

The Influence of Artificial Intelligence and Digital Marketing on Consumer Buying Interest through Customer Experience on the Blibli Marketplace (Case Study on Students of the Faculty of Economics and Business, University of PGRI Palembang)

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ABSTRACT

This study aims to determine the influence of Artificial Intelligence and Digital Marketing on Purchase Intention with Customer Experience as a reinforcing variable among Blibli marketplace users. The research used a quantitative method with 83 student respondents from the FEB Universitas PGRI Palembang. Data analysis included validity, reliability, simple regression, and multiple regression tests. The results show that Artificial Intelligence significantly influences Purchase Intention ($\beta = 0.535$; Sig. 0.000), and Digital Marketing significantly influences Purchase Intention ($\beta = 0.369$; Sig. 0.000). Simultaneously, both variables have a significant influence (Sig. 0.000). Customer Experience is also proven to strengthen this relationship with a regression coefficient of 0.327.

The study concludes that Artificial Intelligence technology, Digital Marketing strategies, and positive customer experience together are capable of increasing consumer Purchase Intention on the Blibli platform.

A. INTRODUCTION

Digital transformation has fundamentally changed the business landscape, especially in the e-commerce sector. Marketplaces in Indonesia have become the main channel for consumers to transact, and Blibli is one of the key players in this market. The presence of Artificial Intelligence (AI) and Digital Marketing (DM) is no longer just an option, but a strategic imperative for e-commerce to maintain its relevance and competitiveness. AI, as explained by Rizal, Krisnawati, and Salim (2022), allows companies to analyze data at scale, provide highly personalized recommendations, manage inventory, and operate chatbots for 24/7 customer service. This directly contributes to operational efficiency and the quality of consumer interactions, which will ultimately affect Customer Experience (CE).

On the other hand, Digital Marketing (DM) has become the main medium to reach the target market effectively and efficiently (Chaffey & Chadwick, 2019; Kingsnorth, 2022). DM strategies, which include SEO, social media advertising, email marketing, and content marketing, enable marketplaces to build brand awareness, create interactions, and drive traffic to their platforms. According to Agustin, Chaniago, and Indira (2025), DM integrated with AI can improve campaign personalization, making marketing messages more relevant and have great potential to drive consumer Buying Interest.

Although Blibli is one of the giant marketplaces in Indonesia, data shows that the competition is still very fierce. Based on reports, Blibli's monthly visits still tend to be below its main competitors such as Shopee and Tokopedia. This challenge indicates that relying solely on technology or digital marketing is not enough; a differentiating factor is needed that is able to turn just seeing into real and sustainable Buying Interest. The differentiating factor is Customer Experience (CE), which according to Wardhana (2024), is a holistic perception of



consumers about their interactions with platforms and services. A positive CE can strengthen the influence of technology and marketing.

Previous research examining the influence of AI and DM on Buying Interest has often yielded mixed findings. Pangkey, Walansendow, and Taroreh (2019) found a positive influence, while other studies may emphasize other mediating or moderation variables. This knowledge gap, combined with the phenomenon of competition in Blibli, makes this study relevant to test a causal influence model involving CE as a reinforcing variable. The student population of the Faculty of Economics and Business, Universitas PGRI Palembang was chosen because they are a segment of consumers who are tech-savvy, active in online transactions, and critical of the digital shopping experience. Thus, this research is expected to provide a comprehensive understanding of how Blibli can optimize its technology investment into real Buying Interest results through superior customer experience management.

B. THEORETICAL STUDY

The theoretical study of this research is based on three main pillars: the concept of digital marketing, the role of intelligent technology (Artificial Intelligence), and the formation of consumer behavior measured through Buying Interest. Purchase Intention is a psychological tendency that arises after consumers evaluate a product or platform, which is a strong indicator of actual purchase actions in the future (Kaufman & Panni, 2017). In the context of e-commerce, Buying Interest is strongly influenced by digital interaction and consumer experience (Tonce & Rangga, 2022). Theoretically, this study uses the framework of Stimulus-Organism-Response (S-O-R) Theory, where external factors (AI and DM) function as Stimulus (S) that affect the internal processes of consumers, namely Customer Experience (O), which then produces Response (R) in the form of Buying Interest.

Artificial Intelligence (AI) and Digital Marketing (DM) are the main stimulus variables in this study. AI, which is defined as an intelligent system capable of mimicking human cognitive functions such as reasoning and personalization (Wooldridge, 2018; Rizal, Krisnawati, & Salim, 2022), used by marketplaces such as Blibli to provide accurate product recommendations, instant customer service through chatbots, and operational efficiency (Rifky, 2024). The positive influence of AI on Buying Interest is affirmed in the research of Pangkey, Jantje, and Tampi (2019). Meanwhile, Digital Marketing is the use of digital channels to achieve marketing goals (Chaffey & Chadwick, 2019). Effective DM strategies—through SEO, social media, and targeted advertising (Kingsnorth, 2022)—aim to reach a broad target market and convert awareness into buying actions (Rachmad, 2024; Agustin, Chaniago, & Indira, 2025).

