


Table 8. Outer Model

Variable	Indicator	Outer Loading	Notes
Artificial Intelligence (X1)	P1	0.852	Valid
	P2	0.782	Valid
	P3	0.702	Valid
Digital Marketing (X2)	P4	0.749	Valid
	P5	0.785	Valid
	P6	0.728	Valid
	P7	0.792	Valid
	P8	0.730	Valid
	P9	0.708	Valid
Perceived Value (M)	P10	0.806	Valid
	P11	0.818	Valid
	P12	0.766	Valid
	P13	0.782	Valid
Purchase Intention (Y)	P14	0.853	Valid
	P15	0.797	Valid
	P16	0.781	Valid
	P17	0.747	Valid

Source: Primary Data 2022

To test convergent validity, use Outer value loading or loading factor. The reflective measure or criteria in this test with an outer. Value loading 0.05-0.60. Based on Table 4.7, all statement items proved valid.

2) Discriminant Validity

Table 9. Cross Loading

Indicator	Average Variant Extracted (AVE)	Notes
Perceived Value (M)	0.611	Reliable
Artificial Intelligence (X1)	0.562	Reliable
Digital Marketing (X2)	0.629	Reliable
Purchase Intention (Y)	0.633	Reliable

Source: Primary Data 2022

Discriminant validity is to compare the value of the square root of average variance extracted (AVE) for each construct with a correlation between other constructs in the model; if the square root of average variance extracted (AVE) construct is greater than the correlation with all other constructs, then it is said has good discriminant validity. According to Ghozali (2015), discriminant validity is declared valid if the AVE value is > 0.05; based on the table above, the Average value Variance Extracted (AVE) shows the value > 0.5. Therefore each variable is declared valid

3) Composite Reliability and Cronbach's Alpha

Table 10. Reliability

Indicator	Cronbach's Alpha	Composite Reliability	Notes
Perceived Value (M)	0.792	0.824	Reliable

Artificial Intelligence (X1)	0.844	0.885	Reliable
Digital Marketing (X2)	0.803	0.871	Reliable
Purchase Intention (Y)	0.807	0.873	Reliable

Source: Primary Data 2022

Based on table 4.9. on shows that each variable's composite reliability shows the construct's value > 0.60. These results indicate that each variable has met the composite reliability, so it can be concluded that all variables have a high level of reality. Furthermore, in the table above, Cronbach's alpha for each variable shows a constructed value > 0.70; thus, these results indicate that each research variable has met the requirements of Cronbach's value alpha, so it can be concluded that all variables have a high level of reliability.

4) Multicollinearity Test

Table 11. VIF

Indicator	M	Y	Notes
Artificial Intelligence (X1)	2.879	3.008	Multicollinearity free
Digital Marketing (X2)	2.879	4.291	Multicollinearity free
Perceived Value (M)		3.232	Multicollinearity free

Source: Primary Data 2022

The multicollinearity test determines the multicollinearity between variables by looking at the correlation value between independent variables. The criteria that apply in the multicollinearity test is if the VIF (Variance Inflation Factor) value <10, which means the regression model is free from multicollinearity (Ghozali, 2015).

b. Structural Model or Inner Model

The inner model measures how the causal relationship between latent variables that make up the model. Also known as the inner relation, describes the relationship between latent variables based on the substantive theory of research. The coefficient of Determination (R²) and Goodness Test (Goodness of Fit) were used to evaluate this model.

1) R- Square

The value of R - squared (R²) is used to calculate the degree of independent variation of the dependent variable. The higher the R² value, the better the prediction model of the research model (Abdillah et al., 2015). If R² is greater than 0.7, the model is significant (strong).

Table 12. R Square

Indicator	R Square
Perceived Value (M)	0.691
Purchase Intention (Y)	0.769

Source: Primary Data 2022

Table 4.8 above shows that the value of R Square for the Perceived variable Value (M) is 0.691. These gains explain that the Perceived Value (M) percentage is 69.1%. This means that artificial intelligence intelligence and digital marketing impact Perceived Value (M) is 69.1 percent, and other variables influence the remaining 30.9%. Meanwhile, the value of R Square for variable purchase intention (Y) is 0.769. The acquisition explains that the percentage of the purchase intention was 76.9 percent. This means that the

variable artificial intelligence, digital marketing, and perceived value against purchase intention is 76.9%, and other variables influence the remaining 23.1%.

