

# The Role of AI-Driven Recommendation Satisfaction in Repurchase Intention: A PRISMA-Based Systematic Review of E-Commerce Studies

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## ABSTRACT

This study aims to systematically review the relationship between user satisfaction with artificial intelligence (AI)-based recommendation systems and repurchase intention on e-commerce platforms. As competition in the digital commerce sector intensifies, understanding how AI-driven personalization shapes consumer loyalty has become increasingly critical. This study employed a Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) methodology, in which an initial search using keywords “AI recommendation”, “customer satisfaction”, and “repurchase intention” on the Scopus database yielded 400 documents published between 2020 and 2025. Following a multi-stage screening process including removal of non-eligible document types, evaluation of title and abstract relevance, and full-text accessibility checks, 40 articles were ultimately included for analysis. Findings consistently demonstrate that customer satisfaction functions as the dominant mediating variable between AI recommendation quality and repurchase intention. Personalized recommendation systems reduce users' information overload, while AI-powered chatbots with empathetic and proactive strategies further enhance satisfaction. The effectiveness of AI recommendations in driving repurchase intention is contextual and moderated by demographic factors such as gender, age, and digital literacy. These findings extend existing consumer behavior theory by integrating user experience as a critical dimension in assessing AI system effectiveness on e-commerce platforms.

**Keywords :** AI Recommendation System, Customer Satisfaction, Repurchase Intention, E-Commerce, Systematic Literature Review

## INTRODUCTION

The advancement of digital technology has brought significant changes to various aspects of society, including commercial transaction activities. The progress of the internet and information technology has prompted society to shift from conventional transactions to digital-based transactions through e-commerce platforms, which are considered more practical, efficient, and accessible. The growth of e-commerce in Indonesia has continued to rise in tandem with the high number of internet users, which reached more than 215 million people in 2023, thereby expanding opportunities for online commercial activities (APJII,

2024).

In alignment with technological developments in the Society 5.0 era, various digital innovations have begun to be integrated into e-commerce platforms to enhance service quality. One of the most widely utilized technologies is artificial intelligence (AI), which is employed in features such as product recommendations, chatbot services, and consumer behavior analysis. The utilization of AI enables companies to deliver more personalized shopping experiences while simultaneously improving service effectiveness and digital marketing strategies (Jaswita & Dewintasari, 2025).

This technology assists businesses in delivering more targeted experiences that meet customer expectations. By comprehending consumer behavioral patterns and optimizing service delivery in real time, businesses can make the user experience becomes increasingly directed and effective. Various AI-based technologies, including personalized recommendation systems, chatbots, and predictive analytics, have strengthened consumer engagement by providing experiences that are more specific and tailored to individual needs. Recommendation systems employing artificial intelligence, such as collaborative filtering and content-based filtering, examine users' search histories and purchasing behaviors to offer precise product recommendations (Mustikasari et al., 2025).

Consequently, companies are now better positioned to understand and market products to customers more effectively, leading them to explore various methods for evaluating consumers in the online environment. E-scores not only incorporate personal credit reports but also assist in estimating an individual's purchasing capacity. Such assessments take into account various factors, including occupation, salary level, property value, and the quantity and type of luxury and non-luxury goods purchased (Kotler & Keller, 2016). This digital assessment approach has become increasingly significant in the e-commerce domain, as the data obtained enables AI-based recommendation systems to operate with greater precision and in closer alignment with user needs. Therefore, by acquiring a deeper understanding of consumer purchasing patterns and characteristics, platforms are capable of generating more accurately targeted recommendations (Putra P & Kusumadewi, 2019).

Recent findings in the literature emphasize that the quality of recommendations provided by AI systems has been established as a primary factor influencing user satisfaction levels on e-commerce platforms. The congruence between the type of recommendations offered and users' shopping objectives has a direct positive impact on satisfaction, whereas incongruence may diminish it (He et al., 2024). Furthermore, recommendation quality encompasses dimensions such as accuracy, diversity, and novelty, which collectively influence users' purchase intentions through the fulfillment of psychological needs, including autonomy, competence, and social relatedness. When recommendations are perceived as helpful, relevant, and conducive to exploration, user satisfaction increases, ultimately encouraging users to make repeat purchases on the same platform (Zhao et al., 2025). Therefore, satisfaction with AI recommendations functions as a mediating variable, underscoring the significance of recommendation quality in influencing repurchase intention, and determining user satisfaction with AI recommendations is essential for enhancing consumer loyalty on e-commerce platforms.

In light of the intensifying competition within the e-commerce industry, this study aims to

systematically review various studies addressing the relationship between users' satisfaction with AI-based recommendations and their repurchase intention on e-commerce platforms. Employing the PRISMA methodology, this study specifically focuses on identifying quality factors of AI recommendations that have been demonstrated to influence user satisfaction levels, as well as evaluating the extent to which such satisfaction contributes to the enhancement of repurchase intention. It is thus anticipated that this study will contribute to a body of literature that remains largely confined to the technical aspects of algorithms, by presenting a broader understanding of the role of user experience in determining the effectiveness of AI recommendations.

## **METHODS**

This study employs a systematic review method following the PRISMA protocol. The analysis is further strengthened by bibliometric mapping using VOSviewer to visually identify trends and topic clusters. The PRISMA protocol used was published in 2009 (hereinafter referred to as PRISMA 2009), a guideline developed with the aim of addressing inadequate reporting issues in systematic reviews (Page et al., 2021). According to (Simona Galletta et al., 2024), our PRISMA flow diagram refers to a sequence of four stages.

1. **Identification:** At this stage, the researcher defines the research question and conducts a search for relevant studies. The search process is carried out systematically and comprehensively, with clearly defined inclusion and exclusion criteria.
2. **Screening:** At this stage, the researcher filters the studies identified in the first stage based on their relevance to the research question as well as the inclusion and exclusion criteria. This stage generally involves screening by title and abstract, followed by full-text evaluation for studies that meet the criteria.
3. **Eligibility:** At this stage, the researcher evaluates the eligibility of studies that have passed the screening stage. This evaluation encompasses an assessment of study quality and its relevance to the research question.
4. **Included:** At this stage, studies that meet the eligibility criteria are incorporated into the systematic review. Data from these studies are extracted, analyzed, and the findings are then compiled and reported.

