



INNOVATIVE: Journal Of Social Science Research

Volume 5 Nomor 3 Tahun 2025 Page 2904-2916

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

The AI Personalization Driven Path to Repurchase Intension in Travel Apps

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Abstrak

Pesatnya perkembangan teknologi digital, kecerdasan buatan (AI) menjadi elemen penting dalam meningkatkan pengalaman pengguna aplikasi perjalanan. Penelitian ini mengkaji pengaruh AI Personalization (X1) dan User Experience (X2) terhadap Repurchase Intention (Y), dengan E-Satisfaction (Z) sebagai variabel mediasi. Sebanyak 380 responden pengguna aplikasi perjalanan di Provinsi Maluku berpartisipasi melalui survei daring. Data dianalisis menggunakan metode Structural Equation Modeling berbasis Partial Least Squares (PLS). Hasil menunjukkan bahwa AI Personalization dan User Experience secara signifikan memengaruhi E-Satisfaction. E-Satisfaction, pada gilirannya, berdampak positif terhadap Repurchase Intention, menegaskan perannya sebagai mediator penting. Meskipun AI Personalization berkontribusi positif, pengaruh User Experience terhadap Repurchase Intention lebih kuat. Temuan ini menunjukkan bahwa personalisasi saja tidak cukup; aplikasi perlu dirancang dengan antarmuka yang intuitif dan mudah digunakan. Pengembang disarankan mengoptimalkan AI sekaligus memperkuat pengalaman pengguna guna meningkatkan kepuasan dan mendorong pembelian ulang.

Kata Kunci: *AI Personalization, User Experience, E-Satisfaction, Repurchase Intention, Travel Applications,*

Structural Equation Modeling (SEM), Partial Least Squares (PLS)

Abstract

With the rapid advancement of digital technology, artificial intelligence (AI) plays a vital role in enhancing user experiences in travel applications. This study investigates the influence of AI Personalization (X1) and User Experience (X2) on Repurchase Intention (Y), with E-Satisfaction (Z) as a mediating variable. A total of 380 travel app users in Maluku Province participated via an online survey. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results show that AI Personalization and User Experience significantly affect E-Satisfaction, which in turn positively influences Repurchase Intention. E-Satisfaction serves as a key mediator, indicating that satisfied users are more likely to repurchase. Although AI Personalization contributes positively, User Experience has a stronger impact on Repurchase Intention. This suggests that personalization alone is not sufficient to build loyalty. The study highlights the importance for travel app developers to optimize both AI-driven personalization and intuitive user experiences to enhance user satisfaction and encourage repeat purchases.

Keywords: AI Personalization, User Experience, E-Satisfaction, Repurchase Intention, Travel Applications, Structural Equation Modeling (SEM), Partial Least Squares (PLS)

INTRODUCTION

The rapid advancement of digital technology has significantly transformed the travel industry, particularly through the integration of Artificial Intelligence (AI) Personalization in travel applications (travel apps). AI-driven personalization enables systems to analyze user preferences, behavioral patterns, and historical interactions to provide tailored recommendations and enhanced service experiences. This technological innovation plays a crucial role in optimizing User Experience (UX), fostering greater engagement, and ultimately shaping consumer behavioral intentions, particularly repurchase intention. Penelitian sebelumnya menegaskan peran AI dalam meningkatkan kualitas layanan elektronik (e-service quality) dan kepuasan pengguna (e-satisfaction). Artikel oleh Nazir et al. (2024) menunjukkan bagaimana AI memengaruhi niat pembelian ulang melalui mediasi dan moderasi, dengan personalisasi AI yang meningkatkan kepuasan pengguna.

Given the growing reliance on digital platforms for travel planning and transportation services, understanding the mechanisms through which AI Personalization and User Experience influence repurchase intention is imperative for both academia and industry stakeholders.

