

ABSTRACT

The Influence of Artificial Intelligence Features: Chatbot, Visual Search, and Virtual Try On on Consumer Purchase Interest in E-Commerce

Multi Sari Dewi

Aulia Uswatun Khasanah, SE., MM

Email: info@aiska-university.ac.id

The development of Artificial Intelligence (AI) technology in e-commerce has led to an increase in interactive and personalized digital shopping experiences. This study aims to determine the effect of chatbot, visual search, and virtual try-on features on consumer purchasing interest on e-commerce platforms. The research method used is descriptive quantitative associative with purposive sampling techniques on 154 e-commerce users who have used all three AI features. Data collection was conducted through an online questionnaire, and data analysis was performed using multiple linear regression with the help of SPSS software. The results show that all three AI features have a positive and significant effect on consumer purchase interest. Virtual try-on is the most dominant feature influencing purchase interest, followed by visual search and chatbot. Simultaneously, the three features contribute 80.6% to consumer purchase interest. These findings confirm that the use of AI features in e-commerce not only improves search efficiency and shopping convenience but also encourages more confident purchasing decisions

Keywords: *Artificial Intelligence, Chatbot, Visual search, Virtual try on, Minat Beli, E-commerce*