

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

ChatGPT as a Shopping Assistant: Effects of Perceived Ease of Use, Perceived Usefulness, Anthropomorphism, and Navigation on Satisfaction and Purchase Intention

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ABSTRACT

In the context of ChatGPT as a shopping assistant in Indonesia, this research investigates the correlations between satisfaction and factors such as perceived utility, anthropomorphism, ease of use, and navigation, as well as the link between satisfaction and buy intention. Using the Technology Acceptance Model (TAM), the research takes into account functional perceptions in addition to conversational AI's human-like and interaction-related traits. The data were analysed using structural equation modelling (SEM) with AMOS from a quantitative, cross-sectional survey that was administered to 200 participants. The findings show that elements such as perceived utility, anthropomorphism, and navigation are positively and substantially linked to satisfaction. There is a positive correlation between perceived ease of use and satisfaction, however the link is not statistically significant ($\beta = 0.135$, $p = 0.063$). Having a positive and substantial association with purchase intention ($\beta = 0.537$, $p < 0.001$) constitutes satisfaction. It turns out that four out of five possibilities are correct. According to the results, in this particular sample, features connected to interactions and practical utility are linked to satisfaction, although simplicity of use by itself does not show any statistical significance. Caution is required due to the study's cross-sectional methodology and conflicting model-fit results, but it does expand the applicability of TAM to conversational shopping help in Indonesia.

Keywords: ChatGPT, Shopping Assistant, Perceived Usefulness, Anthropomorphism, Purchase Intention.

I. Introduction

Instead of starting with a trip to the shop, many customers now start with a query when they are considering making a purchase. Before making a purchase, consumers increasingly rely on digital tools to research products, compare options, and get suggestions. Because customers may now obtain product information from any location at any time, thanks to e-commerce platforms and internet-connected devices, this procedure has become much more easy (Hidayat et al., 2021). As a result, consumers rely heavily on digital tools while making purchases (Badir & Andjarwati, 2020). Consequently, digital tools are becoming an integral aspect of the shopping experience for customers. This shift in consumer habits has paved the way for further AI integration in online retail. Personalised services, recommendation systems, and chatbots are some of the

ways that artificial intelligence is being used to assist customers in finding what they need and making purchases (Necula & Păvăloaia, 2023). As an example of a more engaging AI-based assistant, ChatGPT lets users ask enquiries, compare items, and get suggestions all via natural language communication (Roumeliotis & Tselikas, 2023). According to (Orzoł & Szopik-depczyńska, 2023). ChatGPT may act as a purchasing assistant while searching for and evaluating products. Having conversational help available is no guarantee that consumers will have a positive experience or be more likely to make a purchase. Therefore, in order to investigate its function in purchasing choices, it is crucial to comprehend how consumers rate this technology

To investigate how people rate technology based on their impressions of its practicality and simplicity of use, the Technology Acceptance Model (TAM) is a good place to begin (Musa et al., 2024). Perceived utility in a shopping assistant context refers to how well ChatGPT aids customers in gathering product details and weighing their options, while perceived simplicity of use refers to how well users can express their requirements and comprehend the replies. Consumers engage in targeted information-search and assessment activities while using purchasing technology, making these functional perceptions pertinent (Rosyad & Harsono, 2021). The features of conversational AI, in which users engage in conversations instead of using buttons, menus, or traditional product sites, may be difficult, if not impossible, to capture with TAM alone. According to Blut et al. (2021) anthropomorphism is crucial to consumers' experience with ChatGPT since AI may also react to human-like traits. Furthermore, in order to get pertinent information, consumers must steer discussions, enquire further, and navigate amongst different product options. Consumers' interaction process while exploring shopping information is therefore accounted for by considering navigation alongside TAM's functional perceptions (Meireles et al., 2025).

While prior research has shed light on customer reactions to AI-enhanced purchasing, it is important to note that the data is not entirely transferable. For instance, Meireles et al. (2025) investigated smart-mirror technology in clothing retail and took into account correlations between perceived utility, happiness, and desire to buy. Although (Yu et al., 2024) looked at satisfaction and continued-use intention in general, they did not focus on ChatGPT's usage as a shopping assistant specifically. Also, studying customer reactions to AI-powered retail experiences is important for understanding the technology itself (Astawa et al., 2025). Corresponding data from Indonesian e-commerce shows that AR marketing elements might influence customers' internal reactions, with perceived utility and immersion becoming significant factors in buy intent (Arnold & Rahayu, 2025). Because the structure of the interaction and the tasks completed by users may change between technologies, it is not possible to immediately generalise these research' results to ChatGPT-assisted shopping, even if they prove the usefulness of AI in consumer decision-making. For example, smart mirrors provide a new kind of retail engagement compared to a conversational system where customers may ask questions, review answers, and ask for further suggestions.