The key variable that connects Stimulus (AI and DM) with Response (Buying Interest) is Customer Experience (CE). CE is a consumer's holistic perception of their interactions throughout the shopping journey, which includes aspects of convenience, efficiency, and perceived emotion (Wardhana, 2024). Previous research (Arviollisa, Chan, & Nirmalasari, 2021) shows that AI significantly influences CE. In this model, CE is tested as a reinforcing variable (moderator). Superior customer experience will amplify the positive impact created by AI and DM, making technology and marketing efforts more effective in driving Buying Interest. Conversely, a poor CE can undermine the advantages offered by such technology and marketing.

The framework of thought in this study assumes the existence of a direct causal relationship between Artificial Intelligence and Digital Marketing and Buying Interest. In addition, Customer Experience is hypothesized as a factor that strengthens the relationship. Based on the theoretical foundation and previous research, the hypotheses proposed are: H1 Artificial Intelligence has a positive and significant effect on Buying Interest; H2 Digital Marketing has a positive and significant effect on Buying Interest; H3 Artificial Intelligence and Digital Marketing simultaneously have a positive and significant effect on Buying Interest; and H4 Customer Experience strengthens the influence of Artificial Intelligence and Digital Marketing simultaneously on Blibli's Consumer Buying Interest.

C. RESEARCH METHODS

This study uses a quantitative approach with causality design, aiming to test the cause-effect relationship between variables. The object of the research focuses on four main variables, namely *Artificial Intelligence* (X1), *Digital Marketing* (X2) as an independent variable, *Buying Interest* (Y) as a dependent variable, and *Customer Experience* (Z) as an interacting variable. The research location is centered in the academic environment of the Faculty of Economics and Business, University of PGRI Palembang, with an affordable population of active FEB students of the 2021 and 2022 batches who are active users of *the Blibli marketplace*, which totals 479 students. The determination of the number of samples was carried out using the relevant formula, resulting in a minimum sample of 83 respondents which were then taken through *purposive* sampling techniques. The criteria used in the sample selection are: (1) Active students of FEB Universitas PGRI Palembang class of 2021 or 2022; (2) Have used or at least visited the *Blibli marketplace* in the last six months; and (3) Willing to fill out the questionnaire honestly and completely. Primary data was collected through questionnaires that were distributed online to respondents. The questionnaire was compiled using a 5-point Likert Scale to measure respondents' perceptions and attitudes towards the dimensions of each variable. The measurement dimensions include: (X1) AI: includes product recommendations, service chatbots, and ease of search (Rifky, 2024); (X2) DM: includes activities on social media, *online advertising*, and *content marketing* (Setiawan, 2023); (Z) CE: covers aspects of convenience, security, and interaction satisfaction (Wardhana, 2024); and (Y) Buying Interest: includes the intention to seek information, the intention to recommend, and the intention to make a purchase in the future (Kaufman & Panni, 2017). Prior to the data analysis, the research instrument was tested for its Validity and Reliability using the Product Moment and Alpha Cronbach Correlation tests to ensure the accuracy and consistency of the data. The data analysis technique used is *Multiple Linear Regression*, as recommended by Sugiyono (2023) for models with more than one independent variable. The stages of analysis include: (1) Classical Assumption Test, to ensure that the regression model is free from the problems of Normality (Kolmogorov-Smirnov test), Multicollinearity (VIF value < 10), and Heteroscedasticity (scatterplot or Glacier test); (2) Simple Regression Analysis, to test the partial influence of H1 and H2; (3) Multiple Regression Analysis, to test the simultaneous influence of H3; and (4) *Intervening/Moderation Variable Analysis*, to test the role of *Customer Experience* (Z) as a reinforcement or weakener (H4) using the MRA (*Moderated Regression Analysis*) method. Hypothesis tests are carried out through t-test (partial), F-test (simultaneous), and Coefficient of Determination (R^2) to determine the contribution of independent variables to dependent variables.

D. RESULTS AND DISCUSSION

Variabel	Uji-t		Keterangan
	t	Sig.	
<i>Artificial Intelligence</i> (X1)	3,920	,000	Significant Impact
<i>Digital Marketing</i> (X2)	3,734	,000	Significant Impact
<i>Customer Experience</i> (Z)	3,864	,000	Significant Impact

Source; SPSS data. Processed, 2025

1. The value of t-calculation = 3.920, with significance (Sig.) = 0.000. Because the value of Sig. < 0.05, it can be concluded that *Artificial Intelligence* has a significant effect on Buying Interest partially. Thus, the first hypothesis (H1) is accepted, which states that *Artificial Intelligence* has a partial and significant effect on Buying Interest (Y).
2. The t-calculated value = 3.734, with significance (Sig.) = 0.000. Because the value of Sig. < 0.05, it can be concluded that *Digital Marketing* also has a significant effect on Buying Interest partially. Therefore, the second hypothesis (H2) is also accepted, which also states that *Digital Marketing* has an effect on buying interest



Uji F ANOVA^a			
Variabel	Sig.	(0,05)	Keterangan
<i>Artificial Intelligence (X1)</i>			
<i>Digital Marketing (X2)</i>	0,000	0,05	Signifikan
<i>Customer Experience (Z)</i>			

Source; SPSS data. Processed, 2025

The results of the ANOVA test showed that the value of F was calculated = 19.025 with a significance value (Sig.) = 0.000. Because the significance value is smaller than the significance level of 0.05 (0.000 < 0.05), it can be concluded that simultaneously, the variables Artificial Intelligence (X1) and Digital Marketing (X2) have a significant influence on the Buying Interest variable (Y). Through Customer Experience (Z).