2) Q Square test (God of Fit)

The goodness-of-fit test was carried out to evaluate the measurement model and the structural model and to provide simple measurements for the prediction of the overall model (Ghozali, 2015). The following are the results of the Q-square analysis:

Table 13. Q Square

Indicator	Q Square
Perceived Value (M)	0.416
Purchase Intention (Y)	0.456

Source: Primary Data 2022

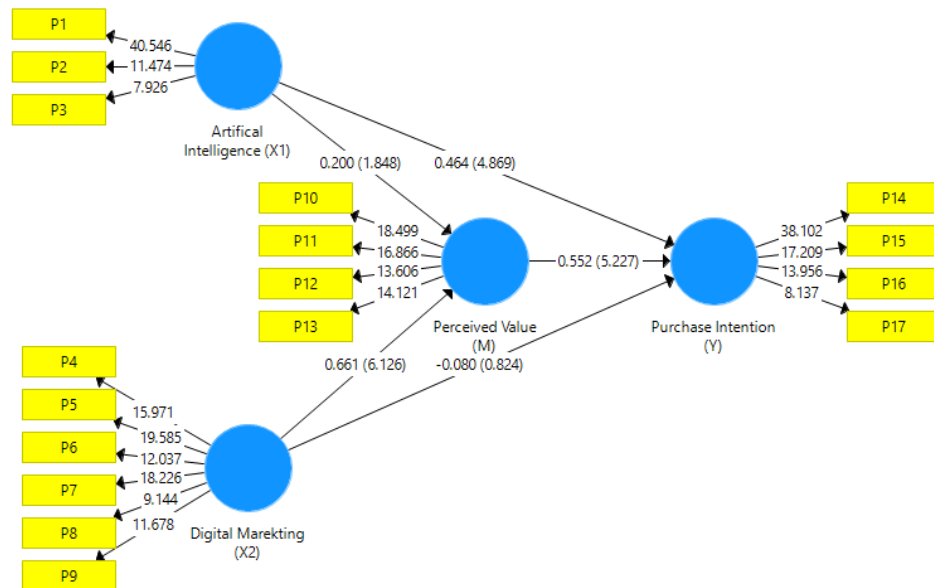
Table 4.12 Q square value greater than 0 indicates that the model is predictively relevant.

c. Hypothesis Testing

Hypothesis testing in this study was carried out by looking at t statistics and P-Value. The t-test aims to partially determine how much influence the independent variable has on the dependent variable.

1) Direct Effect

Table 2. Inner Model



The direct effect uses the t-test, which aims to determine the effect of the variable partially independent of the dependent variable. This hypothesis can be accepted if P Values <0.05. The hypothesis is accepted that the independent variable significantly affects the dependent variable (Effendi et al., 2019).

Table 14. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Artificial Intelligence (X1) -> Perceived Value (M)	0.200	0.196	0.108	1.848	0.065	Not significant
Artificial Intelligence (X1) -> Purchase Intention (Y)	0.464	0.479	0.095	4.869	0.000	Significant
Digital Marketing (X2) -> Perceived Value (M)	0.661	0.669	0.108	6.126	0.000	Significant
Digital Marketing (X2) -> Purchase Intention (Y)	-0.080	-0.077	0.097	0.824	0.410	Not significant
Perceived Value (M) -> Purchase Intention (Y)	0.552	0.535	0.106	5.227	0.000	Significant

Source: Primary Data 2022

Based on the table above, it shows that of the five hypotheses that have a direct effect, there is two hypothesis that is rejected, namely Artificial intelligence to Perceived Value and Digital Marketing to Purchase Intention due to the value of T-Statistics < 1.96 and P - Values > 0.05 while the other four hypotheses are accepted because the T - Statistics value > 1.96 P -Values < 0.05.

2) Indirect Effect

Indirect influence analysis is useful for testing the hypothesis that a dependent variable has an indirect effect on an independent variable mediated by an intermediate variable (Julian, 2018).

Table 15. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Artificial Intelligence (X1) -> Perceived Value (M) -> Purchase Intention (Y)	0.110	0.106	0.064	1,729	0.084	Not significant

Digital Marketing (X2) -> Perceived Value (M) -> Purchase Intention (Y)	0.365	0.357	0.099	3,697	0.000	Significant
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Source: Primary Data 2022

Based on the table above, it shows that from the relationship that has an indirect effect, there is 1 (one) hypothesis that is rejected, namely Artificial intelligence to Purchase intention mediated by Perceived value because the value of T-Statistics < 1.96 and P - Values > 0.05 while 1 (one) other hypothesis is accepted because the value of T - Statistics > 1.96 P -Values < 0.05.

4.3 Discussion

The findings of the research analysis will be explained in this section. The goal of this study is to identify the variables that have the greatest impact on consumers' intentions to make purchases at Shopee. Two variables—artificial intelligence (X1) and digital marketing (X2)—are used to analyze the impact on purchase intentions based on the preceding chapter. In addition, the mediating impact of perceived value (M) has also been examined. The results of this study demonstrate the following: A total of seven hypotheses were constructed and tested using the Structural method Equation Modeling (SEM) and helped by software Smart PLS 3.0, as well as demographic characteristics were assessed with the aid of SPSS software.

First, the demographic characteristics of the respondents are summarized using descriptive statistics. The majority of respondents in this study were women with an age range of 20-22 years, from the Faculty of Economics and Business, with a majority income of IDR 500,000 - 1,000,000/month. Use of marketplace the majority of Shopee have used more than five times to shop with a shopping frequency of once a month.