The following model enables replication, transparency, and traceability of the applied protocol review. In alignment with the PRISMA framework, and taking into account aspects relevant to each stage, the initial phase involved collecting data from the Scopus database using the keyword "AI Recommendation customer satisfaction and repurchase intention". The search was restricted to documents published within the period of 2020–2025. The literature selection process subsequently underwent several screening stages based on predetermined inclusion and exclusion criteria. The inclusion criteria in this study comprise: (1) original journal articles, (2) available online in full-text form, (3) written in English, and (4) relevant to the research topic. The exclusion criteria used to exclude articles include: (1) documents in the form of books, conference reports, or table-of-contents reviews, (2) grey literature such as government documents and non-academic industry reports, and (3) materials that do not meet the specified language criteria or fail to satisfy the inclusion criteria (Simona Galletta et al., 2024).

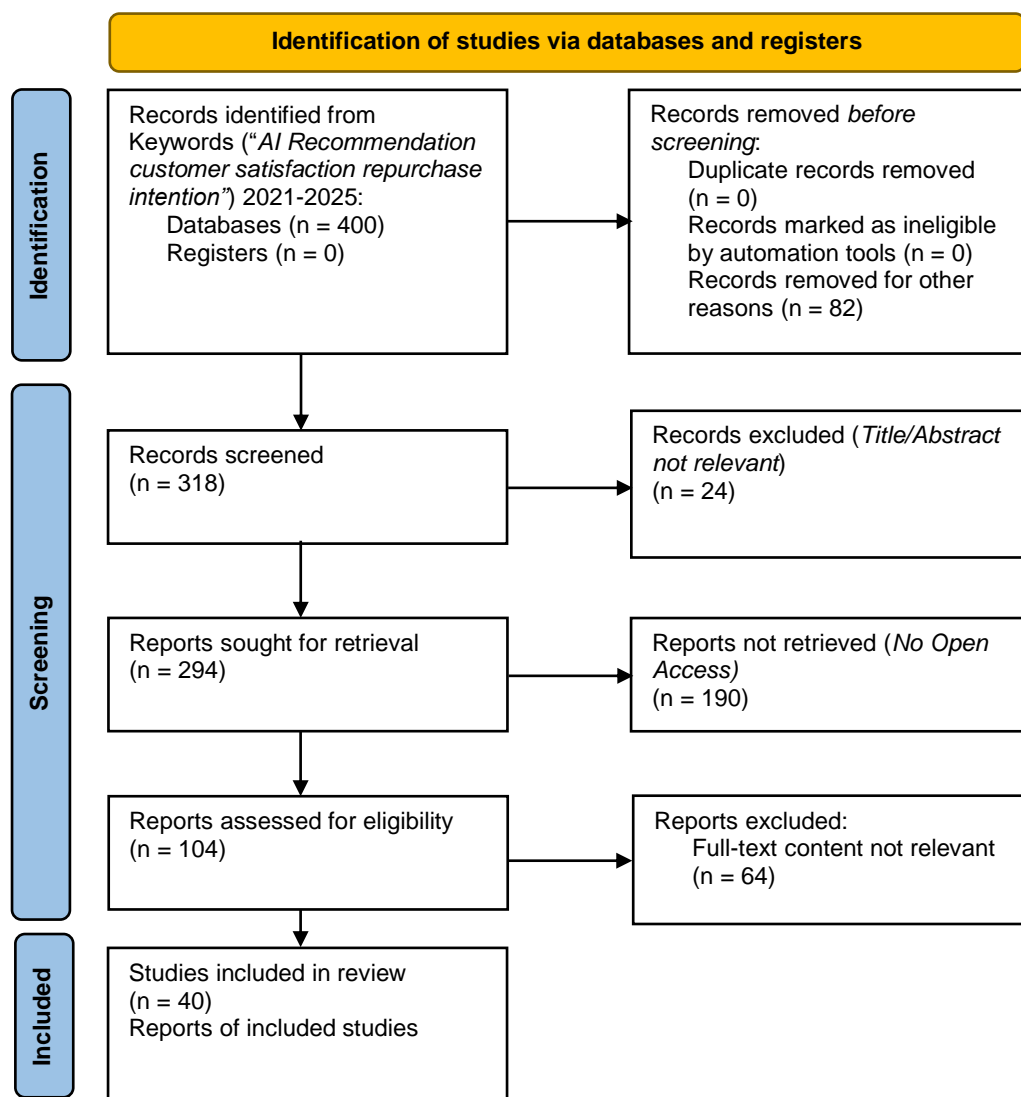
**Table 1. PRISMA Model for this Systematic Literature Review**

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Study Design	This study applies a literature review to synthesize evidence from the literature in a stepwise, rigorous, explicit, and transparent manner.
Protocol Review	The authors established search criteria and related keywords.
Eligibility Criteria	Considering articles published in peer-reviewed journals; studies were identified by searching the Scopus electronic database using codes predetermined by the authors.
Publication Type	Peer-reviewed journal articles indexed in Scopus.
Publication Timeframe	2020-2025
Language	English
Search Strategy	In the search process, the keywords AI Recommendation, customer satisfaction, and repurchase intention were employed.. Category : Information Technology, Marketing and Consumer Behavior, Management, Psychology. Following the full-text article evaluation, the analysis was conducted by selecting articles that met the eligibility and relevance criteria.

