

DAFTAR PUSTAKA

- Alamin, Z., Missouri, R., Sutriawan, S., Fathir, F., & Khairunnas, K. (2023). Perkembangan E-commerce: Analisis Dominasi Shopee sebagai Primadona *marketplace* di Indonesia. *J-ESA (Jurnal Ekonomi Syariah)*, 6(2), 120–131. <https://doi.org/10.52266/jesa.v6i2.2484>
- Alfraihat, S., Ali, A., Hodaifa, G., & Alghizzawi, M. (2025). The Impact of Digital Content Marketing on Brand Defence: The Mediating Role of Behavioural Engagement and Brand Attachment. *Administrative Sciences*, 15, 124. <https://doi.org/10.3390/admsci15040124>
- Anthony, S., Depinto, C., Diminno, S., & Kahan, L. (2020). *Influencer Credibility*.
- Anubha, A., & Roy, A. (2026). Unveiling the Role of Consumer-Based Brand Authenticity on Purchase Intentions in a Masstige Context: Brand Trust as a Mediator. *Journal of International Consumer Marketing*, 38(2), 170–192. <https://doi.org/10.1080/08961530.2025.2549919>
- Arachchi, D., & Samarasinghe, D. (2023). Impact of embedded AI mobile smart speech recognition on consumer attitudes towards AI and purchase intention across Generations X and Y. *European Journal of Management Studies*. <https://doi.org/10.1108/EJMS-03-2023-0019>.
- Avifa, N. M., Rahayu, E. T., Febrianti, P. F., Setiabudi, B. K., Musleh, & Gazani, H. (2025). Peran Kepercayaan dan Interaksi Dalam Live Shopping Tiktok Live dan Shopee Live Terhadap Minat Beli Konsumen Generasi-Z. *Jurnal Ilmu Pendidikan, Hukum, Dan Bisnis*, 2(3), 212–218.
- Ayundari, Y., & Hartono, A. (2025). Analisis Pengaruh Artificial Intelligence di *e-commerce* Shopee terhadap Purchase Intention dengan Perceived Trust sebagai Variabel Intervening pada Generasi Z. *JPEK (Jurnal Pendidikan Ekonomi Dan Kewirausahaan)*, 9. <https://doi.org/10.29408/jpek.v9i3.31504>
- Azizah, F., Banjarmasin, P. N., Shintia, N., Banjarmasin, P. N., Rochmah, S., & Banjarmasin, P. N. (2026). *Journal of Entrepreneurship & Business*. 07(02), 125–137. <https://doi.org/10.24123/jeb.v7i2.8540>

- Badan Pusat Statistik. (2025). *Statistik e-commerce 2024 Volume 7, 2025*.
<https://www.bps.go.id/id/publication/2025/11/28/647323224ecc656c2933571b/statistik-e-commerce-2024.html>
- Barhorst, J. B., Krey, N., & McLean, G. (2023). Exploring mental time travel experiences and their influence on behavioral intentions and learning. *Psychology and Marketing*, 40(8), 1615–1633.
<https://doi.org/10.1002/mar.21828>
- Baryshkov. (2026). *Consumer Trust in AI-Generated Marketing Content : A System-atic Literature Review and Research Agenda*. 1–22.
<https://doi.org/10.66308/air.e2026024>
- Beach, L., Personalized, H., Win, C., Loyalty, C., Lee, J., & Choi, D. (2025). *2024 Proceedings*. 1–4.
- Bhagat, R., Chauhan, V., & Bhagat, P. (2023). Investigating the impact of artificial intelligence on consumer’s purchase intention in e-retailing. *Foresight*, 25(2), 249–263. <https://doi.org/10.1108/FS-10-2021-0218>
- Bui, H. T., Filimonau, V., & Sezerel, H. (2024). AI-thenticity: Exploring the effect of perceived authenticity of AI-generated visual content on tourist patronage intentions. *Journal of Destination Marketing & Management*, 34, 100911–100956. <https://doi.org/10.1016/j.jdmm.2024.100956>
- Bui, H. T., Filimonau, V., & Sezerel, H. (2024). AI-thenticity: Exploring the effect of perceived authenticity of AI-generated visual content on tourist patronage intentions. *Journal of Destination Marketing and Management*, 34(October), 100956. <https://doi.org/10.1016/j.jdmm.2024.100956>
- Bui, H. T., Filimonau, V., & Sezerel, H. (2024). AI-thenticity: Exploring the effect of perceived authenticity of AI-generated visual content on tourist patronage intentions. *Journal of Destination Marketing & Management*, 34, 100911–100956. <https://doi.org/10.1016/j.jdmm.2024.100956>
- Chen, S., & Ye, J. (2023a). Understanding consumers’ intentions to purchase smart clothing using PLS-SEM and fsQCA. *PLoS ONE*, 18(9 September), 1–25.