So, this study fills a gap in the literature by investigating the relationship between functional perceptions and interaction-related traits and satisfaction among Indonesian consumers who use ChatGPT for shopping-related activities. The gap has not been previously filled in the literature on artificial intelligence and shopping. Users' functional evaluations are captured by perceived utility and perceived ease of use, while other parts of the conversational experience are captured by anthropomorphism and navigation. This difference is important to keep in mind. By looking at all of these factors at once, the research may determine whether their correlations with pleasure are the same or different in this context. Furthermore, customers' assessments of their purchasing experiences may be linked to their future behavioural intentions, making customer satisfaction an important factor in purchase intention (Nuralam et al., 2024). Therefore, to better understand how customers' experiences with ChatGPT relate to their desire to contemplate buying items, it is helpful to investigate the link between satisfaction and purchase intention.

Following this line of thinking, this study looks at how satisfied users in Indonesia who have used ChatGPT to find product info or get recommendations rate the app's ease of use, usefulness, anthropomorphism, and navigation, and how satisfaction relates to their intention to buy. The research keeps the practical aspects of TAM but expands it to include anthropomorphism and navigation as new aspects of interaction that are important for conversational AI. It doesn't argue that TAM isn't legitimate or that the

suggested links prove causation; instead, it offers a context-specific analysis of these characteristics inside a particular study paradigm. The results should provide light on what makes ChatGPT-assisted purchasing satisfying, as well as the connection between contentment and desire to buy.

II. Literature Review and Hypothesis Development

Here we provide the theoretical groundwork for comprehending how customers rate ChatGPT's performance as a shopping assistant. Technology acceptance is explained by the Technology Acceptance Model (TAM) (Davis, 1989). This model focuses on how people evaluate the utility and ease of use of a technology. Based on these impressions, we may comprehend how customers rate technological products (Musa et al., 2024). But because ChatGPT allows for conversational engagements, this research takes anthropomorphism and navigation into account as further features that could affect users' overall impressions. Whereas anthropomorphism is concerned with how AI systems are seen to have human-like traits (Blut et al., 2021), navigation is concerned with how users may explore and retrieve important information (Shi et al., 2021). These concepts are analysed in light of two behavioural intentions that are pertinent to online shopping: purchase intention (Yu et al., 2024), and satisfaction (Nuralam et al., 2024), which represents customers' appraisal of their technological experience. This research broadens the use of TAM by investigating these connections in tandem, specifically in the context of ChatGPT's role as a purchasing assistant.

2.1 Technology Acceptance Model

Perceived utility and perceived ease of use are the two main perceptions that Davis (1989), proposed as the Technology adoption Model (TAM). These two perceptions explain technology adoption. How much effort people think a system will take to use is related to their perceptions of how valuable it is and how easy it is to use. Perceived usefulness measures how much people think a system will enhance their task performance. Theoretically, these views give light on how people assess technological products (Musa et al., 2024). Perceived ease of use pertains to the effort needed to convey shopping needs and comprehend replies, while perceived usefulness pertains to whether the system aids consumers in finding product information, comparing alternatives, and obtaining relevant recommendations within the context of ChatGPT as a shopping assistant. Conversational AI, on the other hand, deviates from the norm when it comes to digital shopping interfaces as it allows users to engage via questions and prompts. This study expands the functional dimensions of TAM by incorporating anthropomorphism and navigation. Anthropomorphism captures consumers' perceptions of AI interaction as having human-like characteristics (Blut et al., 2021; Shi et al., 2021). As a result of these impressions, we look at customer satisfaction, and as a behavioural intention linked to shoppers' experiences with assistants, we have buy intention (Nuralam et al., 2024). In the context of ChatGPT-assisted purchasing, this technique investigates if interaction-related features provide additional insight into satisfaction. It should be noted that this approach does not replace TAM.