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In the second stage, the study was conducted through a systematic literature review following the PRISMA protocol to ensure research transparency. A search of the Scopus-indexed database for the period 2020–2025 yielded an initial pool of 400 documents. Following preliminary screening based on publication type suitability, 82 documents were eliminated for non-compliance, leaving 318 articles to proceed to the screening stage. Evaluation of titles and abstracts identified 24 irrelevant articles, while 190 articles were excluded due to the unavailability of full-text access. Full-text examination was then conducted on the remaining articles, resulting in the additional exclusion of 64 articles due to substantive content mismatches. Through this process, 40 articles were established as the final sample for analysis. All articles were comprehensively analyzed and classified according to the main research themes, with the literature selection flow presented in Figure 1.



**Figure 1. PRISMA Flow Diagram for the Systematic Literature Review**  
Source: Adapted from (Page et al., 2021)

To ensure the validity of the synthesis findings and to address concerns regarding the weighting of analyzed studies, each article in the final sample underwent manual quality assessment (critical appraisal). This assessment did not rely solely on quantitative citation metrics, but also considered source credibility through journal quartile rankings (Q1–Q4 in Scopus) and the methodological relevance to the research question. In this manual verification process, the majority of selected articles had citation counts exceeding 10. Nevertheless, this study retained low-citation works specifically those with 1 to 7 citations provided that the articles were published in reputable Scopus-indexed journals (Q1 to Q4) and made significant theoretical contributions to the topic under discussion. Accordingly, the quality of the synthesis in this study is grounded in a combination of journal reputation, scholarly impact (citations), and content depth, thereby avoiding the uniform weighting treatment of each study.

## RESULTS

The number of articles reviewed increased from 2020, reaching a peak in 2021 with nineteen selected articles. This trend was likely influenced by the COVID-19 pandemic, which triggered a surge on e-commerce transactions globally, thereby heightening academic interest in the role of AI in enhancing consumer satisfaction alongside the shift in online shopping behavior during that period. Although the number of publications meeting the criteria declined in subsequent years through 2025, this dynamic does not diminish the relevance of the topic. Rather, it reflects an increasingly rigorous literature selection process in response to the growing complexity of AI technologies and the continuously evolving needs of the industry (Alam & Mueller, 2021; Antwi, 2021; Lin et al., 2022; Mustikasari et al., 2025a; Yun & Park, 2022).

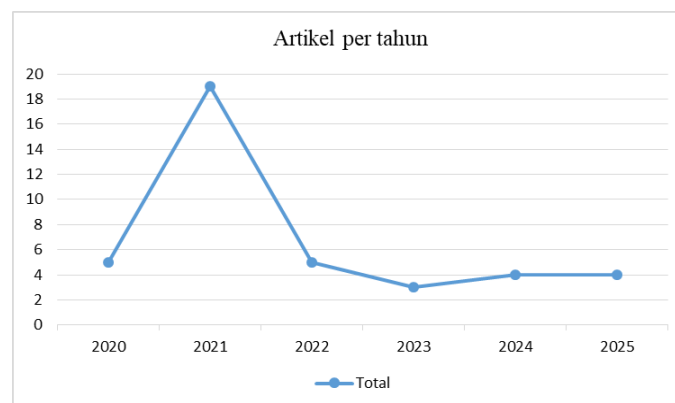


Figure 2. Number of Article Publications per Year

In terms of publication quality, the majority of articles selected in this review were drawn from high-reputation journals. A total of 19 articles (47.5%) were classified under the Q1 quartile and 15 articles (37.5%) under Q2, indicating that the data underpinning this study's analysis carries strong scientific validity, as it is predominantly comprised of literature from leading journals. The remaining articles consisted of 5 in Q3 and 1 in Q4. Regarding publication sources, publishers such as *Frontiers in Psychology* emerged as notably dominant contributors within this article pool, alongside other journals as illustrated in Figure 4. The high volume of publications in leading journals and other Q1/Q2 publishers reflects that the topic of AI recommendation is not only widely studied, but also commands central attention on scientific publication platforms with rigorous peer-review processes.

