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The Mediating Role of Customer Satisfaction in the Effect of Artificial Intelligence-Enabled Chatbots on Online Shopping Experience and Repurchase Intention

Yapay Zeka Destekli Sohbet Robotlarının Çevrimiçi Alışveriş Deneyimi ve Yeniden Satın Alma Niyeti Üzerinde Müşteri Memnuniyetinin Aracı Rolü

Abstract

As digitalization reshapes how people shop, artificial intelligence (AI)-powered chatbots are becoming central to online retail platforms. This study explores how chatbot marketing efforts and communication quality influence the online shopping experience, customer satisfaction, and repurchase intention. Drawing on the Technology Acceptance Model (TAM) and Expectation-Confirmation Theory (ECT), the study develops and tests a comprehensive model using data from 932 online shoppers. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to examine both direct and mediating relationships among the constructs. Findings show that chatbot marketing efforts and communication quality significantly enhance the online shopping experience, which in turn increases customer satisfaction and repurchase intention. More importantly, customer satisfaction emerged as a key mediating variable, reinforcing the emotional and behavioral pathway between chatbot interactions and future purchasing behavior. These results suggest that when chatbots are designed to be responsive, helpful, and personalized, they not only streamline the shopping process but also foster lasting customer relationships. However, existing literature does not adequately address the role of chatbots in influencing customer satisfaction and repurchase intention within the e-commerce context. This study contributes by exploring these relationships, thereby filling a significant gap. Beyond its empirical contributions, the study acknowledges the broader implications of AI within digital commerce, including critical concerns around data commodification and power asymmetries. The findings offer practical recommendations for retailers seeking to integrate AI in ways that are both effective and ethically aware, and call for future research to engage with the evolving social and economic dimensions of AI technologies in e-commerce.

Öz

Dijitalleşmenin insanların alışveriş yapma şeklini yeniden şekillendirdiği günümüzde, yapay zeka destekli sohbet robotları çevrimiçi perakende platformları için merkezi haline gelmektedir. Bu çalışma, sohbet robotlarının pazarlama çabalarının ve iletişim kalitesinin çevrimiçi alışveriş deneyimini, müşteri memnuniyetini ve yeniden satın alma niyetini nasıl etkilediğini incelemektedir. Teknoloji Kabul Modeli (TAM) ve Beklenti-Onaylama Teorisi (ECT) üzerine dayanarak, çalışma 932 çevrimiçi alışveriş kullanan kişilerden elde edilen verileri kullanarak kapsamlı bir model geliştirmiş ve test edilmiştir. Kısmi En Küçük Kareler Yapısal Eşitlik Modellemesi (PLS-SEM) kullanılarak yapı, değişkenler arasındaki hem doğrudan hem de aracı ilişkileri incelemiştir. Bulgular, sohbet robotu pazarlama çabalarının ve iletişimin çevrimiçi alışveriş deneyimini önemli ölçüde artırdığını ve bunun da müşteri memnuniyetini ve yeniden satın alma niyetini artırdığını göstermektedir. Daha da önemlisi, müşteri memnuniyetinin, sohbet robotu etkileşimleri ile gelecekteki satın alma davranışları arasındaki duygusal ve davranışsal yol üzerinde kilit bir aracı değişken olarak ortaya çıktığı bulunmuştur. Bu sonuçlar, sohbet robotlarının duyarlı, yardımcı ve kişiselleştirilmiş olarak tasarlandığında sadece alışveriş sürecini kolaylaştırmakla kalmayıp aynı zamanda kalıcı müşteri ilişkileri kurduğunu göstermektedir. Ampirik katkılarının yanı sıra, çalışma dijital ticaret içinde AI'nin daha geniş etkilerini, veri ticarileşmesi ve güç asimetrisi gibi kritik endişeleri de kabul etmektedir. Bulgular, etkili ve etik olarak bilinçli bir şekilde AI'yi entegre etmeyi arayan perakendecilere pratik öneriler sunmakta ve e-ticarete AI teknolojilerinin evrilen sosyal ve ekonomik boyutlarıyla ilgili gelecek araştırmaları teşvik etmektedir.

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Keywords

Artificial intelligence, Online shopping experience, Online repurchase intention, Customer satisfaction

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Yapay zeka, Çevrimiçi alışveriş deneyimi, Çevrimiçi yeniden satın alma niyeti, Müşteri memnuniyeti

Introduction

The rapid spread of digitalization has made online shopping platforms an indispensable part of consumers' daily lives. With this change, businesses are increasingly investing in innovative technologies to gain an advantage (Arsenijevic & Jovic, 2019) and competitive edge and foster customer loyalty (Ata et al., 2021). In particular, artificial intelligence (AI) has emerged as a powerful enabler in transforming online retail environments, offering enhanced personalization, efficiency, and accessibility. AI is no longer confined to back-end operations; it now plays a central role in customer-facing tools such as recommendation engines, virtual assistants, and chatbots, all of which contribute meaningfully to the online shopping experience (Ashfaq et al., 2020).