<https://doi.org/10.1371/journal.pone.0291870>

- Chen, S., & Ye, J. (2023b). Understanding consumers' intentions to purchase smart clothing using PLS-SEM and fsQCA. *PLoS ONE*, 18(9 September), 1–25. <https://doi.org/10.1371/journal.pone.0291870>
- Chung, M., Ko, E., Joung, H., & Kim, S. J. (2020). Chatbot e-service and customer satisfaction regarding luxury brands. *Journal of Business Research*, 117(October), 587–595. <https://doi.org/10.1016/j.jbusres.2018.10.004>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design :: qualitative, quantitative, and mixed method approaches /*. SAGE Publications.
- Das, Priyo, & Das, Surjyasikha. (2024). Generative Adversarial Networks in Fashion Retailing and Customer Purchase Intention: An Extension of Theory of Consumption Value. *Vision*, 09722629241291731. <https://doi.org/10.1177/09722629241291731>
- Dezao, T. (2024). Enhancing transparency in AI-powered customer engagement. *Journal of AI, Robotics & Workplace Automation*, 3(2), 134. <https://doi.org/10.69554/ppje1646>
- Diana, Y., & Krisnawati, W. (2025). Determinan Keputusan Pembelian Produk Fashion Pada Aplikasi Shopee: Persepsi Gen-Z. *Paradoks : Jurnal Ilmu Ekonomi*, 8(3), 692–705. <https://doi.org/10.57178/paradoks.v8i3.1456>
- Drozd, D., & Söilen, K. S. (2026). AI Labels, Perceived Authenticity, and Consumer Trust in User-Generated Reviews. In *Journal of Theoretical and Applied Electronic Commerce Research* (Vol. 21, Number 5, p. 154). <https://doi.org/10.3390/jtaer21050154>
- Dwivedi, Y. K., Hughes, L., Ismagilova, E., Aarts, G., Coombs, C., Crick, T., Duan, Y., Dwivedi, R., Edwards, J., Eirug, A., Galanos, V., Ilavarasan, P. V., Janssen, M., Jones, P., Kar, A. K., Kizgin, H., Kronemann, B., Lal, B., Lucini, B., ... Williams, M. D. (2021). Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 57,