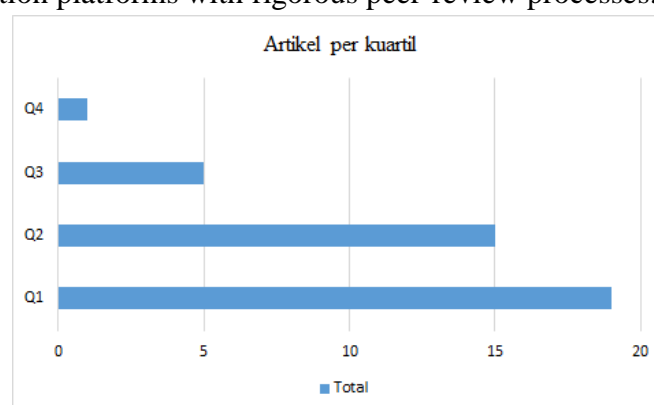


Figure 3. Number of Article Publications per Quartile

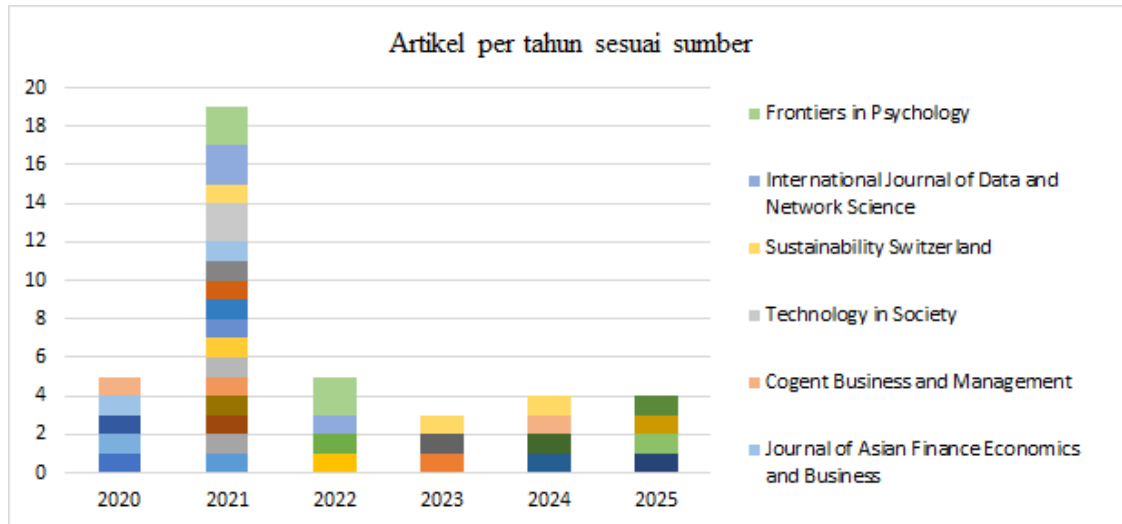


Figure 4. Number of Article Publications per Year by Source

### Summary of Study Characteristics

Table 2. Characteristics Of Included Studies Most cited journals

Title	Journal	Year	Excerpt	Result
Purchase experience during the COVID-19 pandemic and social cognitive theory: The relevance of consumer vulnerability, resilience, and adaptability for purchase satisfaction and repurchase (Kursan Milaković., 2021)	International Journal of Consumer Studies	2021	207	Consumer vulnerability and resilience influence their level of purchase satisfaction, which in turn affects their repurchase intention. Adaptability to online shopping amplifies the effect of resilience on satisfaction levels.
The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment (Miao et al., 2021)	Asia Pacific Journal of Marketing and Logistics	2022	167	E-satisfaction, e-trust, and perceived value exert significant impacts on repurchase intention. However, several relationships, particularly those pertaining to delivery services, service quality, two mediation paths, and one moderation path, were not supported by the obtained data.
Exploring the influence of artificial intelligence	Technology in Society	2023	111	AI technology enhances user engagement on social media

<p>technology on consumer repurchase intention: The mediation and moderation approach (Nazir et al., 2023)</p>	<p>and improves conversion processes, thereby strengthening customer experience and fostering repurchase intention.</p>
<p>E-commerce in high uncertainty avoidance cultures: The driving forces of repurchase and word-of-mouth intentions (Al-Adwan et al., 2022)</p>	<p>Service quality, policies, and logistics enhance customer trust and satisfaction. Customer satisfaction serves as the primary driver of trust, repurchase intention, and word-of-mouth. Meanwhile, trust exerts a significant influence solely on repurchase intention, but not on word-of-mouth.</p>
<p>Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation (Ginting et al., 2023)</p>	<p>E-service quality, e-WOM, and customer trust can enhance customer satisfaction; however, only e-WOM and e-service quality directly influence repurchase intention.</p>
<p>“I just like this e-Retailer”: Understanding online consumers repurchase intention from relationship quality perspective (Antwi., 2021)</p>	<p>Trust, commitment, and customer satisfaction influence price perception, whereas only trust and satisfaction impact repurchase intention. Price level functions as a moderating factor in the relationship between relationship quality and repurchase intention.</p>
<p>The Effects of Chatbot Service Recovery With Emotion Words on Customer Satisfaction, Repurchase Intention, and Positive Word-Of-</p>	<p>Chatbot assurance and reliability enhance customer satisfaction across both chatbot types, whereas empathy and interactivity influence customer satisfaction only in chatbots</p>

Mouth (Yun & Park., 2022)				employing emotional language. Subsequently, the level of customer satisfaction affects repurchase intention and positive word-of-mouth
Role of social media marketing activities in China's e-commerce industry: A stimulus organism response theory context (Sohaib M, Safeer AA and Majeed A., 2022)	Frontiers in Psychology	2022	66	Demonstrates that satisfaction and trust mediate the relationship between digital activities (stimulus) and online repurchase intention on Chinese e-commerce platforms. The S-O-R theory employed is analogous to a framework applicable to AI recommendation research. Sample of 403 respondents via PLS-SEM.
Reflective model of brand awareness on repurchase intention and customer satisfaction (Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K., 2020).	Journal of Asian Finance Economics and Business	2020	63	An Indonesian study demonstrating that customer satisfaction significantly mediates the relationship between external stimuli and repurchase intention via SEM-AMOS. Three hypotheses were confirmed: brand awareness predicts repurchase intention, brand awareness predicts satisfaction, and satisfaction predicts repurchase intention. The context and variables are highly relevant.
ChatGPT's influence on customer experience in digital marketing: Investigating the moderating roles (Abdelkader., 2023)	Heliyon	2023	53	A strong relationship exists between customer experience using ChatGPT and overall satisfaction. Factors exerting significant influence include technological fluency, business type, age, and educational level, whereas gender does not constitute a significant factor.

Examining the effect of explanation on satisfaction and trust in AI diagnostic systems (Alam & Mueller., 2021)	BMC Medical Informatics and Decision Making	2021	51	AI explanations, particularly those that are visual and example-based, enhance patient satisfaction and trust exclusively during the critical re-diagnosis phase, while exerting virtually no significant influence before or after that stage.
Fresh food online shopping repurchase intention: the role of post-purchase customer experience and corporate image (Ma et al., 2021)	International Journal of Retail and Distribution Management	2022	44	Received products, customer support, benefits, and packaging enhance satisfaction and repurchase intention, whereas delivery does not exert a significant effect. A positive corporate image strengthens the impact of post-purchase experience on repurchase intention.
The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop (Prahawan et al., 2021)	International Journal of Data and Network Science	2021	36	Only e-trust exerts a substantial influence on repurchase intention, whereas e-satisfaction and e-WOM do not demonstrate significant effects.
Understanding E-Commerce Consumers' Repeat Purchase Intention: The Role of Trust Transfer and the Moderating Effect of Neuroticism (H.G. Jeon et al., 2021)	E-Frontiers in Psychology	2021	32	Trust transfer from offline to online significantly influences satisfaction and repeat purchase intention. Neuroticism positively moderates trust transfer. POS analysis reveals latent consumer heterogeneity that diverges from the global model.
Research on the factors influencing the repurchase intention on short video platforms: A case of China (Lin et al.,	Plos One	2022	29	Short video content, customer experience, and value perception can enhance satisfaction, which, alongside customer loyalty, drives