2.2 Perceived Ease of Use and Consumer Satisfaction

Users' impressions of how little work is required to use a technological system is known as its perceived ease of use (Davis, 1989). Additionally, Rosyad and Harsono (2021) looked into how people evaluate the ease of use when it comes to adopting new technologies. This view is based on customers' experiences using ChatGPT as a purchasing assistant and how simple it is to communicate product needs, comprehend replies, and request clarification. The natural-language interface of ChatGPT might make communication easier by letting people talk to each other instead of only using standard menus and product pages (Roumeliotis & Tselikas, 2023). Efficiently completing activities connected to shopping-related information helps to explain the association between perceived ease of use and happiness. A more positive experience

may result from customers being able to concentrate on assessing product information rather than handling the conversation itself when they have little difficulties interacting with ChatGPT. Prior studies have investigated the connection between the perceived ease of use and satisfaction in online shopping (Asmarinaa et al., 2022). Also looking at e-commerce and customer ratings of technology was Nuralam et al. (2024). Consumers may remain unhappy even when interactions are easy if replies do not adequately address their wants or provide helpful product information. In conclusion, the results of this research support the idea that happiness is positively correlated with how easy something is to use.

H1 : Perceived ease of use has a positive effect on consumer satisfaction.

2.3 Perceived Usefulness and Consumer Satisfaction

The degree to which people think a piece of technology aids them in carrying out a job or reaching a goal is known as its perceived utility (Davis, 1989). Perceived utility as it relates to technology adoption was also covered by Rosyad and Harsono (2021). How valuable product suggestions, explanations, comparisons, and other information given by ChatGPT as a shopping assistant are viewed is what matters in this context (Orzoł & Szopik-depczyńska, 2023). The degree to which a technology helps users achieve their objectives is the foundation of the link between perceived usefulness and enjoyment. When ChatGPT assists customers in finding better alternatives, learning about product features, or comparing prices, they may have a more positive impression of the service overall. The importance of perceived utility in customer assessments of online products has been studied before (Asmarinaa et al., 2022). Additionally, Nuralam et al. (2024) looked at how e-commerce in Indonesians perceive and react to technology. While the technological setting is different from conversational shopping assistance, Cahyaningrum et al. (2022) looked at utilitarian value in connection to customer satisfaction in the context of mobile payment, offering related evidence that users' service evaluations may be influenced by the functional value of technology. Customers are likely to be more satisfied if they find ChatGPT helpful for searching for and evaluating products.

H2 : Perceived usefulness has a positive effect on consumer satisfaction.

2.4 Anthropomorphism and Consumer Satisfaction

Anthropomorphism refers to the perception that a non-human entity possesses human-like characteristics (Blut et al., 2021). In conversational AI, these characteristics may include natural communication, responses that appear attentive to users' needs, and interaction styles that resemble human conversation (Janson, 2023). These characteristics are relevant to ChatGPT because users communicate with the system through natural language rather than interacting exclusively with conventional menus or product pages (Roumeliotis & Tselikas, 2023). Anthropomorphism may be associated with satisfaction because human-like communication can influence how consumers interpret and experience an interaction. When ChatGPT's responses appear natural and responsive to users' questions, consumers may perceive the interaction as more engaging and personally relevant. Previous research has examined anthropomorphism in AI-based services and its relevance to consumer responses (Blut et al., 2021). Janson (2023) also investigated human–AI interaction in the context of conversational systems. Albarq et al. (2025) examined anthropomorphism in chatbot interactions. However, anthropomorphism does not mean that consumers necessarily believe ChatGPT is human, nor does it guarantee satisfaction in every situation. In this study, anthropomorphism refers to consumers' perceptions of ChatGPT's human-like characteristics during shopping-related interactions, and higher perceived anthropomorphism is expected to be positively related to satisfaction.

H3 : Anthropomorphism has a positive effect on consumer satisfaction.

2.5 Navigation and Consumer Satisfaction

Navigation refers to users' ability to explore a digital system and access information relevant to their objectives (Shi et al., 2021). In conventional e-commerce, navigation often involves moving through categories, product pages, filters, and menus, whereas consumers using ChatGPT can direct their information search by entering prompts, asking follow-up questions, requesting comparisons, and refining their requirements through conversation. Navigation may be associated with satisfaction because consumers need to direct the information-search process toward their specific shopping goals. When users can explore alternatives, clarify responses, and obtain additional information efficiently, the interaction may become easier to manage and more satisfactory. Previous research has examined navigation and information access as relevant aspects of digital-system experiences (Suwanti et al., 2022). Consumer responses to interactive shopping technologies have also been examined in recent research (Meireles et al., 2025). Importantly, navigation differs from perceived ease of use: perceived ease of use concerns the effort required to interact with the system, whereas navigation concerns the ability to direct the interaction and explore relevant information. Therefore, this study proposes that more effective navigation is positively related to satisfaction with ChatGPT as a shopping assistant.