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Despite the growing relevance of AI in e-commerce, there remains a notable gap in the literature regarding its specific impact on customer satisfaction and repurchase intentions, particularly through chatbot interactions. This study directly addresses this gap by examining the role of chatbots in enhancing customer satisfaction and driving repurchase intentions in online shopping environments. Although the idea of machine intelligence has its roots in the mid-20th century, its practical relevance in marketing has surged only in the last decade. Contemporary research positions AI as a critical driver for optimizing marketing strategies by enabling firms to better understand and respond to customer behavior (Kopalle et al., 2022). AI-powered tools such as chatbots, which simulate human-like conversation, have gained momentum due to their ability to offer real-time support, reduce operational costs, and deliver consistent service quality across platforms (Li et al., 2023). Chatbots are now integrated into the customer journey, particularly in e-commerce (Davenport et al., 2020), where their 24/7 availability and increasing accuracy offer advantages that traditional customer service models cannot match (Hsu & Lin, 2023; Ghosh et al., 2024). These advancements have reshaped the dynamics of customer interaction. Chatbots not only facilitate transactions but also enhance customer satisfaction by delivering personalized responses and resolving queries efficiently (Yun & Park, 2022). The more interaction the bot has with users, the more learning it does and the more accurate the answers become (Elhajjar et al., 2021).

Theoretically, the Technology Acceptance Model (TAM) (Davis, 1989) and Expectation-Confirmation Theory (ECT) (Oliver, 1980) offer useful lenses for interpreting how customers form satisfaction judgments when engaging with chatbots. Customers' satisfaction is shaped not only by perceived usefulness and ease of use but also by the system's ability to meet or exceed

their expectations during service delivery (Bhattacharjee, 2001; Kim et al., 2009). Moreover, AI-supported platforms that demonstrate responsiveness, reliability, and personalization are likely to foster stronger emotional and behavioral commitment.

In parallel, the broader online shopping experience is shaped by usability, trust, personalization, and perceived service quality factors long established as contributors to customer satisfaction and behavioral intent (Ha & Stoel, 2009; Verhoef et al., 2009). Repurchase intention, in particular, is influenced by how well a digital platform meets expectations, simplifies transactions, and supports decision-making (Khalifa & Liu, 2007; Kim et al., 2009). However, as e-commerce ecosystems become increasingly reliant on AI technologies, existing models must evolve to reflect the role of intelligent systems in shaping customer behavior. The current study responds to this need by exploring how AI-enabled chatbot functions particularly perceived communication quality and marketing engagement affect the online shopping experience and repurchase intention, with a focus on the mediating role of customer satisfaction. By integrating key constructs into a single empirical model, the study aims to fill a noticeable void in the literature and provide meaningful implications for both academic inquiry and marketing practice.

Literature Review and Hypotheses Development

The increasing use of AI-powered chatbots in online retail is reshaping customer experiences and influencing satisfaction and repurchase intentions. Drawing from the Technology Acceptance Model (TAM) (Davis, 1989), Expectancy Confirmation Theory (ECT) (Bhattacharjee, 2001), and Social Exchange Theory (SET) (Blau, 1964), these interactions can be better understood in terms of customer perceptions and engagement. According to TAM (Davis, 1989), customers are more likely to adopt technology when it is perceived as useful and easy to use. In the context of chatbots, this means that if a chatbot is efficient, intuitive, and capable of providing relevant assistance, it can significantly improve customer satisfaction and enhance the shopping experience (Wahbi et al., 2023). These elements reduce friction in the transaction process, fostering positive attitudes toward the chatbot and increasing the likelihood of repeat purchases (Kim et al., 2009). From an ECT perspective, customer satisfaction results when a service meets or exceeds expectations (Bhattacharjee, 2001). When chatbots deliver personalized and responsive interactions, they not only meet but often exceed customer expectations, creating a sense of emotional satisfaction. This satisfaction is integral to repurchase behavior, as customers are more likely to return if they feel the service is continuously improving and aligned with their needs (Rane et al., 2024). Moreover, SET (Blau, 1964) helps explain the relational aspects of chatbot interactions. According to SET, relationships thrive when both parties perceive mutual benefit. When customers experience personalized service and empathy from a chatbot, they perceive value in the interaction, strengthening their emotional connection to the brand and fostering long-term loyalty. This deeper sense of connection can significantly increase repurchase intentions, as it transcends functional utility and taps into the emotional bond between the consumer and the brand (Mus-

tikasari et al., 2025). Furthermore, the online shopping experience is complex, encompassing both functional and emotional elements (Lemon & Verhoef, 2016). Chatbots contribute to this by blending convenience with emotional intelligence. Quick, accurate assistance coupled with personalized interactions creates an emotional connection with customers, making their experience more engaging and memorable (Wahbi et al., 2023). When customers feel understood and valued, their likelihood of returning for future purchases rises. Thus, integrating TAM, ECT, and SET provides a comprehensive framework to explain how AI-powered chatbots drive customer satisfaction and loyalty. When chatbots are designed to address both practical and emotional needs, they not only enhance the shopping experience but also encourage repurchase behavior, ultimately strengthening brand loyalty (Alsadoun & Alnasser, 2025).

Chatbot Marketing Efforts and Online Shopping Experience

Chatbot marketing efforts represent a shift from passive, one-size fits-all promotions to smart, responsive, and conversation-driven experiences. Instead of simply displaying banner ads or static product suggestions, today's AI-powered chatbots take a more active role in guiding consumers through their journey. They greet users, ask questions, make tailored recommendations, and even nudge them toward decisions with reminders or complementary options all in real time. This kind of proactive engagement transforms what used to be a transactional interaction into something more fluid and personal (Kuruca & Şentürk, 2022). These AI-driven tools not only speed up the decision-making process but also enhance how intelligent and “in tune” the platform feels. Users are more likely to trust and enjoy a digital environment that seems to know what they're looking for—even before they do (Ashfaq et al., 2020). This perception of being understood and supported by the platform adds emotional weight to the experience, which is especially important in environments where human touch is minimal.