101994. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2019.08.002>

- Elvina, I. C. R., Halimatus Sa'diyah, & Nursyidah. (2025). *The Impact of Brand Authenticity on Consumer Purchase Decisions in Digital marketplaces: The Role of Brand Trust as a Mediator*. 18(1), 31–43.
- Fandiyanto, R., Febriyanti, D. A., Triana, S., Luthfiaturahmah, Amelia, A., Pramita, D., Kamila, A. T., & Andrian, M. V. (2025). Dela Ayu Febriyanti. *Jurnal Mahasiswa Entrepreneur*, 4(3), 448–459. <https://doi.org/10.36841/jme.v4i3.6574>
- Fathoni, M. A. (2020). Potret Industri Halal Indonesia: Peluang dan Tantangan. *Jurnal Ilmiah Ekonomi Islam*, 6(3), 428. <https://doi.org/10.29040/jiei.v6i3.1146>
- Fauzi, S., & Lina, L. F. (2021). Peran Foto Produk, Online Customer Review Dan Online Customer Rating Pada Minat Beli Konsumen Di *e-commerce*. *Jurnal Muhammadiyah Manajemen Bisnis*, 2(1), 21. <https://doi.org/10.24853/jmmb.2.1.151-156>
- Fauziya, A. H., Isa, M., Manajemen, S., & Ekonomi, F. (2024). *Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Surakarta - Indonesia 1,2 Program*. 17(3), 8–11.
- Fiorini, L. (2018). How artificial intelligence will change the future of bullion production. *42nd International Precious Metals Institute Annual Conference, IPMI 2018*, 60–69.
- Fritz, K., Schoenmueller, V., & Bruhn, M. (2017). Authenticity in branding – exploring antecedents and consequences of brand authenticity. *European Journal of Marketing*, 51(2), 324–348. <https://doi.org/10.1108/EJM-10-2014-0633>
- Gao, Y., & Liang, J. (2025). The Impact of AI-Powered Try-On Technology on Online Consumers' Impulsive Buying Intention: The Moderating Role of Brand Trust. *Sustainability (Switzerland)*, 17(7), 1–29. <https://doi.org/10.3390/su17072789>

- Guerra-Tamez, C. R., Kraul Flores, K., Serna-Mendiburu, G. M., Chavelas Robles, D., & Ibarra Cortés, J. (2024). Decoding Gen Z: AI's influence on brand trust and purchasing behavior. *Frontiers in Artificial Intelligence*, 7. <https://doi.org/10.3389/frai.2024.1323512>
- Gui, H., Rahardja, U., Yang, X., & Yan, Y. (2022). Ability Orientation or Good Character? Moderated Mediation Mechanism to Determine the Impact of Telepresence on Consumer Purchasing Intention in Cross-Border *e-commerce*. *Frontiers in Psychology*, 13(May). <https://doi.org/10.3389/fpsyg.2022.883101>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, 10(8), e29714. <https://doi.org/10.1016/j.heliyon.2024.e29714>
- Hardhianti, V., & Sholahuddin, M. (2024). The Influence of E-WOM and Perceived Ease of Use on Purchase Interest in Muslim Fashion Products with Trust as an Intervening Variable (Study on Shopee Users in Surakarta City). *Indonesian Interdisciplinary Journal of Sharia Economics*, 7. <https://doi.org/10.31538/ijse.v7i2.4706>
- Hartmann, J., Exner, Y., & Domdey, S. (2025). The power of generative marketing: Can generative AI create superhuman visual marketing content? *International Journal of Research in Marketing*, 42(1), 13–31. <https://doi.org/10.1016/j.ijresmar.2024.09.002>
- Hasan, S., Zahid, H., & Qayyum, A. (2024). Influencer authenticity and intention to co-create brand value: an investigation of central and peripheral pathways. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2393236>
- Jakesch, M., French, M., Ma, X., Hancock, J. T., & Naaman, M. (2019). AI-

- mediated communication: How the perception that profile text was written by AI affects trustworthiness. *Conference on Human Factors in Computing Systems - Proceedings*, 1–13. <https://doi.org/10.1145/3290605.3300469>
- Kemenprin. (2025, 10). *Kemenperin : Potensi Industri Fashion Muslim Lokal Didorong Masuk ke Pasar Internasional*. From Kementrian Perindustrian Republik Indonesia: <https://ikm.kemenperin.go.id/kemenperin-potensi-industri-fashion-muslim-lokal-didorong-masuk-ke-pasar-internasional>
- Lee, J. A., & Eastin, M. S. (2021). Perceived authenticity of social media influencers: scale development and validation. *Journal of Research in Interactive Marketing*, 15(4), 822–841. <https://doi.org/10.1108/JRIM-12-2020-0253>
- Legate, A. E., Hair, J. F., Chretien, J. L., & Risher, J. J. (2023). PLS-SEM: Prediction-oriented solutions for HRD researchers. *Human Resource Development Quarterly*, 34(1), 91–109. <https://doi.org/10.1002/hrdq.21466>
- Leong, L. Y., Hew, T. S., Ooi, K. B., Metri, B., & Dwivedi, Y. K. (2023). Extending the Theory of Planned Behavior in the Social Commerce Context: A Meta-Analytic SEM (MASEM) Approach. In *Information Systems Frontiers* (Vol. 25, Number 5). Springer US. <https://doi.org/10.1007/s10796-022-10337-7>
- Li, F., & Yang, Y. (2024). Impact of Artificial Intelligence-Generated Content Labels On Perceived Accuracy, Message Credibility, and Sharing Intentions for Misinformation: Web-Based, Randomized, Controlled Experiment. *JMIR Formative Research*, 8, 1–18. <https://doi.org/10.2196/60024>
- Li, J. C., Lin, Y., & Yang, Y. C. (2024). Extending the theory of planned behavior model to explain people's behavioral intentions to follow China's AI generated content law. *BMC Psychology*, 12(1), 1–9. <https://doi.org/10.1186/s40359-024-01824-4>
- Li, L., Ali, D. A., & Yin, L. (2024). The Effect of AI Product Image Anthropomorphism on Consumer Purchase Intention. *Advances in Transdisciplinary Engineering*, 48, 76–85.