Second, the results of the first hypothesis in this study prove that artificial intelligence has no impact on Perceived values. Based on the results obtained, artificial intelligence proves that there is no significant positive impact on Perceived value, so this hypothesis is rejected. The results of this study differ from the research conducted by (Yin & Qiu, 2021), stating that regarding the application status of the Jingdong AI robot, some experts believe that AI technology can help with the automation of consumer feedback management and that dynamic analysis powered by AI can help marketers respond better to consumers, provide services robotic customers in the e-commerce platform better intelligence, and bring a better consumer value experience for consumers' online shopping. However, in research conducted on the Shopee marketplace, artificial intelligence has no impact on Perceived values.

Third, the results of the second hypothesis in this study prove that digital marketing has a positive and significant impact on perceived values. Therefore, more digital marketing will increase perceived value. Based on the results, digital marketing proves a significant positive impact on perceived value, so this hypothesis is accepted. According to Reshanggono et al. (2021), digital marketing helps companies to promote and market their products and services. Digital marketing also creates or opens new previously closed markets due to constraints of time, communication methods, and distance. According to research (Reshanggono et al., 2021), digital marketing has a positive but insignificant impact on perceived value. This means that digital marketing has little impact on consumers' perceived value.

Fourth, the results of the third hypothesis in this study prove that artificial intelligence has a positive and significant impact on Purchase Intention. Bigger artificial intelligence will increase Purchase Intentions. Based on the results, artificial intelligence proves a significant positive impact on Purchase Intention, so this hypothesis is accepted. Coupled with recent research supporting the impact of artificial intelligence on consumer purchase intentions, it was found that artificial intelligence was successful in researching automated driving technologies included in the world of transportation, significantly reducing the number of accidents caused by human error and road congestion. According to a survey conducted in 2015, purchase intentions are positive and increasing (Shin et al., 2019).

Fifth, the results of the fourth hypothesis in this study prove that digital marketing has no positive and significant impact on Purchase Intention. The results from digital marketing prove the there is no positive and significant influence on Purchase Intention, so this hypothesis is rejected. This differs from Albi's (2020) research, which claims that digital marketing influences consumers' purchase intentions, that consumers are motivated to buy products as a result of the company's digital marketing efforts, and that consumers believe digital marketing is more informative in explaining products, easier to find, and more appealing.

Sixth, the results of the fifth hypothesis in this study prove that perceived value has a positive and significant impact on Purchase Intentions. Based on the results obtained, perceived value proves a positive and significant influence on Purchase Intention, so this hypothesis is accepted. Consumers' perceived value is shaped by the knowledge they acquire and expect and what they receive. Consumers will weigh the perceived quality of a product against the sacrifices made to obtain it. Consumers use perceived value to compare service and cost aspects of competing products. The high perceived value of a product will result in consumer purchase intentions (Yeh et al., 2011).

Seventh, the results of the sixth hypothesis in this study prove that artificial intelligence has no impact on Purchase Intention mediated by perceived values. Based on the results obtained, artificial intelligence proves no impact on Purchase Intention mediated by perceived value, so this hypothesis is rejected. Artificial intelligence, as a type of technology, is widely used in online shopping platforms to help businesses increase sales volume, but it cannot work directly. In online shopping, consumers must find the feelings that make all kinds of services and favours valuable to them, such as costs and experiences, which will lead to purchase intentions and behaviour (Ding & Wang, 2019).

Eighth, the results of the seventh hypothesis in this study prove that digital marketing has a positive and significant impact on Purchase Intention mediated by perceived value. Based on the results obtained, artificial intelligence proves a significant positive impact on Purchase Intention mediated by perceived value, so this hypothesis is accepted. Consumer perceptions of the value of a product and service increase with digital marketing and the level of engagement with digital platforms (Ceyhan, 2019). In research, perceived value consists of functional, hedonic, social, and self-brand image. It has been found that functional value and hedonic value increase purchase intention through digital platforms. Marketers create social media ads to increase sales by increasing customer perceived value. Digital marketing positively impacts brand value because it provides a platform for buyers to avoid misunderstandings about brands. Furthermore, positive product reviews and opinions increase purchase intention (Tham et al., 2019). (Bonsón Ponte et al., 2015), Moreover, (Gan & Wang, 2017) proved a significant relationship between purchase intention and perceived value.

5. Conclusion

Based on the analysis of the problem formulation, hypotheses and research results can be drawn in the following conclusions: first, Artificial intelligence has no impact on perceived value. Second, Digital marketing has a positive and significant impact on perceived value. Third, Artificial intelligence has a positive and significant impact on purchase intention. Fourth, Digital marketing has no positive and significant impact on purchase intention. Fifth, Perceived value has a positive and significant impact on purchase intention. Sixth, Artificial intelligence has no impact on purchase intention mediated by perceived value. Lastly, Digital marketing positively and significantly impacts purchase intention mediated by perceived value.

The limitation of this research is the limited reference to some elements/ variables after the research has been completed. It will be easier for researchers to compile the research if all elements/variables have more references. For future research, the influence of artificial intelligence and digital marketing on purchase intention can be expanded with research samples drawn from the Surakarta area and other regions and cities throughout Indonesia.

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