According to the Technology Acceptance Model (TAM), users' perceptions of usefulness and ease of use are central to their acceptance of new technologies. This model suggests that the more responsive and personalized a chatbot is, the more likely it is that consumers will accept and use it, thereby improving their overall shopping experience (Davis, 1989). In today's digital marketplace, consumers expect speed, relevance, and personalization as the norm. AI-enabled marketing efforts deliver on those expectations by replacing static content with adaptive, dialogue-based support (Chung et al., 2020). They also allow businesses to create a sense of relational warmth offering users a brand interaction that feels less like automation and more like attentive service (Pantano & Pizzi, 2020). When done well, these chatbot interactions foster trust, satisfaction, and even delight - emotions that are critical for building lasting customer relationships (Chung et al., 2020). This personalized interaction can significantly contribute to both immediate customer satisfaction and future repurchase intentions.

H1. Chatbot marketing efforts have a positive effect on the online shopping experience.

Perceived Communication Quality of Chatbots and Online Shopping Experience

Communication quality captures more than just the technical performance of a chatbot—it reflects how clearly, naturally, and empathetically the system can engage with users in conversation (Zhou et al., 2023). As digital platforms increasingly replace face-to-face service encounters, customers now expect chatbots to communicate with a degree of emotional intelligence, not just efficiency. They look for clarity in responses, an appropriate tone, and the kind of attentiveness that makes them feel heard. When these elements are present, users tend to perceive the chatbot and by extension, the entire platform as trustworthy, responsive, and user-centered (Elhajjar et al., 2021). Importantly, it's not just about solving problems or answering questions. High-quality communication also helps reduce uncertainty, especially in first-time interactions, by offering emotional cues and conversational structure that mirror human interaction (Chen et al., 2022). This, in turn, enhances users' emotional connection to the brand. Recent studies also show that when users perceive chatbot communication as fluid and natural, it fosters stronger engagement and a more meaningful shopping experience (Tsai et al., 2021; Al-Shafei., 2025). In this way, communication quality becomes not only a functional necessity but a psychological enhancer that shapes how customers remember and evaluate their journey.

H2. Perceived communication quality of chatbots positively affects the online shopping experience.

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Online Shopping Experience and Online Repurchase Intention

The online shopping experience represents more than just functional efficiency it reflects the consumer's overall impression of how a digital platform supports, engages, and satisfies them throughout the buying journey. It encompasses elements such as ease of navigation, clarity of product information, seamless checkout processes, and responsiveness to user needs. When these features come together in a cohesive way, the experience becomes not only intuitive but also emotionally satisfying (Ha & Stoel, 2009). A well-crafted digital journey reduces cognitive effort, builds familiarity, and gives users a sense of control, which in turn fosters trust and confidence in future interactions. Interactive components especially those powered by AI, such as chatbots or personalized recommendations further elevate this experience by mimicking attentive, human-like service. These intelligent features offer timely support, tailor options to individual preferences, and reinforce a feeling of being understood, which can turn a transactional session into a meaningful interaction (Kim et al., 2009). In this way, AI doesn't just make processes faster it makes them feel more personal and engaging. The seamless integration of these technologies into the broader digital interface plays a crucial role in deepening the customer-brand relationship. As consumers develop a sense of emotional connection and reliability through repeated positive encounters, their behavioral loyalty strengthens (Khalifa & Liu, 2007). Recent studies affirm

that when customers feel emotionally fulfilled during their online experience, they are far more likely to return driven not only by utility but also by trust, satisfaction, and relational attachment (Fang et al., 2014; Li & Peng, 2021).

H3. Online shopping experience positively affects online repurchase intention.

Online Shopping Experience and Online Customer Satisfaction

Customer satisfaction arises when users perceive that a platform delivers not just technical functionality, but a meaningful and emotionally rewarding experience. In AI-enabled shopping environments, this sense of satisfaction is shaped by multiple touchpoints from how smoothly the chatbot operates, to how well the system understands user preferences and delivers relevant support. When users feel that a platform is attentive, intuitive, and trustworthy, their perception of value increases significantly. Grounded in Expectation-Confirmation Theory (ECT), satisfaction is said to emerge when users' pre-interaction expectations are matched or exceeded by the actual service performance (Bhattacharjee, 2001). This means satisfaction is not only about efficiency it's about emotional confirmation. In digital shopping contexts, this translates into convenience, personalization, enjoyment, and the confidence that the platform "gets it right" (Kim et al., 2009; Madanchian, 2024). Recent empirical studies show that AI-powered interfaces can significantly enhance this dynamic by allowing users to feel more in control of their experience (Jiang et al., 2023; Costa et al., 2024). The interactivity and immediacy provided by chatbots and recommendation engines foster a sense of personalization that makes customers feel seen and valued (Choudhary & Ahuja, 2025). Moreover, emotionally intelligent systems that respond with clarity and relevance further elevate satisfaction by reducing effort and increasing perceived responsiveness (Lemon & Verhoef, 2016).