In the context of Maluku Province, the increasing adoption of travel apps underscores the evolving role of digital platforms in facilitating transportation and tourism-related activities. As an archipelagic region, Maluku presents distinct challenges in terms of accessibility and connectivity, making travel apps indispensable for efficient mobility

planning. However, despite the technological advancements in AI-driven personalization, empirical studies on its direct and indirect effects on repurchase intention remain limited, particularly in geographically dispersed areas such as Maluku. Previous research has extensively examined AI applications in enhancing e-service quality, yet the specific role of e-satisfaction as a mediating variable in the relationship between AI Personalization, User Experience, and repurchase intention requires further investigation.

The urgency of this research is further reinforced by the digitalization of the tourism and transportation sectors, where consumer retention is a critical determinant of long-term sustainability. The ability of AI-driven personalization to foster positive User Experiences and enhance e-satisfaction serves as a strategic factor in increasing the intensity of travel app usage. Nevertheless, the degree to which these elements contribute to repurchase intention in the specific sociocultural and geographical context of Maluku remains underexplored. Given the distinct user needs in the region such as reliance on maritime and air transportation, demand for real-time updates, and adaptive travel solutions examining the interplay between AI Personalization, User Experience, and e-satisfaction provides valuable insights into optimizing digital service offerings.

Beyond its academic contributions in addressing the existing research gap, this study holds substantial practical implications for travel app developers, policymakers, and tourism-related businesses. Identifying the key determinants of repurchase intention in AI-driven travel apps is essential for formulating evidence-based strategies to enhance user satisfaction and foster customer loyalty. By refining AI-based personalization algorithms and improving overall service design, travel app providers can enhance user engagement and maintain a competitive advantage in the evolving digital landscape.

AI Personalization has become essential in enhancing user interactions across digital platforms. By utilizing advanced algorithms and machine learning, AI personalization tailors content, product recommendations, and overall user experiences to align with individual preferences and behaviors. Scholars such as Raji et al. (2024), Gujar (2024), and Bhuiyan (2024) emphasize that AI-driven personalization not only customizes services but also boosts customer satisfaction and engagement.

Huang and Rust (2018) identify four key dimensions of AI: *Mechanical Intelligence* (adaptive and consistent performance), *Analytical Intelligence* (systematic problem-solving), *Intuitive Intelligence* (creativity and flexibility), and *Empathetic Intelligence* (emotional understanding and response). These dimensions serve as vital indicators in measuring AI effectiveness in personalization contexts.

User Experience (UX) encompasses several dimensions: ease of use, usability, satisfaction, visual appeal, trust, interactivity, and responsiveness. These factors collectively determine how effectively an application serves its users, influences satisfaction, and shapes future behavioral intentions. In digital platforms, a positive user experience is directly linked to heightened levels of e-satisfaction and loyalty.

E-Satisfaction refers to users' cognitive and emotional evaluations of their digital interactions, shaped by prior online experiences, platform quality, and service delivery. Its key dimensions include convenience, customization, security/privacy, and web appearance. This satisfaction strongly influences Repurchase Intention, which is defined as a consumer's willingness to continue buying from a platform. Indicators include repeat purchases, positive word-of-mouth, and brand loyalty. In the travel industry, apps like Traveloka exemplify how AI integration and user-centered design foster satisfaction and drive repurchase behavior by offering personalized, seamless, and secure services.

Based on this premise, this study aims to empirically examine the influence of AI Personalization and User Experience on repurchase intention, with e-satisfaction serving as a mediating variable, among travel app users in Maluku Province. The findings are expected to contribute to both theoretical discourse and industry practice by offering a deeper understanding of consumer behavior in AI-integrated digital platforms, ultimately supporting the development of more adaptive and user-centric service strategies.

RESEARCH METHOD

This study employs a quantitative design with a survey approach to evaluate the effect of AI Personalization on Repurchase Intention, with e-satisfaction as a mediating variable. The sample consists of 380 respondents, who are active users of travel applications in Maluku Province. A stratified random sampling technique was used to ensure adequate representation from various user groups, based on established inclusion criteria.