2022)						repurchase intention, with loyalty functioning as a mediator.
Impacts of mobile payment-related attributes on consumers' repurchase intention (Sun et al., 2022)	International Journal of Tourism Research	2022	28			Mobile payment usage influences customer satisfaction in transactions, operating through attitudes, subjective norms, and behavioral control, thereby facilitating the hotel room booking process.
Factors affecting satisfaction and loyalty to online group buying (Garcia et al., 2020)	Revista De Gestao	2020	28			Online service quality, popularity, and brand image significantly influence consumer satisfaction levels, while service quality, trust, and consumer satisfaction exert significant effects on repurchase intention, loyalty, and positive word-of-mouth on group buying sites.
The Driving Factors Analysis of Live Streamers' Characteristics and Perceived Value for Consumer Repurchase Intention on Live Streaming Platforms (Meng & Lin., 2023)	Journal of Organization and End User Computing	2023	27			Interaction between streamers and the perceived value of the platform enhances satisfaction and positive online impressions, which subsequently strengthens online user engagement and contributes to increased repurchase intention.
An Empirical Study of Customers' Satisfaction and Repurchase Intention on Online Shopping in Vietnam (Nguyen et al., 2021)	Journal of Asian Finance Economics and Business	2021	26			Information quality, ease of use, delivery speed, and website usability are the primary factors enhancing user satisfaction and repurchase motivation. Trust exerts a relatively modest influence, whereas responsiveness does not demonstrate significant

					effect. Additionally, demographic factors such as gender and marital status also contribute to the research outcomes.
Determinants of Sustainability	Switzerland	2023	26	Subjective norms, effort expectancy, and performance expectancy significantly enhance perceived value and experience quality. Overall satisfaction, mediated by experience quality and perceived value, significantly increases repurchase intention for AI services.	
Repurchase Intentions of Hospitality Services Delivered by artificially intelligent (AI) Service Robots (C. Lei et al., 2023)					
Examining the influence of satisfaction and regret on online shoppers' post-purchase behaviour (Tata et al., 2021)	Benchmarking	2021	25	Online customer satisfaction is influenced by the level of price transparency, the quality of service provided, and the degree of corporate sincerity. Meanwhile, dissatisfied customers tend to switch to other brands, refrain from writing reviews, and exhibit no intention to repurchase.	
"I am Delighted!": The Effect of Perceived Customer Value on Repurchase and Advocacy Intention in B2B Express Delivery Services (Correa, C., Alarcón, D., & Cepeda, I., 2021).	Sustainability	2021	23	Satisfaction is demonstrated to mediate the relationship between perceived value and repurchase intention. This is relevant because AI recommendations enhance consumers' perceived value through the pathway of perceived value → satisfaction → repurchase.	
Understanding the self-perceived customer experience and repurchase intention in live streaming shopping:	Humanities and Social Sciences Communications	2024	22	Perceived interactivity, quality, and value exert significant influence on confirmation and satisfaction. Perceived discounts do not directly	

evidence from China (M. Yi et al., 2024)				enhance satisfaction and must operate through confirmation. Satisfaction significantly drives repurchase intention. Gender significantly moderates repurchase intention.
Keep customers coming back: Enhancing value and satisfaction in a mobile shopping application context (N. Fernandes & C. Barfknecht., 2020)	Cogent Business and Management	2020	22	An entertaining and easy-to-use mobile shopping experience constitutes the most critical design element. Trust and content information reinforce perceived value. Satisfaction derived from application usage is demonstrated to determine repurchase intention.
Determinants of Online Repurchase Intention in Covid-19 Times: Evidence From an Emerging Economy (A. Alvarez-Risco et al., 2022)	Lecturas De Economia	2022	20	Website quality positively influences satisfaction and trust. Customer satisfaction positively influences trust and repurchase intention. Customer trust positively influences repurchase intention. The model accounts for 20.6% of the variance in online repurchase intention.
Artificial Intelligence-Based Human-Computer Interaction Technology Applied in Consumer Behavior Analysis and Experiential Education (Li et al., 2022)	Frontiers in Psychology	2022	18	Consumers exhibit a high level of satisfaction with products recommended by AI systems, with a satisfaction rate reaching 93.2%, as demonstrated by HCI (Human-Computer Interaction) technology capable of recognizing consumer satisfaction levels through facial expressions.
The Role of Marketing Artificial Intelligence in Enhancing Sustainable Financial Performance of Medium-Sized	Sustainability Switzerland	2024	15	The utilization of AI technology is capable of enhancing the financial performance of small and medium-sized enterprises

<p>Enterprises Through Customer Engagement and Data-Driven Decision-Making (Magableh et al., 2024)</p>		<p>(SMEs) by up to 42.5%. This profit increase is driven by a 50% rise in customer engagement and a 76% improvement in data-driven decision-making. This indicates that AI does not directly correlate with long-term profitability, but rather its utility lies in enhancing customer understanding and facilitating more informed decision-making.</p>
<p>Perceived ease of use, perceived usefulness, and customer satisfaction as driving factors on repurchase intention: the perspective of the e-commerce market in Indonesia (Nuralam et al., 2024)</p>	<p>Cogent Business and Management 2024 14</p>	<p>Perceived ease of use and perceived usefulness influence repurchase intention, provided that customers first attain a state of satisfaction.</p>
<p>Determinants affecting online shopping consumers' satisfaction and repurchase intention: Evidence from Vietnam (Cuong D.T., 2023)</p>	<p>Innovative Marketing 2023 14</p>	<p>Perceived ease of use, perceived usefulness, website design quality, and price perception are demonstrated to be positively correlated with both satisfaction and repurchase intention.</p>
<p>From e-quality and brand perceptions to repurchase: A model to explain purchase behaviour in a web-store (Vásquez et al., 2020)</p>	<p>Journal of Theoretical and Applied Electronic Commerce Research 2020 14</p>	<p>Repurchase intention in online stores is driven not solely by website quality, but also by the growth of consumer trust in both the product brand and the store brand. Trust serves as the primary bridge between quality and repurchase decisions.</p>
<p>The Impact of Chatbot Response Strategies and Emojis Usage on</p>	<p>Behavioral Sciences 2025 13</p>	<p>Proactive strategies (chatbot-initiated conversations) are more effective in enhancing</p>