H4. Online shopping experience positively affects online customer satisfaction.

Online Customer Satisfaction and Repurchase Intention

Customer satisfaction is more than just a measure of whether expectations have been met—it is a powerful predictor of future customer behavior. Satisfied users are not only more likely to return for repeat purchases but also more inclined to build lasting relationships with the brand and serve as vocal advocates within their networks. In digital commerce environments, where interactions occur through technological interfaces rather than human touchpoints, satisfaction becomes even more pivotal in guiding behavioral intentions (Anderson & Srinivasan, 2003). Online customer satisfaction serves as an emotional and cognitive checkpoint where consumers evaluate whether the value they received justifies continued engagement. When satisfaction is high—especially in contexts enhanced by AI, such as personalized recommendations or responsive chatbot interactions—it directly reinforces trust, usability, and confidence in the platform

(Yun & Park, 2022). These positive emotional responses create fertile ground for repurchase intentions to grow. Moreover, when users perceive AI-driven systems as intelligent, empathetic, and aligned with their personal needs, their attachment to the platform deepens, encouraging them to return more consistently (Hsu & Lin, 2023). This emotional reinforcement not only supports loyalty but also shields the brand from competitive disruption. Recent studies have demonstrated that satisfaction acts as a catalyst for long-term brand commitment, particularly when it is reinforced by seamless, personalized, and emotionally resonant digital experiences (Akdemir & Bulut, 2024; Mustikasari et al., 2025).

H5. Online customer satisfaction positively affects online repurchase intention.

The Mediating Role of Online Customer Satisfaction

While positive shopping experiences and smooth chatbot interactions certainly influence whether a customer returns, satisfaction often serves as the emotional and cognitive bridge that connects experience to behavior. It's not just about what customers do click, browse, or chat but, how those interactions make them feel. A platform may offer speed and functionality, but if users don't walk away feeling satisfied—understood, supported, and valued the likelihood of them coming back significantly drops. Customer satisfaction, in this sense, is far from a passive outcome. It acts as a filter through which people evaluate the quality of their experience. Even when the technology performs flawlessly, it's the perceived emotional reward that ultimately shapes future intentions. Users who feel genuinely cared for by the interaction even when it's AI-driven are more likely to trust the brand, forgive minor hiccups, and return with a positive attitude (Jenneboer et al., 2022; Hsu & Lin, 2023). In digital environments where the human touch is often absent, this emotional resonance becomes even more important. Well-designed AI systems can mirror aspects of human empathy and attentiveness, offering tailored messages, solving problems promptly, and responding in ways that feel personalized. These small touches add up and leave users with a sense of connection one that turns a one-time visit into repeat behavior. Recent research reinforces this idea by showing that satisfaction isn't just a result, it's also a catalyst. When chatbot interactions exceed expectations, they trigger a sense of psychological confirmation, validating the user's decision to engage and increasing the likelihood of continued loyalty (Yao & Xi, 2024; Sundjaja et al., 2025). Satisfaction, then, acts as a stabilizing force. It gives meaning to the experience and nudges users toward familiar, trusted behavior: repurchasing. In light of these insights, this study proposes that satisfaction plays a pivotal mediating role, helping to explain not only whether users will return, but why they choose to do so in a landscape increasingly shaped by AI.

H6. Online customer satisfaction mediates the relationship between online shopping experiences and online repurchase intention.

Method

The study was conducted to examine the effects of artificial intelligence, online experience, customer satisfaction, and repurchase intention of consumers who use chatbots during online shopping in Türkiye. In this context, in addition to the hypotheses regarding direct effects, the mediating role of online customer satisfaction was also examined in the study. To ensure that respondents' experiences were relevant, participants were asked to recall their most recent interaction with chatbots during their online shopping experience, allowing the responses to be grounded in specific encounters with AI-driven platforms. The universe of this study consists of consumers who use chatbots during online shopping in Türkiye. Since the research universe is very large, instead of reaching the entire universe, determining a sample that can represent the universe and reaching this particular sample provides advantages in terms of time and cost. Studies conducted on the sample may often be not as valid as the results obtained by examining the entire universe (Özdamar, 2001).