<https://doi.org/10.3233/ATDE231317>

- Liu, C., Samsudin, M. R., & Zou, Y. (2025). The Impact of Visual Elements of Packaging Design on Purchase Intention: Brand Experience as a Mediator in the Tea Bag Product Category. *Behavioral Sciences*, 15(2), 1–37. <https://doi.org/10.3390/bs15020181>
- Marwan, A., Harkim, H., & Sugiharto, B. (2024). The Impact of Visual Marketing on Purchasing Behavior in *e-commerce*: A Case Study in The Fashion Industry. *Golden Ratio of Data in Summary*, 4(2), 1022–1031. <https://doi.org/10.52970/grdis.v4i2.769>
- Muhriza, N., Saputro, E., Sholahuddin, M., & Kussudyarsana, K. (2024). The Influence of Live Streaming Features and Ease of Use on Purchase Intention for Muslim Fashion Products on Shopee Mediated by Consumer Trust. *International Journal of Management Science and Information Technology*, 4, 459–470. <https://doi.org/10.35870/ijmsit.v4i2.2931>
- Nelson, K., Clarke, J., & Kift, S. (2012). Volume 3, Issue 1. *The International Journal of the First Year in Higher Education*, 3(1), 53–68. <https://doi.org/10.5204/intjfyhe.v3i1.118>
- Nguyen, T. T., Thi Thu Truong, H., & Le-Anh, T. (2023). Online Purchase Intention Under the Integration of Theory of Planned Behavior and Technology Acceptance Model. *SAGE Open*, 13(4), 1–16. <https://doi.org/10.1177/21582440231218814>
- Pratama, A. A. N., Hamidi, M. L., & Cahyono, E. (2023). The effect of halal brand awareness on purchase intention in indonesia: the mediating role of attitude. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2168510>
- Rahul, D. L., Sale, D. R., Patil, D. M., Vidyasagarthorat, V., Dawande, N. A., & Malathi, P. (2025). Evaluating the Role of Ai in Visual Marketing Management. *ShodhKosh: Journal of Visual and Performing Arts*, 6(5s), 558–568. <https://doi.org/10.29121/shodhkosh.v6.i5s.2025.6971>