H4 : Navigation has a positive effect on consumer satisfaction.

2.6 Satisfaction and Purchase Intention

Satisfaction reflects consumers' overall evaluation of their experience with a product, service, or technology (Yu et al., 2024). In the context of ChatGPT as a shopping assistant, satisfaction concerns consumers' evaluation of the assistance they receive when searching for product information, comparing alternatives, and considering recommendations. Satisfaction may be associated with purchase intention because consumers' evaluations of an experience can inform their willingness to undertake subsequent behaviors. When consumers perceive that ChatGPT has provided relevant information and helped them evaluate product alternatives, they may be more willing to consider purchasing products discussed during the interaction. Previous studies have examined satisfaction in relation to behavioral intentions in digital commerce, including repurchase intention in Indonesian e-commerce (Nuralam et al., 2024). Related research has also examined purchase intention in chatbot-supported commerce (Puertas et al., 2024). The relationship between chatbot interactions and consumer purchase intention has been investigated in the context of Tokopedia's chatbot service (Jennah & Hartono, 2025). Although these studies differ in technological settings and behavioral outcomes, they provide a basis for examining this relationship in ChatGPT-assisted shopping. In this study, purchase intention refers to consumers' intention to consider or purchase products in connection with their experience using ChatGPT as a shopping assistant. This distinction is important because purchase intention does not necessarily result in an actual purchase. Accordingly, consumers who report higher satisfaction with ChatGPT as a shopping assistant are expected to report stronger purchase intention.

H5 : Consumer satisfaction has a positive effect on purchase intention.

2.7 Conceptual Framework

Examining customer happiness using ChatGPT as a purchasing assistant, the conceptual framework combines functional impressions from TAM with interaction-related traits. Customers' assessments of the time and energy spent using ChatGPT and the value it adds to their shopping-related information chores are reflected in its perceived utility and convenience of use. Consumers' views of human-like traits in the encounter are represented by anthropomorphism, while their capacity to steer the discussion and discover pertinent product information is represented by navigation. According to the model, there is a positive

feedback loop between satisfaction and desire to buy and the following factors: anthropomorphism, perceived utility, simplicity of use, and navigation. The research may examine the contributions of functional perceptions and interaction-related qualities in the Indonesian ChatGPT shopping-assistant environment by examining these interactions inside a single model. On its own, the conceptual framework does not prove causation; rather, it lays out the proposed correlations that will be evaluated using empirical means.

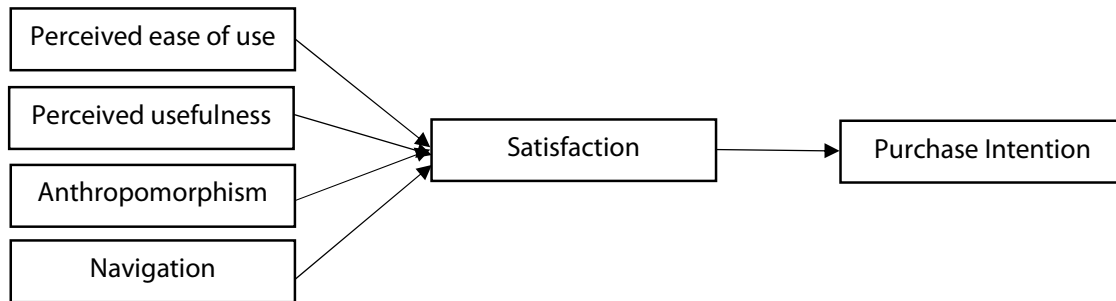


Figure 1. Conceptual Framework

III. Research Method

Within the framework of ChatGPT as a purchasing assistant, this research investigates the connections between anthropomorphism, perceived utility, ease of use, satisfaction, navigation, and desire to buy. In order to examine the hypothesised connections between the constructs, the study utilised a quantitative methodology using structural equation modelling (SEM). Procedures for collecting data, selecting respondents, analysing preliminary data, evaluating measurement models, and testing hypotheses were all part of the methodology.