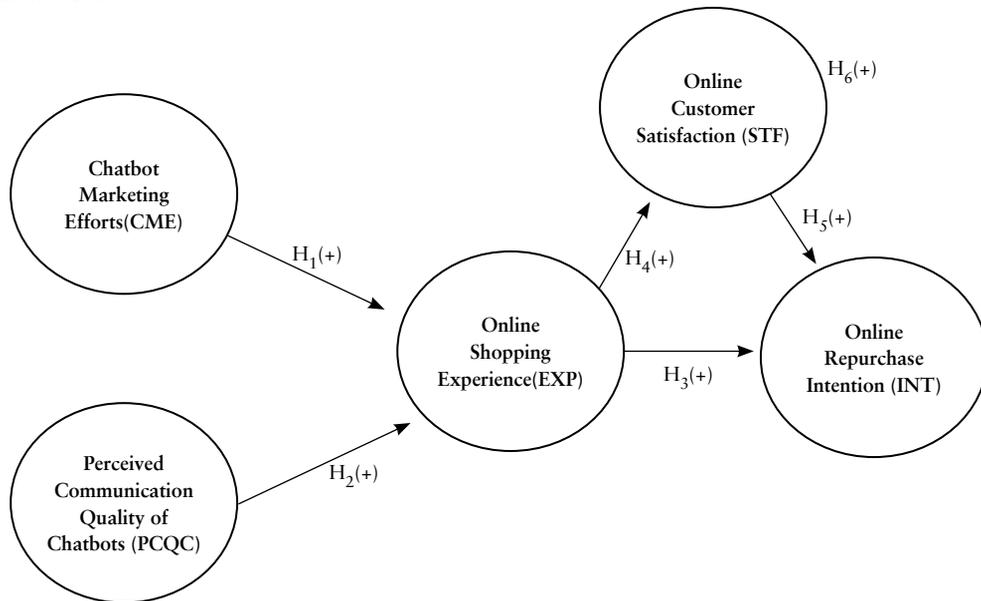
In scientific research, determining a sample size that can represent the universe is one of the basic elements that ensure the generalizability of research results. Universes containing less than 10,000 units (subjects) are referred to as limited universes, while universes containing more than 10,000 units are referred to as unlimited universes (Ural and Kılıç, 2005; Yazıcıoğlu and Erdoğan, 2007). When the number of universes is considered in this study, it is thought that the number of consumers using chatbots during online shopping in Türkiye is more than 10,000. Therefore, according to the table prepared by Yazıcıoğlu and Erdoğan (2007), it was concluded that at least 384 participants should be reached for the unlimited universe.

In line with the criteria specified in the literature, the number of samples was evaluated based on the data in the 932 survey forms.

In the research process, the survey technique, one of the quantitative data collection methods, was preferred to test the developed model. Surveys consist of a series of formatted question forms prepared by pre-testing to collect information from participants (Nakip, 2008). The statements used in the survey were developed in line with the findings obtained from previous studies.

The surveys were collected using the "convenience sampling method" from the sampling methods collected online (Google Forms) between January and June 2024. The survey form was created from demographic characteristics and statements in the model. The first part of the survey includes 5 questions regarding the individual and demographic characteristics of the participants. The second part of the survey includes survey questions created from 5 different variables and 21 statements to determine the participants' chatbot marketing efforts, the perceived communication quality of chatbots, online shopping experience, online customer satisfaction, and online repurchase intention.

Figure 1
Research Model



Measurement Instrument

To ensure validity and reliability, all constructs in the study were measured using previously validated multi-item scales drawn from the existing literature. Chatbot Marketing Effort was measured using a 4-item scale adapted from Khonkahan (2023), capturing proactive promotional activities and personalization features driven by AI chatbots. Perceived Communication Quality was assessed through a 5-item scale based on Khonkahan (2023), evaluating clarity, relevance, and responsiveness in chatbot-customer interactions. The Online Shopping Experience construct was measured with a 5-item scale adapted from Limayem & Hirt (2003), focusing on ease of navigation, trust, and overall user-friendliness of the platform. Online Customer Satisfaction was assessed using a 4-item scale developed by Pappas vd. (2014), evaluating users' emotional and cognitive evaluations of their interaction with the platform. Finally, Repurchase Intention was measured using a 3-item scale adapted from Çavuşoğlu & Demirağ (2021), capturing the likelihood of future purchases based on current experience. All items were rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Demographic Characteristics of Respondents

A total of 932 participants took part in the survey. The sample represented a diverse demographic background in terms of gender, age, and education. Approximately 55% of the respondents

were female and 45% were male, indicating a relatively balanced distribution. In terms of age, the majority (around 48%) were between 18 and 29 years old, followed by those aged 30 to 39 (32%), and a smaller group aged 40 and above (20%). Regarding educational background, most participants held at least an undergraduate degree (62%), while 26% reported having completed graduate-level education, and the remainder held high school diplomas or equivalent qualifications. In terms of online shopping behavior, the majority of participants reported making purchases online at least once a month, with over 70% indicating prior experience interacting with AI-powered chatbots during their shopping journey. This demographic diversity and familiarity with digital platforms provided a suitable base for investigating user perceptions and behavioral intentions related to chatbot-based interactions.

Data Analysis Method

To test the proposed theoretical model and assess the relationships between chatbot marketing efforts, perceived communication quality, online shopping experience, online customer satisfaction, and online repurchase intention, the study employed Partial Least Squares (PLS) within the framework of Structural Equation Modeling (SEM). This approach was selected due to its suitability for analyzing complex models with multiple mediating relationships and its robustness in handling latent constructs measured by multiple indicators

Measurement model results

During the measurement model analysis phase of the scales used in the study, factor loadings, reliability coefficients, internal consistencies, concurrent validity, discriminant validity, and model fit statistics were examined. To examine the factor loadings, external loading values were checked, and the external loadings of all scales were over 0.50 (Kaiser, 1974). Secondly, Cronbach's Alpha values were calculated to determine the reliability coefficients of the scales. It was determined that the Cronbach Alpha values of all scales were over 0.70 (Hair et al., 2019). In this context, it was determined that all scale expressions met the reliability condition. Factor loadings and reliability coefficients are shown in detail in Figure 1.

