

Abstract

Penelitian ini bertujuan untuk menganalisis pengaruh *AI Recommendation Transparency* terhadap *Trust* dan *Purchase Intention* dalam konteks *online shopping*, dengan *Digital Skepticism* sebagai variabel moderasi. Studi dilakukan pada mahasiswa Universitas Mohammad Husni Thamrin Jakarta tahun 2026, yang dipandang sebagai konsumen digital aktif dengan tingkat keterpaparan tinggi terhadap teknologi e-commerce berbasis *Artificial Intelligence* (AI). Metode penelitian menggunakan pendekatan kuantitatif dengan teknik *Partial Least Square – Structural Equation Modeling* (PLS-SEM). Data diperoleh melalui kuesioner yang disebarakan kepada responden mahasiswa aktif. Hasil penelitian menunjukkan bahwa *AI Recommendation Transparency* berpengaruh positif dan signifikan terhadap *Trust* ($\beta = 0,705$; $p < 0,05$), namun tidak berpengaruh langsung terhadap *Purchase Intention* ($\beta = 0,112$; $p > 0,05$). Variabel *Trust* terbukti berpengaruh positif dan signifikan terhadap *Purchase Intention* ($\beta = 0,642$; $p < 0,05$). Sementara itu, *Digital Skepticism* tidak memoderasi hubungan antara *AI Transparency* dan *Purchase Intention* ($\beta = -0,085$; $p > 0,05$), tetapi signifikan memoderasi hubungan *Trust* terhadap *Purchase Intention* ($\beta = -0,214$; $p < 0,05$). Temuan ini menegaskan bahwa *Trust* merupakan variabel dominan yang menjembatani pengaruh transparansi rekomendasi AI terhadap niat beli, sedangkan skeptisisme digital dapat memperlemah pengaruh trust terhadap *purchase intention*. Penelitian ini memberikan kontribusi teoritis pada literatur e-commerce berbasis AI serta implikasi praktis bagi perusahaan dalam membangun sistem rekomendasi yang lebih transparan, etis, dan berkelanjutan.

Keywords: *AI Recommendation Transparency*; *Trust*; *Purchase Intention*; *Digital Skepticism*; Online Shopping; E-commerce

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This study aims to analyze the influence of *AI Recommendation Transparency* on *Trust* and *Purchase Intention* in the context of online shopping, with *Digital Skepticism* as a moderating variable. The research was conducted among students of Universitas Mohammad Husni Thamrin Jakarta in 2026, who are considered active digital consumers with high exposure to e-commerce technology based on Artificial Intelligence (AI). The study employed a quantitative approach using Partial Least Square Structural Equation Modeling (PLS-SEM). Data were collected through questionnaires distributed to active student respondents. The findings reveal that *AI Recommendation Transparency* has a positive and significant effect on *Trust* ($\beta = 0.705$; $p < 0.05$), but does not directly affect *Purchase Intention* ($\beta = 0.112$; $p > 0.05$). *Trust* was found to have a positive and significant effect on *Purchase Intention* ($\beta = 0.642$; $p < 0.05$). Meanwhile, *Digital Skepticism* does not moderate the relationship between *AI Transparency* and *Purchase Intention* ($\beta = -0.085$; $p > 0.05$), but significantly moderates the relationship between *Trust* and *Purchase Intention* ($\beta = -0.214$; $p < 0.05$). These findings emphasize that *Trust* is the dominant variable mediating the effect of AI recommendation transparency on purchase intention, while digital skepticism can weaken the influence of trust on purchase intention. This study contributes theoretically to the literature on AI-based e-commerce and provides practical implications for companies in developing recommendation systems that are more transparent, ethical, and sustainable.

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