3.1. Types and Sources of Data

The researchers in this study used a cross-sectional survey methodology with a quantitative explanatory design. An online survey was sent out from May 6th to June 20th, 2026, in order to gather primary data. The questionnaire used 22 indicators to test six dimensions on a five-point Likert scale, with 1 being a strong disagree and 5 being a strong agree. The items used for measuring were modified from those in earlier research that were pertinent to the concepts that were studied in this study. The operationalization of navigation was influenced by prior work on AI-assisted shopping and navigation (Meireles et al., 2025), while the measuring of users' impressions of AI systems' human-like qualities was influenced by research on anthropomorphism (Albarq et al., 2025). The study hypotheses were developed and the theoretical framework was created by obtaining secondary data from pertinent academic literature.

3.2. Population and Sample

Users who had previously sought out product details or suggestions via ChatGPT made up the bulk of the target demographic. Respondents who were eligible to participate in the survey were recruited using a purposeful sampling technique. Online platforms such as WhatsApp and social media were used to disseminate the survey. In order to determine if respondents were eligible and had any recent experience, we used three screening questions. Using ChatGPT or a comparable AI chatbot to seek out product information or suggestions was something that every responder had done. When asked when they last used ChatGPT to get product details, 76% of people said it was within the last week, 13% said it was within the last month, and 11% said it was more than a month ago.

The research goal, academic setting, confidentiality of information, and voluntary nature of participation were all explained to respondents before they were asked to fill out the questionnaire. Before they participated, we got their permission to use their data for academic purposes only. Following collection, 200 replies were reviewed for completeness, any duplication, and eligibility criteria compliance. No replies were eliminated and all 200 were preserved for analysis. Table 1 displays the demographic information of the participants.

Table 1. Respondent Demographics (N = 200)

Measurement	N	%
Gender		
Man	91	45.5
Female	109	54.5
Age (years-old)		
< 18	1	0.5
18 – 25	118	59
26 – 30	47	23.5
> 30	34	17
Occupation		
Student	103	51.5
Private Employee	45	22.5
Civil Servant	20	10
Entrepreneur	32	16
Monthly Income/Allowance		
< IDR 1,000,000	32	16
IDR 1,000,000–3,000,000	67	33.5
IDR 3,000,001–5,000,000	35	17.5
IDR 5,000,001–7,000,000	32	16
> IDR 7,000,000	34	17

Based on the demographic profile, 109 out of the 235 respondents were female (54.5%) and 91 out of 235 were male (45.5%). Among those who responded, 118 (or 59.0% of the total) fell into the 18–25 age group, while 47 (23.5%) were in the 26–30 age group. There were 103 students (or 51.5% of the total) among the respondents, 45 private sector workers (or 22.5% of the total), 32 entrepreneurs (16.0% of the total), and 20 public officials (10.0% of the total). The largest group, including 67 respondents (33.5%), was receiving a monthly income or allowance of IDR 1,000,000-3,000,000.

3.3. Data Analysis Method

Summary descriptions of the respondent profile and assessment questions formed the basis of the analysis. In this work, the criteria used to validate the measurement model were factor loadings of at least 0.40 and Cronbach's alpha values of at least 0.60 (Hair et al., 2019). Since the study model integrates the examination of correlations between many characteristics evaluated by questionnaire indicators into a unified analytical framework, Analysis of Moment Structures (AMOS) was used to perform structural equation modelling (SEM) (Hair et al., 2019). Following the goodness-of-fit criteria used in this study (Hair et al., 2019), model fit was evaluated using the following measures: P-value, Expected Cross-Validation Index (ECVI), RMSEA, Incremental Fit Index (IFI), Normed Fit Index (NFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), Relative Fit Index (RFI), the chi-square-to-degrees-of-freedom ratio (CMIN/DF), and Akaike Information Criterion (AIC).

The SEM-AMOS software was used to test the hypotheses. The direction and amplitude of the associations between constructs were assessed using the estimated path coefficients (β), and a p-value threshold of less than 0.05 was employed to determine statistical significance (Hair et al., 2019). The study looked at the connections between contentment and desire to buy, as well as between satisfaction and perceived utility, anthropomorphism, and navigation. The provided study did not include a separate systematic review of all SEM assumptions, hence it was not possible to validate compliance with all relevant assumptions. Statistical connections, rather than proof of causation, are taken from the results as the research used a cross-sectional design (Sekaran & Bougie, 2016).