Thirdly, in the study, integrated reliability criteria (ρ_a and ρ_c) were tested to determine the internal consistency of the scale expressions. First, the ρ_a value of Dijkstra and Henseler (2015) was calculated, and it was concluded that all scale values were above 0.70 (Dijkstra and Henseler, 2015). Second, the ρ_c values were calculated, and it was determined that all scale values were above 0.60 (Bagozzi and Yi, 1988). Thus, it was determined that the scales had internal consistency. In the fourth stage, the average explained variance (OAV) values were calculated to calculate the convergent validity of all scales, and the loadings of all scales

Figure 1
Factor Loadings

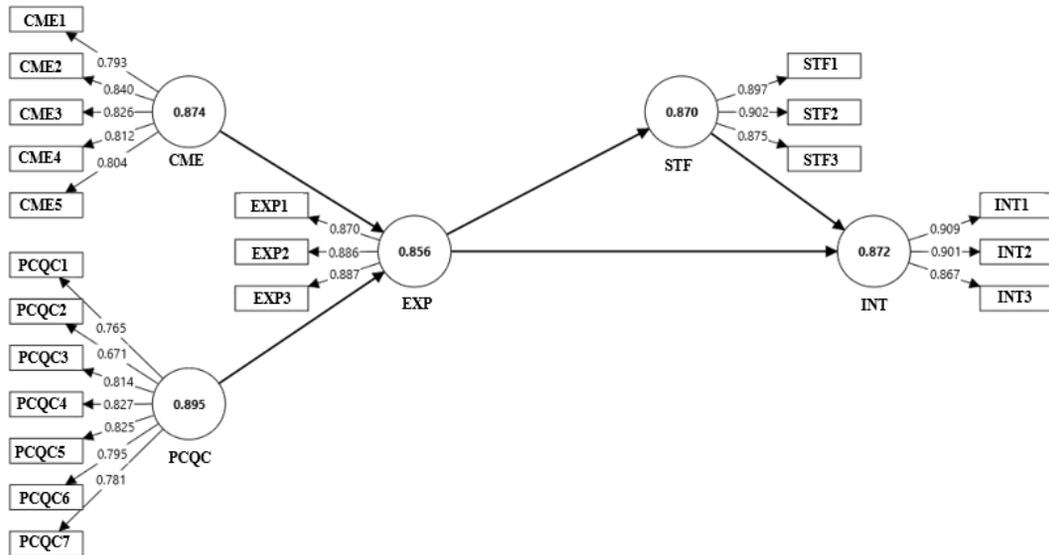


Table 1
Internal Consistency and Concurrent Validity Analysis Results

SCALES	Rho_a	Rho_c	OAV
Marketing efforts via chatbots	0,875	0,908	0,664
Perceived communication quality of chatbots	0,898	0,918	0,615
Online shopping experience	0,856	0,913	0,777
Online customer satisfaction	0,870	0,920	0,794
Online repurchase intention	0,872	0,922	0,797

Source: Authors

were above 0.50. Thus, it was concluded that there was convergent validity between the scales (Fornell and Larcker, 1981). Integrated reliability and average explained variance values of the scales are shown in detail in Table 1.

To determine the discriminant validity of the scales, the Heterotrait Monotrait Ratio (HTMT) and Fornell-Larcker criterion values were examined. The HTMT results are given in detail in Table 2. As a result of the analysis, it was determined that the values for all hypotheses were below 1.00 (Henseler et al., 2019).

To ensure discriminant validity, the Fornell-Larcker criterion was calculated secondly. For this purpose, the square root of the OAV values for each scale was taken and compared with

Table 2
Discriminant Validity Analysis Results (HTMT)

Scales	EXP	INT	PCQC	CME	STF
EXP					
INT	0,879				
PCQC	0,751	0,758			
CME	0,727	0,693	0,933		
STF	0,870	0,933	0,792	0,749	

Source: Authors

Table 3
Discriminant Validity Analysis Results (Fornell Larcker Criterion)

EXP	INT	INT	PCQC	CME	STF
EXP	0,881				
INT	0,760	0,892			
PCQC	0,658	0,670	0,784		
CME	0,630	0,606	0,826	0,815	
STF	0,751	0,813	0,700	0,654	0,891

Source: Authors

the correlation loads between the scales. The results obtained are shown in detail in Table 3. As a result of the analysis, the OAV square root values of all scales were higher than the correlation loads between the scales (Fornell and Larcker, 1981). As a result of all these evaluations, it was concluded that the scales had discriminant validity.

The goodness of fit values of the model used in the research were examined. To determine the goodness of fit, standardized root mean square error (SRMR), Normed Fit Index (NFI), d_G and d_ULS values were calculated. As a result of the analysis, the SRMR value has a value of 0.045. This value was determined below 0.080 (Hu and Bentler, 1999). The NFI value has a value of 0.880. This value was determined above 0.800 (Bollen, 1986). In addition, it was determined that d_G (0.305) and d_ULS (0.478) values were higher than 0.05 (Dijkstra and

Table 4
Model Goodness of Fit Results

Criteria Results	Criteria Results
SRMR	0,045
d_ULS	0,478
d_G	0,305
Chi-square	1669,997
NFI	0,880

Source: Authors

Henseler, 2015). Finally, the chi-square value was calculated as 1669.997. As a result of all these evaluations, it was observed that the research model was a good fit. Model goodness of fit results are shown in detail in Table 4.