Customers' Purchase Intention: The Mediating Roles of Psychological Distance and Performance Expectancy (Meng et al., 2025)					purchase intention compared to reactive strategies. Emoji usage strengthens this relationship by reducing the psychological distance between the user and the bot.
A Study of Consumer Repurchase Behaviors of Smartphones Using Artificial Neural Network (Lee H., 2020)	Information Switzerland	2020	12		Consumer satisfaction, emotional loyalty, and social influence are demonstrated to affect repurchase intention..
Repurchase intention behavior in b2c e-commerce (Artana et al., 2022)	International Journal of Data and Network Science	2022	12		Customer satisfaction functions as a mediator between e-service quality and repurchase intention.
AI and consumer behavior: Trends, technologies, and future directions from a scopus-based systematic review (Riandhi et al., 2025)	Cogent Business and Management	2025	11		This study identifies consumer trust and privacy as the primary mediators of AI adoption, while recommendation systems are associated with the reduction of decision fatigue, which is ultimately linked to loyalty and repurchase intention. The study also highlights that generative AI enables hyper-personalization, yet simultaneously introduces threats to authenticity that may erode consumer trust.
How to increase customer repurchase intention in an online retailing store? An extended expectation confirmatory model (Handayani et al., 2020)	International Journal of Electronic Commerce Studies	2020	7		Satisfaction, trust, and regret (at not having made a purchase) directly influence repurchase intention, whereas website quality does not directly affect repurchase intention, as consumers must first attain satisfaction.
A Preliminary Study of	International	2022	7		E-service quality exerts a

Consumer Behavior Journal of From the Online Asian Marketplace in Indonesia (Candra et al., 2022)	Journal of Business and Information Management				significant influence on customer satisfaction and customer trust in online marketplaces in Indonesia, with both collectively driving repurchase intention and consumer word-of-mouth. This SEM-WarpPLS-based study with 431 respondents confirms the central role of satisfaction and trust as mediators between service quality and digital consumer loyalty.
A transformer-based architecture for collaborative filtering modeling in personalized recommender systems (Khan et al., 2025)	Scientific Reports	2025	6		The MBT4R model is capable of capturing user preferences more profoundly through a self-attention mechanism, yielding recommendation accuracy that is significantly superior to conventional models. The implication is that the more accurately AI predicts user preferences, the more relevant the recommendations generated..
Enhancing customer repurchase prediction: integrating classification algorithms with RFM analysis for precision and actionable insights (Verma et al., 2025)	IIMB Management Review	2025	5		Transaction data utilizing AI or algorithmic approaches can predict repurchase behavior with an accuracy rate of 74%.
The impact of AI-generated content on content consumption habits of Chinese social media users through Xiaohongshu application (Zhe & Srijinda., 2024)	Edelweiss Applied Science and Technology	2024	5		AI-generated content demonstrates significant advantages in enhancing user satisfaction and engagement.
Fear of Missing Out	International	2025	1		This study underscores the

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(FoMO) and Journal of  
Recommendation Advanced  
Algorithms: Analyzing Computer  
their Impact on Science and  
Repurchase Intentions in Applications  
Online Marketplaces  
(Mustikasari et al., 2025)

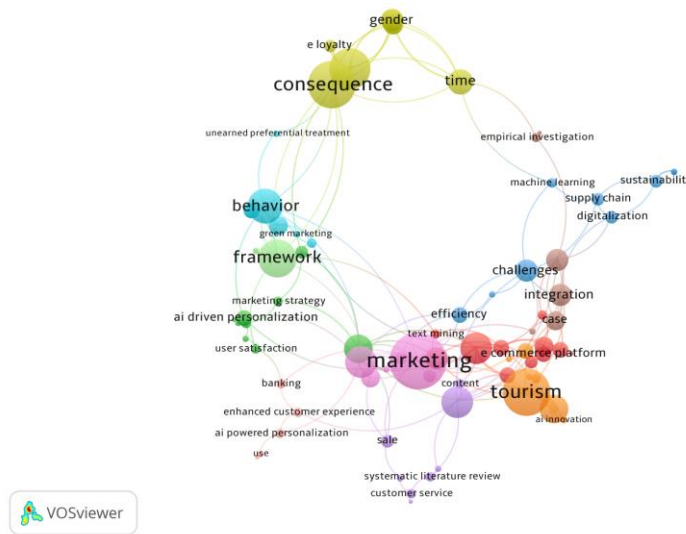
importance of implementing  
AI-based personalization and  
gamification in enhancing  
customer retention, provides  
new empirical evidence  
regarding the relationship  
between Fear of Missing Out  
(FoMO) and repurchase  
intention, and offers actionable  
strategies for strengthening  
consumer engagement.

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A PRISMA-based systematic review of 40 pieces of literature demonstrates that AI-based recommendation systems play a significant role in enhancing consumer satisfaction and repurchase intention on e-commerce platforms. The precision of AI recommendations enables users to obtain product suggestions that are more closely aligned with their needs, thereby increasing satisfaction while simultaneously facilitating the prediction of repurchase behavior with a high degree of accuracy (Khan et al., 2025; Verma et al., 2025; Li et al., 2022). Consumer satisfaction is found to drive repurchase intention through several factors, including perceived value, e-service quality, and the congruence between recommendations and consumer expectations (Correa et al., 2021; Artana et al., 2022; Yi et al., 2024). Nevertheless, several studies have found that consumer trust exerts a stronger influence than satisfaction in driving repurchase behavior (Prahawan et al., 2021).