Data was collected through an online survey distributed via social media platforms and directly to users of travel applications. The research instrument was a questionnaire using a 5-point Likert scale, covering variables such as AI-Driven Personalization, User Experience, e-Satisfaction, and Repurchase Intention. Validity and reliability testing of the instrument was conducted through a pilot test to ensure its adequacy and quality.

Data analysis was performed using SMART-PLS (Partial Least Squares) software. The analysis procedures in SMART-PLS included Validity and Reliability Testing: Confirmatory Factor Analysis (CFA) was first conducted to test construct validity and indicator reliability.

Convergent and discriminant validity were assessed using Average Variance Extracted (AVE) and item loading values, while reliability was evaluated using Composite Reliability and Cronbach's Alpha (Henseler et al., 2009).

RESULT AND DISCUSSION

Composite Reliability & Validity

Table 1. Reliability & Validity Testing

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability	Ave
AI Personalization	0.776	0.820	0.847	0.582
E-Satisfaction	0.715	0.716	0.824	0.540
Repurchase Intention	0.817	0.829	0.872	0.582
User Experience (UX)	0.843	0.873	0.882	0.527

The reliability and convergent validity testing in this study employed Cronbach's alpha, composite reliability (*rho_a*), and Average Variance Extracted (AVE). The results indicate that all variables meet the reliability criteria, with Cronbach's alpha values exceeding 0.7, as recommended by Hair et al. (2019). The composite reliability and *rho_a* values for each variable also surpass the minimum threshold of 0.7, indicating good reliability (Henseler, Ringle, & Sarstedt, 2015). Furthermore, convergent validity, measured through AVE, shows that all variables have values greater than 0.5, aligning with the criteria proposed by Fornell & Larcker (1981).

Supporting research by Lee et al. (2020) demonstrates that AI-driven personalization and user experience have a significant impact on user satisfaction (e-satisfaction) and user loyalty, with composite reliability and AVE values meeting the validity and reliability requirements in SEM (Structural Equation Modeling). Additionally, a study by Nazir et al. (2021) confirms that AI-based personalization can enhance repurchase intention through user satisfaction, where the validity and reliability of the instruments used also adhere to the recommended standards in the literature. Both studies reinforce the findings of this research in the context of AI personalization and user satisfaction across various digital applications.

Discriminant Validity (HTMT)

Table 2 Discriminan Validity Testing

Variable	AI Personalization	E-Satisfaction	Repurchase Intention	User Experience (UX)
AI Personalization				
E-Satisfaction	0.231	0.628		
Repurchase Intention	0.235	0.427	0.364	
User Experience (UX)	0.262			

In this study, discriminant validity plays a critical role in ensuring that each construct is distinct and measures a unique aspect of the overall model. Discriminant validity refers to the degree to which a variable or construct is truly distinct from other variables or constructs, both conceptually and statistically. It ensures that the variables in the research model such as *AI Personalization*, *E-Satisfaction*, *Repurchase Intention*, and *User Experience (UX)* are measuring different phenomena rather than overlapping with one another.

The analysis of the data demonstrates the correlation between variables in this study. Specifically, AI Personalization shows a correlation of 0.231 with E-Satisfaction, 0.235 with Repurchase Intention, and 0.262 with User Experience (UX). These values suggest that AI Personalization has a positive but relatively modest association with both user satisfaction and repurchase intention. E-Satisfaction has a stronger relationship with Repurchase Intention (0.427), indicating that satisfaction is a crucial mediator between personalization and intention to repurchase. Meanwhile, User Experience, while showing the least correlation values directly in this matrix, still maintains a meaningful positive interaction with other variables, supporting prior research that UX can indirectly influence outcomes through satisfaction and personalization.

These findings align with studies by Lee et al. (2020) and Nazir et al. (2021), where AI personalization is recognized for positively impacting user satisfaction and driving repeat purchase behaviours. Furthermore, the correlation between E-Satisfaction and Repurchase Intention highlights the critical role of user satisfaction as a mediator in enhancing customer loyalty and purchase behaviours in AI-enhanced environments.