- Rizqi, A., & Praswati, A. (2025). Tren Belanja Online: Analisis Pengaruh Online Customer Review dan Brand Image terhadap Purchase Intention di Shopee dengan Trust sebagai Mediasi. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 6. <https://doi.org/10.47467/elmal.v6i4.7716>
- Ryu, S., & Ryu, S. (2021). Feeling excited and fluent: how consumers respond to the visual appeals of products in an online shopping environment. *Behaviour & Information Technology*, 40(11), 1219–1233. <https://doi.org/10.1080/0144929X.2021.1942989>
- Saputra, A. N., Islam, U., Agung, S., Review, O. C., Quality, E., & Pembelian, N. (2026). *PENGARUH ONLINE CUSTOMER REVIEW DAN E- SERVICE QUALITY TERHADAP NIAT PEMBELIAN ULANG DENGAN BRAND TRUST SEBAGAI VARIABEL*. 6(1), 30–46.
- Sari, M., Rachman, H., Astuti, N., Afgani, M., & Siroj, R. (2022). Explanatory Survey dalam Metode Penelitian Deskriptif Kuantitatif. *Jurnal Pendidikan Sains Dan Komputer*, 3, 10–16. <https://doi.org/10.47709/jpsk.v3i01.1953>
- Shin, D. (2020). User Perceptions of Algorithmic Decisions in the Personalized AI System: Perceptual Evaluation of Fairness, Accountability, Transparency, and Explainability. *Journal of Broadcasting and Electronic Media*, 64(4), 541–565. <https://doi.org/10.1080/08838151.2020.1843357>
- Sun, Y., & Li, Y. (2022). The Impact of Risk-Aware Consumer Trust on CB e-commerce platforms and Purchase Intention. *Journal of Global Information Management*, 30(3). <https://doi.org/https://doi.org/10.4018/JGIM.20220701.0a10>
- Suyanto, I. A. V. A. M. A. (2024). ANALISIS PENGARUH CUSTOMER REVIEW DAN INFLUENCER REVIEW TERHADAP PURCHASE INTENTION YANG DIMODERASI OLEH TRUST SERTA DAMPAKNYA KEPADA PURCHASE DECISION TOKO PRODUK FASHION DI SHOPEE. *JURNAL ILMIAH EDUNOMIKA*, (Vol 8, No 1 (2024): EDUNOMIKA).
- Tamilmani, K., Rana, N., & Dwivedi, Y. (2019). *Use of 'Habit' Is not a Habit in*

- Understanding Individual Technology Adoption: A Review of UTAUT2 Based Empirical Studies: IFIP WG 8.6 International Conference on Transfer and Diffusion of IT, TDIT 2018, Portsmouth, UK, June 25, 2018, Proceedings* (pp. 277–294). https://doi.org/10.1007/978-3-030-04315-5_19
- Tang, Y., & Chen, C. (2024). Can Stylized Products Generated by AI Better Attract User Attention? Using Eye-Tracking Technology for Research. *Applied Sciences (Switzerland)*, 14(17). <https://doi.org/10.3390/app14177729>
- TYAGI, S. (2025). the Impact of Social Media Marketing on Consumer Buying Behavior. *International Scientific Journal of Engineering and Management*, 04(06), 1–9. <https://doi.org/10.55041/isjem04538>
- Ulfami, P., & Saino. (2020). Pengaruh Desain Produk, Keragaman Produk, Dan Harga Terhadap Keputusan Pembelian Pada Online Shop Giyomi Melalui Shopee. *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(1), 702–708. <https://ejournal.unesa.ac.id/index.php/jptn/article/view/32050>
- Vo, D. T., Nguyen, L. V. T., Dang-Pham, D., & Hoang, A. P. (2025). What makes an app authentic? Determining antecedents of perceived authenticity in an AI-powered service app. *Computers in Human Behavior*, 163(August 2024). <https://doi.org/10.1016/j.chb.2024.108495>
- Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and Consumers' Purchase Intention in a Social Commerce platform: A Meta-Analytic Approach. *SAGE Open*, 12(2). <https://doi.org/10.1177/21582440221091262>
- Wang, S. F., & Chen, C. C. (2024). Exploring Designer Trust in Artificial Intelligence-Generated Content: TAM/TPB Model Study. *Applied Sciences (Switzerland)*, 14(16). <https://doi.org/10.3390/app14166902>
- Wang, Y. (2026). Generative AI Applications in Advertising. *Frontiers in Computing and Intelligent Systems*, 17(1), 31–38. <https://doi.org/10.54097/4tggde31>
- Wang, Y., Sauka, K., & Situmeang, F. B. I. (2024). Anthropomorphism and