IV. Results and Discussion

Taking into account functional perceptions, human-like traits, and navigation experiences, this research investigates customer reactions to ChatGPT as a purchasing assistant. The suggested model investigates the connections between satisfaction and purchase intention, perceived utility, anthropomorphism, and navigation with ease of use, and satisfaction with overall experience. We used AMOS for Structural Equation Modelling (SEM) to examine the data. Reviewing the measurement model, testing the hypothesis, evaluating the goodness-of-fit, and discussing the results in light of the theoretical framework and prior research are all ways the results are presented.

4.1. Results of the Study

a. Validity and Reliability Test

Table 2. Validity and Reliability Test Results

Variable	Indicator	Validity	Factor Loading	Cronbach's Alpha (α)	Reliability
Perceived Ease of Use (Nuralam et al., 2024)	1. Interaction with ChatGPT is clear and easy to understand.	Valid	0.849	0,892	Reliable
	2. Using ChatGPT does not require much mental effort.	Valid	0.884		
	3. I consider ChatGPT easy to use.	Valid	0.871		
	4. I find it easy to make ChatGPT do what I want.	Valid	0.873		
Perceived Usefulness (Nuralam et al., 2024)	1. Using ChatGPT improves my performance in the shopping process.	Valid	0.895	0.877	Reliable
	2. ChatGPT improves my productivity in searching for products.	Valid	0.886		
	3. ChatGPT helps me shop more efficiently.	Valid	0.907		

Variable	Indicator	Validity	Factor Loading	Cronbach's Alpha (α)	Reliability
Anthropomorphism (Ma et al., 2025)	1. ChatGPT provides responses that feel human-like.	Valid	0.866	0.902	Reliable
	2. ChatGPT is able to understand my needs well.	Valid	0.877		
	3. ChatGPT's responses feel natural and not rigid.	Valid	0.881		
	4. ChatGPT feels like a personal shopping assistant to me.	Valid	0.895		
Navigation (Meireles et al., 2025)	1. ChatGPT allows me to flexibly search for product information.	Valid	0.880	0.888	Reliable
	2. ChatGPT gives me freedom to search for information according to my preferences.	Valid	0.858		
	3. ChatGPT makes it easier for me to navigate different product choices.	Valid	0.856		
	4. ChatGPT allows me to move between product information easily.	Valid	0.868		
Satisfaction (Ashfaq et al., 2020)	1. I am satisfied with the results of using ChatGPT.	Valid	0.881	0.892	Reliable
	2. I enjoy using ChatGPT.	Valid	0.874		
	3. Using ChatGPT provides satisfying results.	Valid	0.865		
	4. Overall, I am satisfied with using ChatGPT as a shopping assistant.	Valid	0.856		
Purchase Intention (Balakrishnan & Dwivedi, 2024)	1. I will purchase products with the help of ChatGPT.	Valid	0.909	0.860	Reliable
	2. I am willing to use ChatGPT when	Valid	0.850		

Variable	Indicator	Validity	Factor Loading	Cronbach's Alpha (α)	Reliability
	shopping in the future.				
	3. I will recommend using ChatGPT to others.	Valid	0.863		

With factor loadings ranging from 0.849 to 0.909, all measurement indicators were over 0.40, as shown in Table 2. Over the study's cutoff of 0.60, Cronbach's alpha values varied between 0.860 and 0.902. These findings show that the indicators were loaded according to the study's specifications and that the constructs had satisfactory internal consistency. It is important to evaluate the provided statistics and criteria within the context of the measurement-evaluation technique utilised in this work, although the results do justify moving on with the structural-model analysis.

b. Goodness-of-Fit Test

In order to determine if the suggested research model was compatible with the collected data, the goodness-of-fit test was run. Table 3 displays the outcomes.