F-Square

Table 3 F Square Testing

Variable	AI Personalization	E-Satisfaction	Repurchase Intention	User Experience (UX)
AI Personalization		0.013		
E-Satisfaction			0.301	
Repurchase Intention		0.119		
User Experience (UX)				

The findings of this study indicate that *AI Personalization* does not have a significant impact on *E-Satisfaction* ($\beta = 0.013$) or *Repurchase Intention* ($\beta = 0.119$), suggesting that AI-driven personalization in travel applications has not yet effectively enhanced user satisfaction and loyalty. In contrast, *E-Satisfaction* demonstrates a strong influence on *Repurchase Intention* ($\beta = 0.301$), highlighting the critical role of user satisfaction in driving continued use of travel services. The implications of these findings suggest that companies should further optimize AI technology to provide more relevant experiences and build user trust. Additionally, improving customer satisfaction through enhanced UX design and more responsive services is essential for fostering user loyalty and encouraging repeat purchases.

R-Square

Table 4 R-Square Testing

Variable	R-Square	R-Square adjusted
E-Satisfaction	0.134	0.133
Repurchase Intention	0.232	0.231

Based on the *R-Square* results, the *E-Satisfaction* variable has an *R-Square* value of 0.134, meaning that *AI Personalization* and *User Experience* together explain only 13.4% of the variability in *E-Satisfaction*, while the remaining percentage is influenced by other factors outside the model. The *R-Square adjusted* value of 0.133, which is very close to the *R-Square*, indicates that the model is stable in explaining the dependent variable.

Meanwhile, the *Repurchase Intention* variable has an *R-Square* of 0.232, suggesting that *E-Satisfaction*, *AI Personalization*, and *User Experience* collectively explain 23.2% of the variation in repurchase intention. While this indicates a moderate influence, 76.8% of the variability is still determined by other factors not included in this study. The implication of these findings is that although user satisfaction contributes to repurchase intention,

businesses should consider additional factors such as customer trust, pricing, and service quality to further enhance user loyalty.

Path Coefficients

Table 5 Path Coefficients

Variable	T Statistics(O/STDEV)	P values
AIP-> ES	2.324	0.020
ES->RI	11.500	0.000
UX->ES	7.117	0.000

Based on the *Path Coefficients* results, the relationship between *AI Personalization* (AIP) and *E-Satisfaction* (ES) has a *T-Statistic* of 2.324 with a *p-value* of 0.020, indicating a significant relationship at a 95% confidence level. This suggests that AI-driven personalization positively influences user satisfaction, although its impact is relatively smaller compared to other variables. The research found that the personalization of hotel services through AI significantly enhances guest satisfaction. This indicates that when hotels utilize AI to tailor services to individual preferences, guests are more likely to have a positive experience.

Furthermore, the relationship between *E-Satisfaction* (ES) and *Repurchase Intention* (RI) has a *T-Statistic* of 11.500 with a *p-value* of 0.000, demonstrating a highly significant effect. This confirms that user satisfaction plays a crucial role in driving repurchase intention, aligning with previous studies that highlight how positive experiences in digital applications enhance customer loyalty.

Meanwhile, *User Experience* (UX) has a *T-Statistic* of 7.117 with a *p-value* of 0.000 in its relationship with *E-Satisfaction*, indicating a strong and highly significant influence. This confirms that a well-designed user experience contributes substantially to increasing customer satisfaction.

Implications of these findings suggest that while *AI Personalization* affects user satisfaction, its influence remains smaller compared to the overall user experience. Therefore, travel app developers should focus more on improving intuitive, responsive, and engaging user experiences alongside enhancing AI-driven recommendations. Additionally, since user satisfaction strongly impacts repurchase intention, businesses should continuously improve service quality and app interactions to sustain and enhance customer loyalty.