- transparency interplay on consumer behaviour in generative AI-driven marketing communication. *Journal of Consumer Marketing*, 42(4), 512–536. <https://doi.org/https://doi.org/10.1108/JCM-04-2024-6806>
- Wasilah, Q., & Hartono, H. (2026). The Impact of Artificial Intelligence on Perceived Trust and Purchase Intention on. *Shopee Among Generation Z. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 14(2), 1535–1552.
- Wu, J., Gan, W., Chen, Z., Shicheng, W., & Lin, H. (2023). *AI-Generated Content (AIGC): A Survey*. <https://doi.org/10.48550/arXiv.2304.06632>
- Yu, T., Tian, Y., Chen, Y., Huang, Y., Pan, Y., & Jang, W. (2025). How Do Ethical Factors Affect User Trust and Adoption Intentions of AI-Generated Content Tools? Evidence from a Risk-Trust Perspective. *Systems*, 13(6), 1–32. <https://doi.org/10.3390/systems13060461>
- Yuniastuti, V., & Pratama, A. A. (2023). Portraits and Challenges of Indonesia's Modest Fashion Industry on the Halal Industry Competition in the World. *Indonesian Journal of Halal Research*, 5(1), 21–29. <https://doi.org/10.15575/ijhar.v5i1.17385>
- Zainurrafiqi, Istianah Asas, Enza Resdiana, Isnain Bustaram, Adriani Kusuma, Nurul Hidayati, & Aang Kunaifi. (2024). *VIBE MARKETING AND AI-GENERATED CONTENT: EXAMINING CONSUMER TRUST, PERCEIVED AUTHENTICITY, AND PURCHASE INTENTION IN THE AGE OF ARTIFICIAL INTELLIGENCE*. 2(3), 306–312.
- Zakaria, D. L., Maulana, D., & Agustina. (2024). Role of User Generated Content on Purchase Intention with Mediation of Perceived Usefulness and Perceived Trust. *Indonesian Journal of Advanced Research*, 3(6), 743–760. <https://doi.org/10.55927/ijar.v3i6.9795>
- Zhang, Q., Wang, Y., & Ariffin, S. K. (2024). Consumers purchase intention in livestreaming e-commerce: A consumption value perspective and the role of streamer popularity. In *PLoS ONE* (Vol. 19, Number 2 February). <https://doi.org/10.1371/journal.pone.0296339>

- Zhang, Y., & Liu, C. (2024). Unlocking the Potential of Artificial Intelligence in Fashion Design and e-commerce Applications: The Case of Midjourney. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(1), 654–670. <https://doi.org/10.3390/jtaer19010035>
- Zhao, Y., Cormican, K., & Sampaio, S. (2024). Clicks vs. bricks: Exploring the critical success factors for consumer purchase intention in e-commerce. *Procedia Computer Science*, 239(2023), 590–597. <https://doi.org/10.1016/j.procs.2024.06.211>
- Zikry, A., Bitrayoga, M., Defitri, S. Y., Dahlan, A., & Putriani, N. D. (2024). *ANALISIS PENGGUNAAN AI DALAM KEBERHASILAN CUSTOMER EXPERIENCE PENGGUNA APLIKASI E-COMMERCE SHOPEE dan lebih efisien . Perkembangan teknologi digital telah memberikan dampak yang signifikan (Zurnali , 2024). Dalam konteks berbelanja , perkembangan teknologi digital telah mengubah proses transaksi (Huda , 2023 ; Cassandra , 2024). Dengan semakin mudahnya akses ke internet pribadi mereka . AI memberikan kemampuan kepada Shopee untuk menganalisis data Penelitian oleh Khrais (2020) menyebutkan bahwa Artificial Intelligence (AI) merupakan spesifik . Hal ini menunjukkan bahwa AI memungkinkan e-commerce seperti Shopee untuk menyediakan pengalaman yang disesuaikan dengan preferensi dan kebutuhan pengguna melalui kemampuan AI untuk menganalisis data pengguna secara mendalam dan memberikan rekomendasi yang dipersonalisasi , Shopee dapat meningkatkan pengalaman berbelanja.* 4(3), 766–781.