Table 3. Goodness-of-Fit Test Results

Goodness-of-Fit Indicator	Result	Criteria/Indication	Decision
P-value	0.029	> 0.05	Poor Fit
ECVI	1.747	Lower value indicates better fit	Goodness of Fit
RMSEA	0.032	≤ 0.08	Goodness of Fit
IFI	0.986	≥ 0.90	Goodness of Fit
NFI	0.919	≥ 0.90	Goodness of Fit
TLI	0.983	≥ 0.90	Goodness of Fit
CFI	0.985	≥ 0.90	Goodness of Fit
RFI	0.906	≥ 0.90	Goodness of Fit
CMIN/DF	1.200	Lower bound 1; upper bound 5	Goodness of Fit
AIC	347.586	Lower value indicates better fit	Goodness of Fit

There is some variation in the model-fit outcomes, as seen in Table 3. The exact-fit test was not met since the P-value of 0.029 is lower than the generally used threshold of 0.05. The incremental fit indices, on the other hand, are within the permissible limits stated; IFI = 0.986, NFI = 0.919, TLI = 0.983, CFI = 0.985, and RFI = 0.906. Additionally, RMSEA = 0.032 and CMIN/DF = 1.200 are likewise within the acceptable ranges. Rather than being taken at face value as proof of fit, ECVI (1.747) and AIC (347.586) should be considered as comparing indices in light of competing models. Several indices show that the data is approximatively good, however the P-value shows that the model fit is not consistently adequate. The results of the hypothesis testing should be viewed in light of this contradictory data.

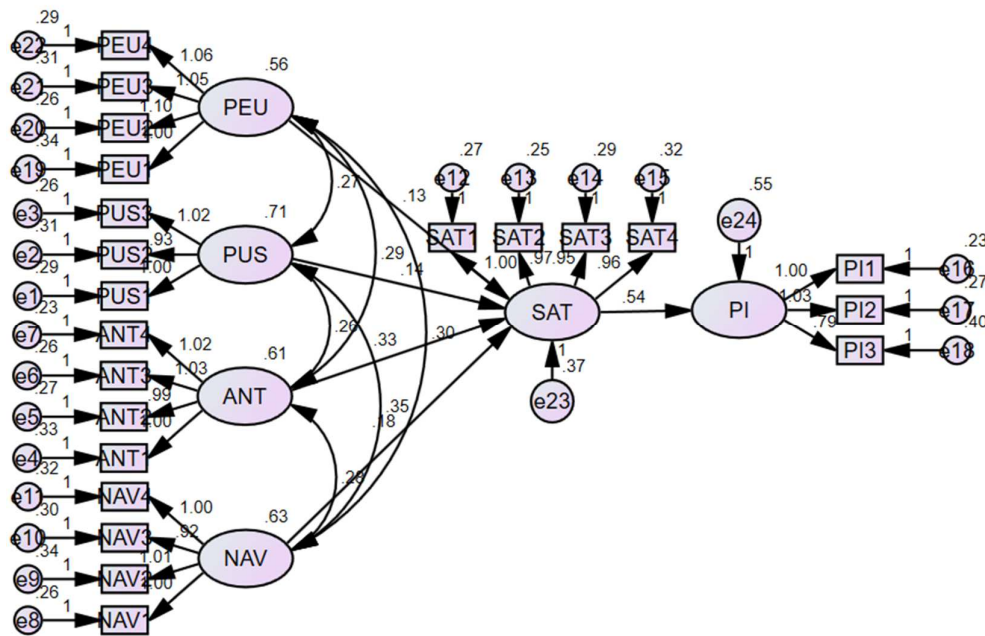


Figure 2. Path Diagram SEM (Full Structural Model)

c. Model Testing and Hypothesis Testing

To determine if the suggested research model was compatible with the collected data, goodness-of-fit testing was used. The next step was to test the hypothesis by looking at the connections between the variables in the study model. A statistically significant link was shown by a p-value < 0.05, which was used to evaluate hypothesis support, which was based on the estimated coefficient (β).

Table 4. Hypothesis Testing Analysis Results

Hypothesis	Relationship	Estimate (β)	P – Value	Conclusion
H1	Perceived Ease of Use → Satisfaction	0.135	0.063	Unsupported
H2	Perceived Usefulness → Satisfaction	0.138	0.036	Supported
H3	Anthropomorphism → Satisfaction	0.328	0.000	Supported
H4	Navigation → Satisfaction	0.180	0.019	Supported
H5	Satisfaction → Purchase Intention	0.537	0.000	Supported

The results of the hypothesis tests are shown in Table 4. Since the link between satisfaction and perceived ease of use is positive but not statistically significant ($\beta = 0.135$, $p = 0.063$), we cannot conclude that H1 is true. H2 is supported by the positive and statistically significant link between perceived usefulness and satisfaction ($\beta = 0.138$, $p = 0.036$). A favourable and statistically significant relationship between anthropomorphism and contentment ($\beta = 0.328$, $p < 0.001$) is found, lending credence to H3. It is further supported by H4 that pleasure is positively and strongly correlated with navigation ($\beta = 0.180$, $p = 0.019$). To conclude, H5 is supported by the fact that satisfaction is positively and statistically significantly related to purchase intention ($\beta = 0.537$, $p < 0.001$). So, four of the theories are confirmed, while one is not. The findings are seen as estimated relationships rather than evidence of causality due to the cross-sectional approach.