Specific Indirect Effect (Mediacy)

Table 6 Specific Indirect Effect Testing

Variable	T Statistics(O/STDEV)	P values
UX->ES->RI	5.393	0.000
AIP->ES->RI	2.250	0.025

The results from the *Specific Indirect Effect (Mediacy)* analysis indicate that both *User Experience (UX)* and *AI Personalization (AIP)* indirectly influence *Repurchase Intention (RI)* through *E-Satisfaction (ES)* as a mediating variable.

The indirect effect of *User Experience (UX)* on *Repurchase Intention (RI)* through *E-Satisfaction (ES)* shows a *T-Statistic* of 5.393 and a *p-value* of 0.000, indicating a highly significant mediating effect. This suggests that a well-structured and engaging user experience significantly enhances user satisfaction, which in turn leads to a stronger intention to repurchase.

Similarly, the indirect effect of *AI Personalization (AIP)* on *Repurchase Intention (RI)* through *E-Satisfaction (ES)* has a *T-Statistic* of 2.250 with a *p-value* of 0.025, signifying a statistically significant mediation effect at a 95% confidence level. This means that AI-driven personalization enhances user satisfaction, which then positively impacts repurchase intention, although the effect size is relatively smaller compared to UX.

Implications of these findings suggest that improving user experience should be a primary focus for travel app developers, as it has a stronger indirect effect on customer repurchase behavior through satisfaction. AI personalization also plays a role, but its impact is comparatively weaker, indicating that while AI-driven recommendations enhance user satisfaction, they should be complemented with seamless, user-friendly interactions to maximize customer retention.

Total Effects

Table 7 Total Effect

Variable	T Statistics(O/STDEV)	P values
AIP->ES	2.324	0.020
AIP->RI	2.250	0.025
ES->RI	11.500	0.000
UX->ES	7.117	0.000
UX->RI	5.393	0.000

The results of the PLS-SEM analysis demonstrate that AI Personalization (AIP) exerts a positive and statistically significant effect on E-Satisfaction (ES) ($T\text{-stat} = 2.324; p = 0.020$) and Repurchase Intention (RI) ($T\text{-stat} = 2.250; p = 0.025$). Moreover, ES exhibits a strong positive influence on RI ($T\text{-stat} = 11.500; p = 0.000$), indicating that higher levels of satisfaction derived from AI-driven personalization enhance consumers' propensity to repurchase. Additionally, User Experience (UX) plays a crucial role in shaping both ES ($T\text{-stat} = 7.117; p = 0.000$) and RI ($T\text{-stat} = 5.393; p = 0.000$), underscoring the significance of optimizing AI interfaces to improve user satisfaction and reinforce repurchase intentions. These findings underscore the strategic importance of AI-driven personalization in enhancing customer satisfaction, fostering loyalty, and strengthening institutional reputation in a competitive digital landscape.

CONCLUSION

This study highlights the significant role of AI personalization and user experience (UX) in shaping e-satisfaction (ES) and repurchase intention (RI) among travel app users in Maluku Province. The findings indicate that while AI-driven personalization positively influences user satisfaction, its impact remains relatively modest compared to UX. Moreover, e-satisfaction serves as a key mediator in driving repurchase behavior, reinforcing the importance of enhancing user engagement and service quality in AI-powered travel applications. The reliability and validity tests confirm the robustness of the measurement model, ensuring the credibility of the research findings.

From a practical standpoint, these insights offer valuable implications for travel service providers seeking to optimize their AI-based recommendation systems. Enhancing personalization strategies to deliver more relevant, user-friendly experiences while simultaneously improving UX can significantly boost customer satisfaction and loyalty. Additionally, the study contributes to the growing body of research on AI-driven digital services, particularly within the niche context of emerging markets.

Future research could explore qualitative insights from user reviews or interviews to complement the quantitative findings and provide a deeper understanding of user perceptions. A comparative study across different regions or countries may further reveal whether user behaviors in Maluku are distinct from those in other markets. Additionally, a longitudinal approach could assess how AI personalization and UX improvements influence long-term user retention and loyalty over time. By addressing these aspects, future studies can provide a more comprehensive understanding of AI-driven

personalization in the digital travel industry.

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