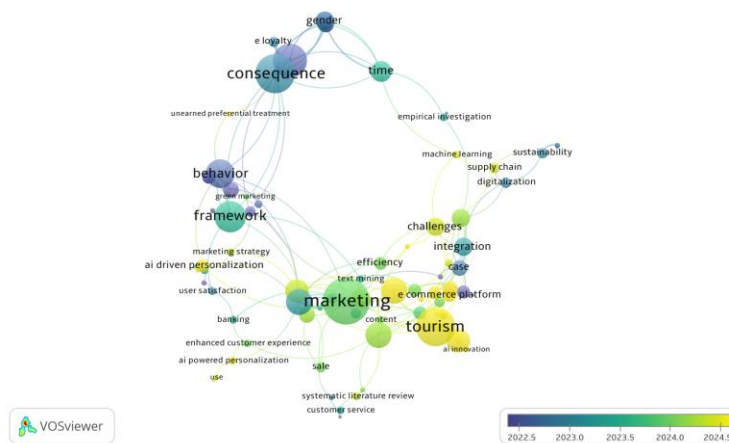
Furthermore, service quality, application ease of use, and information quality also contribute to enhancing consumer satisfaction, which subsequently impacts repurchase behavior (Nguyen et al., 2021; Ginting et al., 2023; Nuralam et al., 2024). Proactive chatbots that actively assist users are found to be more effective in increasing purchase intention compared to reactive chatbots that respond only when prompted (Meng et al., 2025). The use of ChatGPT is likewise found to be positively associated with consumer satisfaction (Abdelkader, 2023). Although AI is capable of enhancing customer engagement and supporting business performance, excessive reliance on AI may give rise to privacy concerns and diminish consumer trust. Consequently, trust, privacy, and perceived consumer value emerge as critical factors in moderating the relationship between satisfaction with AI recommendations and repurchase intention (Magableh et al., 2024; Riandhi et al., 2025).

### Keyword Co-occurrence Analysis



**Figure 5. Network Visualization**

The VOSviewer network map reveals that marketing and tourism constitute the central themes connecting various studies on AI-based recommendation systems. This visualization identifies three primary clusters, namely consumer behavior pertaining to customer satisfaction, technology representing AI-driven recommendations, and personalization illustrating the role of AI in enhancing customer experience. Furthermore, the theme of e-loyalty demonstrates the relationship between consumer satisfaction and repurchase intention, whereas gender and time indicate the presence of contextual factor influences. Overall, these findings confirm the interconnection among AI-driven recommendations, customer satisfaction, and repurchase intention within e-commerce research.



**Figure 6. Overlay Visualization**

The VOSviewer overlay visualization illustrates the temporal development of research pertaining to the variables examined in this study. Keywords such as behavior, framework, e-loyalty, and consequence, which emerged at an earlier period, indicate that customer satisfaction and repurchase intention have long constituted focal points in the study of digital



by the extent to which displayed recommendations are relevant, diverse, and novel to the user. Zhao et al. (2025) stated that when recommendations are perceived as helpful and provide room for exploration, user satisfaction increases and is proven to drive repurchase intention. Complementary findings were developed by He et al. (2024), who emphasized that the alignment between AI recommendations and user needs directly impacts user satisfaction, while misalignment produces the contrary effect. In other words, recommendation quality function as a predictor of satisfaction, which subsequently serves as a mediator of repurchase intention.

### **Customer Satisfaction as the Dominant Variable**

Based on 40 articles that have been screened and analyzed, customer satisfaction consistently emerges as the dominant mediating variable between various independent variables and repurchase intention. Artana et al. (2022) explicitly stated that customer satisfaction serves as a mediator between e-service quality and repurchase intention. Similarly, Handayani et al. (2020) found that website quality does not directly influence repurchase intention; rather, customers must first pass through the satisfaction variable. This pattern indicates that technological improvement strategies alone are insufficient if they fail to generate a subjective sense of satisfaction perceptible to the user.

### **Psychological Processes Through Which AI Recommendations Influence Repurchase Intention**

As observed across the reviewed literature, the relationship between AI recommendations and repurchase intention does not operate directly. This psychological process can be examined from two distinct dimensions: affective and cognitive. From a cognitive standpoint, AI is capable of processing consumer data with an accuracy rate of 76%, yielding recommendations that feel relevant to the user (Magableh et al, 2024). This aligns with the findings of Verma et al (2025) which indicate that a 74% accuracy rate in AI recommendations can drive repeat purchasing behavior. Consequently, consumers unconsciously begin to perceive AI recommendation systems as “competent” and trustworthy. It is this competence-based trust that serves as the bridge toward repurchase decisions (Miao et al., 2021; Al-Adwan et al., 2022; Ginting et al., 2023; Antwi., 2021; Prahawan et al., 2021; H.G. Jeon et al., 2021; Garcia et al., 2020).

From an affective standpoint, research by Meng et al (2025) addressed how proactive and communicative chatbot behavior can erode the psychological distance between users and the system, thereby cultivating a sense of comfort that encourages repeat purchasing. This is supported by Yun & Park (2022), who found that empathy and interactivity can significantly influence customer satisfaction. These cognitive and affective processes operate simultaneously in shaping consumers’ AI recommendation-based repurchase intentions.

### **Integration of Findings and Theoretical Framework**

The findings from this systematic review align with several theoretical frameworks that have been applied in the contemporary digital consumer behavior literature. First, the consistently identified pattern of satisfaction mediation is congruent with the Expectation Confirmation

Model (ECM), which was explicitly employed by Handayani et al. (2020) in the context of Indonesian e-commerce. The findings of that study indicated that satisfaction and trust directly influence repurchase intention, while affirming that the technical quality of a system does not inherently drive repurchase intention unless users experience a subjective positive confirmation of their expectations regarding the recommendations provided.