Structural Model Results

Within the scope of structural model results, firstly, VIF values of the scales used in the research were examined. VIF values should be below 5.00 (Becker et al., 2015). As a result of the analyses performed, it was determined that VIF values were below the determined critical threshold. In this context, it was concluded that there was no multicollinearity problem between the scales. The obtained results are shown in detail in Table 5.

After the VIF value calculation, the R2 value was calculated. This value is considered sufficient to be calculated as 10% (Yıldız, 2021). When the R2 values of the variables are calculated, the explanation rate of online shopping experience is calculated as 0.45, the explanation rate of online repurchase intention is calculated as 0.71, and the explanation rate of online customer satisfaction is calculated as 0.56. All these values are above 0.50 and represent a high determination rate (Henseler et al., 2009). Thirdly, the effect size values were examined in the structural model analysis. When the obtained results were examined, the effect size in the effect of online shopping experience on online customer satisfaction was calculated as 1.294, and the effect size in the effect on online repurchase intention was calculated as 0.177. Since the value calculated as 1.294 was higher than 0.35, the effect size was evaluated as high, while the value calculated as 0.177 was evaluated as medium since it was between 0.15 and 0.35 (Cohen, 1988). On the other hand, for chatbots, the effect size for the effect of perceived communication quality on online shopping experience was calculated as 0.109, and the effect size for the effect of marketing efforts through chatbots on online shopping experience was calculated as 0.044. The effect size was small since these values were between 0.02 and 0.15 (Cohen, 1988). Finally, the effect size of online customer satisfaction on online repurchase intention was calculated as 0.469, and the effect size was considered “high”. The effect size results are given in detail in Table 5.

Structural Equation Model Analysis Results

The last step in the internal model is to evaluate the structural paths by analyzing the path coefficients and significance levels obtained from the bootstrapping procedure performed in PLS. After the measurement and structural model analysis results were completed in the study, the hypotheses were tested using the structural equation model. The results obtained are given in detail in Table 5.

According to the results of the structural equation model analysis, marketing efforts through chatbots positively affect the online shopping experience. In this context, the H1 hy-

Table 5
Structural Equation Model Results

Hypotheses	B	X ²	SS	T-Value	P-Value	Innervf	F ²
H ₁ CME → EXP	0,273	0,272	0,052	5,254	0,000***	3,146	0,044
H ₂ PCQC → EXP	0,432	0,433	0,051	8,402	0,000***	3,146	0,109
H ₃ EXP → INT	0,342	0,341	0,035	9,724	0,000***	2,294	0,177
H ₄ EXP → STF	0,751	0,751	0,018	40,682	0,000***	1,000	1,294
H ₅ STF → INT	0,556	0,557	0,034	16,469	0,000***	2,294	0,469

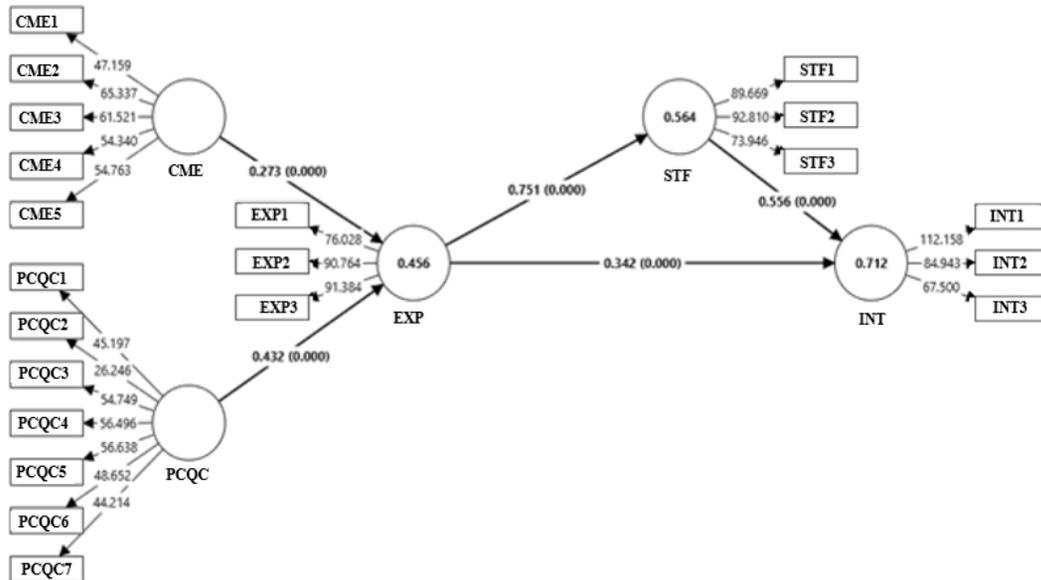
Not. p = <.001***

Source: Authors

hypothesis was accepted. The perceived communication quality of chatbots positively affects the online shopping experience. Therefore, the H2 hypothesis was accepted. Online shopping experience positively affects online repurchase intention. As a result, the H3 hypothesis was accepted. In addition, the online shopping experience positively affects online customer satisfaction. In this context, the H4 hypothesis was accepted. Finally, online customer satisfaction positively affects online repurchase intention. Thus, the H5 hypothesis was accepted. Beta coefficients, significance levels, and determination coefficients of the research results are presented in Figure 3.