Discussion

The Influence of Artificial Intelligence on Buying Interest

Based on the results of simple linear regression and t-test, it was obtained that the Artificial Intelligence variable had a regression coefficient of 0.535, with a calculated t-value of 4.560 and a significance of 0.000. Because the significance value is less than 0.05, it can be concluded that Artificial Intelligence has a positive and significant effect on Buying Interest. In other words, the better the students' perception of the application of AI technology in the Blibli platform. These results are consistent with the findings of Pangkey et al. (2019), which also state that the application of Artificial Intelligence has a positive and significant impact on increasing consumer buying interest

The Influence of Digital Marketing on Buying Interest

The results of simple linear regression analysis on the Digital Marketing variable showed that the value of the regression coefficient was 0.369, with t calculated 4.389 and significance 0.000. Because the significance value is below 0.05, it can be concluded that Digital Marketing has a positive and significant influence on Buying Interest.

This means that digital marketing strategies carried out by Blibli such as the use of social media, sending promotional emails, and implementing digital campaigns are considered effective by respondents in encouraging their interest in buying products. This finding is consistent with the research of Masyitoh and Novitaningtyas (2021) which states that digital marketing has a positive influence on the buying interest of marketplace consumers.

The Influence of Artificial Intelligence and Digital Marketing on Buying Interest

Based on the results of the multiple linear regression test, it is known that the F value is calculated as 19.025 with a significance level of 0.000, which is smaller than 0.05. This shows that Artificial Intelligence and Digital Marketing simultaneously have a significant influence on Buying Interest. The regression coefficient of each variable is 0.439 for Artificial Intelligence and 0.297 for Digital Marketing.

These results indicate that the combination of the use of technology and the implementation of digital marketing strategies together plays an important role in increasing students' purchase intention of products on the Blibli platform. In today's digital era, the collaboration between the sophistication of AI and the effectiveness of digital marketing is a key factor in creating a more personalized, responsive, and efficient shopping experience for consumers.

The Influence of Artificial Intelligence and Digital Marketing on Buying Interest Through Customer Experience

The results of multiple regression analysis show that Customer Experience has an important contribution in strengthening the influence of AI and Digital Marketing on buying

interest. When consumers feel comfortable, feel understood about their needs, and get a positive experience during the shopping process, then buying interest will increase.

Customer Experience is a key factor that connects technology to consumer behavior. These findings reinforce the concept put forward by Schmitt (2023) that sensory, emotional, cognitive, behavioral, and relational experiences play an important role in shaping consumer perceptions.

E. CONCLUSION AND SUGGESTIONS

Conclusion

Conclusion This study empirically proves that Artificial Intelligence (AI) and Digital Marketing (DM) are key factors that significantly and positively affect consumer buying interest in the Blibli marketplace. Partially, these two variables have strong individual contributions. Simultaneously, the integration of technology and digital marketing strategies provides a substantial collective boost to Buying Interest. The most important finding is the significant role of Customer Experience (CE) as a reinforcing variable, which confirms that the quality of interaction and consumer satisfaction are crucial elements that determine the effectiveness of AI and DM investments. When the customer experience on Blibli is considered superior, easy, fast, and personal, the impact of AI features and DM campaigns is multiplied, which ultimately creates strong and sustainable Buy Interest. This study concludes that to achieve a competitive advantage, Blibli must prioritize a holistic strategy that synergizes AI technology, DM reach, and an inseparable focus on CE.

Suggestion

For the Blibli Marketplace: It is recommended to invest further in AI algorithms that not only offer product recommendations, but also predict and prevent potential problems in transactions, so that CE can be maintained at an optimal level. The use of *digital marketing* must be strengthened by the integration of influencer marketing and live shopping that utilizes real-time interaction to build emotional connections. The main focus must be shifted from simply implementing technology to creating a *seamless* CE.

For Further Research: The value of the Determination Coefficient (R^2) of 32.2% indicates that there is still a 67.8% variation in Buying Interest that is influenced by other variables not examined in this model. Therefore, it is recommended to test other relevant variables in the context of *e-commerce*, such as *E-Service Quality*, *E-WOM* (Online Reviews), *Brand Trust*, and *Price Perception*, in order to obtain a more robust model and higher predictability of consumer Buying Interest. In addition, future research may consider *Customer Experience* as a full mediating variable, rather than just as a reinforcer, to dissect deeper causality mechanisms.

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