Second, the variables of perceived ease of use and perceived usefulness constitute the foundational pillars of AI technology acceptance. Nuralam et al. (2024) demonstrated that both variables exert a significant influence on repurchase intention in the Indonesian e-commerce market, with the caveat that customer satisfaction must first be achieved as a prerequisite. Consistent with this, Guong D. (2023) identified a positive correlation between perceived ease of use, perceived usefulness, and repurchase intention in the Vietnamese market. Both studies converge in demonstrating that the ease and utility perceived from AI recommendation systems constitute essential preconditions for generating the satisfaction that subsequently fosters consumer loyalty.

Third, this research reinforces the relevance of the principle of least effort, as cited in He et al. (2024) wherein effectively personalized recommendation systems can substantially reduce the information burden on users. The same principle was employed by Nguyen et al. (2021), who found that functional ease of use constitutes one of the primary factors enhancing satisfaction and repurchase motivation, given that ease of information access directly reduces the cognitive effort consumers must expend during the shopping decision-making process.

### **Comparison with Prior Studies**

In comparison with earlier research focusing on non-AI factors, a discernible shift has occurred in the determinants of satisfaction and repurchase intention. Miao et al. (2022) found that e-satisfaction, e-trust, and perceived value constitute the primary drivers of repurchase intention within the B2C segment; however, based on the data obtained, relationships pertaining to delivery services and service quality were not proven to be statistically significant. Meanwhile, Al-Adwan et al. (2022) emphasized that service quality, policies, and logistics play a role in shaping customer satisfaction and trust, with customer satisfaction emerging as the primary driver of trust, repurchase intention, and word-of-mouth. In contrast to these conventional factors, the advent of AI technology introduces an additional layer of personalization not previously offered on a mass scale – namely, the capacity to tailor the shopping experience individually and dynamically based on real-time analysis of consumer behavioral histories.

Magableh et al. (2024) further substantiated this argument with findings indicating that AI adoption enhanced corporate financial performance by up to 42.5%, driven predominantly by a 50% increase in customer engagement and a 76% improvement in data-driven decision-making as direct outcomes of AI-based personalization. These findings demonstrate that AI recommendation systems not only impact individual consumer satisfaction, but also generate measurable business outcomes for e-commerce organizations. Furthermore, Verma et al. (2025) demonstrated that AI algorithms can predict repeat purchasing behavior with an accuracy of 74%, presenting platforms with the opportunity to proactively design personalization interventions before consumers decide to migrate to competing platforms.

Nevertheless, certain aspects of the findings warrant careful scrutiny, as not all dimensions of AI implementation have proven uniformly effective. Alam and Mueller (2021), who examined AI-based medical diagnosis, argued that AI-generated explanations only enhanced satisfaction at critical stages of interaction, while exerting virtually no influence on other stages. This suggests that the effectiveness of AI in generating satisfaction is inherently contextual, contingent upon the type of interaction, the user's history, and individual user characteristics. Prahiawan et al. (2021) further emphasized that in several cases, e-trust exerts a greater influence on repurchase intention than satisfaction does, underscoring the necessity of building trust in AI systems in parallel with efforts to improve recommendation quality.

### **Implications for Research and Practice**

From a theoretical perspective, this study contributes to the literature by broadening the understanding of satisfaction mediation mechanisms within the context of AI-based recommendations. It successfully integrates the user experience perspective as an indispensable dimension in evaluating the effectiveness of AI systems on e-commerce platforms. The findings derived from keyword co-occurrence analysis using VOSviewer further confirm that AI-related topics – such as AI-driven personalization, enhanced customer experience, and e-commerce platforms are currently at the pinnacle of academic attention, particularly within the 2023-2025 timeframe, thereby reinforcing the relevance and urgency of this research.

From practical standpoint, these findings provide clear guidance for e-commerce managers in designing user-centric AI recommendation strategies. Platforms must ensure that developed recommendation systems are not only technically accurate, but are also perceived as relevant and beneficial by the users. As noted in Mustikasari et al. (2025), the implementation of AI-based personalization and gamification has been shown to significantly enhance customer retention. Furthermore, the design of chatbots and virtual assistants should incorporate more emotionally resonant, empathetic, and personalized approaches, as Yun and Park (2022) found that the assurance and reliability dimensions of chatbot interactions consistently contribute to satisfaction, which in turn fosters loyal consumer behavior.

### **CONCLUSION**

This study examined 40 peer-reviewed articles published between 2020 and 2025 to analyze the relationship between user satisfaction with AI-based recommendations and repurchase intention on e-commerce platforms. The findings derived from the PRISMA analysis indicate that customer satisfaction functions as a central mediating variable that bridges AI recommendation quality and repurchase intention, wherein personalized and relevant recommendations alongside responsive and empathetic chatbot support tend to significantly shape the overall shopping experience. From a cognitive standpoint, recommendation accuracy reinforces users' perception of system competence and promotes repurchase decisions, while from an affective perspective, comfortable and empathetic AI interactions further strengthen such intentions. Moreover, the effectiveness of AI recommendations is influenced by users' demographic and psychological characteristics, suggesting that optimal AI implementation necessitates adaptation to the diverse profiles of individual users.

## SUGGESTIONS

This PRISMA-based Systematic Literature Review may serve as a foundational reference for future studies, as several research gaps remain to be addressed. These include a paucity of experimental studies examining the long-term effects of AI recommendations on repurchase intention, as well as limited scholarly inquiry into the role of trust as a moderating variable between satisfaction and repurchase intention, particularly within the Indonesian context. From a practical perspective, the findings of this study provide a substantive basis for e-commerce practitioners to enhance the quality of AI-based recommendation systems, strengthen user trust, and develop more personalized services in order to support sustained customer satisfaction and long-term consumer loyalty.

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