Within the scope of the research, the mediating role of the online customer satisfaction scale between online shopping experience and online repurchase intention was examined. In

Figure 3
Structural Equation Model Analysis Results



Source: Authors

Table 6
Mediation Effect Results

	Hypotheses	β	x^-	SS	t-value	p-value
*	PCQC -> EXP -> INT	0,148	0,148	0,025	5,999	0,000***
*	CME -> EXP -> INT	0,093	0,093	0,019	4,811	0,000***
*	PCQC -> EXP -> STF	0,324	0,326	0,041	7,885	0,000***
*	SRPC -> EXP -> STF	0,205	0,205	0,039	5,234	0,000***
H ₆	EXP -> STF -> INT	0,418	0,419	0,028	15,022	0,000***

Not. $p = <.001^{***}$

Source: Authors

addition, the results regarding the mediating role of online customer experience between marketing efforts through chatbots and perceived communication quality of chatbots and online repurchase intention and online customer satisfaction were calculated. The details regarding all these evaluations are shown in **Table 6**.

As a result of the mediation analysis, it was determined that online customer satisfaction positively mediates between online customer experience and online repurchase intention. Therefore, the H6 hypothesis was accepted. In addition, it was determined that online customer experience positively mediates between marketing efforts through chatbots and online repurchases and online customer satisfaction. Similarly, it was found that online customer experience positively mediates between the perceived communication quality of chatbots and online repurchases and online customer satisfaction. When all mediation effects were examined, since the direct effect of the independent variables on the dependent variables was significant, the mediation effect type was partial mediation (Zhao et al., 2010).

Conclusion and Recommendation

This study explored how AI-supported chatbots shape users' online shopping experiences, their satisfaction levels, and their likelihood to return for future purchases. The findings make it clear that when chatbots provide fast, helpful, and personalized support at any time of the day, they meaningfully enhance customer satisfaction. We also found that marketing activities conducted through chatbots positively influence how people experience shopping online, which then affects how satisfied they feel and whether they intend to shop again. Among these factors, communication quality stood out as a key influence on the overall shopping experience.

Our mediation analyses offered deeper insights. The quality of the shopping experience not only improved satisfaction but also strengthened repurchase intention. What's more, customer satisfaction played an important linking role. It helped explain how experiences with chatbots translate into loyalty and future behavior. We also saw that customer experience served as a partial bridge between perceived chatbot quality and satisfaction and repurchase. Together,

these findings point to a chain of effects that begin with effective chatbot interaction and end with customer commitment.

To build on this, companies should invest in improving the way chatbots communicate. AI systems that feel more human, responsive, and context-aware will create better experiences and, in turn, lead to more satisfied customers. When chatbots can interpret user needs and offer truly tailored suggestions, they not only assist but also build trust, which is an important step toward encouraging repeat purchases. Businesses should also make sure to regularly gather and analyze user feedback to fine-tune chatbot design and performance over time.

Another area of focus should be integration. Chatbots should not exist in isolation. They should work smoothly alongside other digital tools and platforms. A cohesive, well-connected shopping experience leaves a stronger impression than fragmented touchpoints. Likewise, clear and helpful guidance on how to interact with chatbots can lower user hesitation and make the technology more accessible for everyone. Beyond these practical takeaways, the study also highlights the growing role of chatbots as more than just automated responders. Our results show that these tools actively shape how people feel during their shopping journey, and that these feelings matter. This brings emotional depth to a topic that's often treated in purely technical terms. While previous studies have underlined the importance of trust and usability in online platforms (Anderson & Srinivasan, 2003; Kim et al., 2009), our research shows that chatbots themselves can be the drivers of these qualities, not just passive extensions of the website.

While this study focuses on how AI-powered chatbots influence customer satisfaction and repurchase intention, it's also important to acknowledge that these technologies don't operate in a vacuum. In recent years, scholars have drawn attention to how AI tools — including chatbots — are part of a broader transformation in how digital capitalism functions. Beyond improving service efficiency, AI systems are also tied to deeper issues like the exploitation of digital labor, the commodification of personal data, and the growing imbalance of power between corporations and users (Berman, 1992; Dyer-Witheford et al., 2019). These systems often rely on invisible human labor behind the scenes — from data labeling to algorithm training — and they reinforce structures where companies accumulate value while users unknowingly give up control of their information (Brevini, 2021). While these dynamics are outside the main scope of our empirical model, they remain a vital part of the larger conversation about AI in e-commerce. Acknowledging this context helps us approach AI not just as a customer service tool, but as a social and economic force that shapes how power and value are distributed in digital environments.

The theoretical contribution lies in our integration of two frameworks, Expectation-Confirmation Theory and the Technology Acceptance Model, into a single model that connects chatbot interaction quality with satisfaction and behavioral intent. This combination helps explain how digital interactions evolve into lasting customer relationships, which is especially relevant as AI becomes more visible in everyday life. For future work, researchers might examine how these

dynamics play out in other sectors like health, education, or public services places where trust and clarity are equally important. There is also room to explore how individual differences, such as age or digital experience, affect how people interpret chatbot interactions. And as generative AI becomes more advanced, we will need to better understand how elements like tone, empathy, and ethical design influence not just satisfaction, but deeper loyalty and trust. In sum, this study shows that chatbots are no longer just tools in the background. They are active participants in shaping the online shopping journey. Businesses that approach chatbot design with care, empathy, and customer focus stand to gain more than just efficiency. They will earn long-term trust and return engagement in an increasingly digital marketplace.

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