4.2. Discussion

a. The Effect of Perceived Ease of Use on Satisfaction

So, we cannot support H1 since the association between satisfaction and perceived ease of use is positive but not statistically significant ($\beta = 0.135$, $p = 0.063$). The degree to which people think a piece of technology needs little to no effort to use is known as its perceived ease of use (Davis, 1989). According to Roumeliotis and Tselikas (2023), this research focuses on the ease with which customers may express their product wants, comprehend replies, and ask follow-up enquiries while using ChatGPT as a shopping assistant. While a user-friendly interface might make interacting with a system easier, the level of pleasure a customer has while buying can be influenced by how relevant, valuable, and well personalised the information is. Contrary to expectations that less contact effort would always be linked to a more favourable appraisal, the outcome was nonsignificant. The simplicity of use of ChatGPT's conversational interface may not be as important as the practical utility or interaction quality of the replies, especially if respondents are already acquainted with it. This hypothesis, however, is still preliminary as familiarity was not examined as an independent variable. This finding in no way disproves TAM, but it does raise the possibility that task and situation dependent associations between usability and satisfaction exist. According to Azizah and Nur (2022), when applying TAM to the behaviour of digital consumers, it is necessary to take context-specific evidence into account.

b. The Effect of Perceived Usefulness on Satisfaction

Satisfaction is positively and statistically significantly correlated with perceived usefulness ($\beta = 0.138$, $p = 0.036$), lending credence to H2. How much people think a piece of technology helps them get things done or perform better is called its perceived utility (Davis, 1989). According to Orzoł and Szopik-depczyńska (2023), the efficacy of ChatGPT-assisted purchasing depends on the system's ability to aid users in finding product information, comparing alternatives, and receiving appropriate suggestions. It seems that the practical advantages that customers feel while utilising ChatGPT for shopping-related activities are linked to pleasure. This result agrees with studies that looked at how customers' perceptions of the technology's utility affected their reactions to it in an online shopping context (Farida & Ardiansyah, 2022). Additionally, it is in line with the general idea that, depending on the quality of the contact, consumers may respond to marketing interactions enabled by AI, which might include intents to buy (Aulianda et al., 2026). This means that H2 is supported by the empirical finding, even if the cross-sectional design cannot prove a causal influence.

c. The Effect of Anthropomorphism on Satisfaction

Based on the statistically substantial positive link between anthropomorphism and contentment ($\beta = 0.328$, $p < 0.001$), we may conclude that H3 is justified. Based on these findings, it seems that ChatGPT's ability to comprehend its users' requirements and seem more human-like led to higher levels of satisfaction while using it as a shopping assistant. Because people react differently when they perceive technology to have human-like traits, anthropomorphic features might influence how AI-based services are received (Blut et al., 2021). Research has shown that AI-driven marketing interactions benefit from having human-like traits (Aulianda et al., 2026) which is in line with this perspective. Perceived naturalness may help make the experience more comfortable in a conversational situation where users ask questions, get replies, and continue the engagement. The research does not prove that anthropomorphism is the only source of happiness; rather, it focuses on the correlation between the two in this group.

d. The Effect of Navigation on Satisfaction

Supporting H4, we find that pleasure is positively and statistically significantly correlated with navigation ($\beta = 0.180$, $p = 0.019$). User flexibility in navigating product information using ChatGPT, including the capacity to ask follow-up questions, seek alternatives, compare options, and continue the conversation based on prior replies, is defined as navigation in this research. Customers require an easy way to navigate information so they may accomplish their objectives (Shi et al., 2021). In contrast to traditional e-commerce

platforms, ChatGPT lets customers direct their search via chat rather of menus and product pages. This conclusion lends credence to the idea that navigation and functional perceptions should be investigated in tandem in TAM, and it is relevant to studies that have looked at interactive features in e-commerce platforms (Meireles et al., 2025). However, this finding does not prove that navigation is the only source of happiness; rather, it represents an association within this sample.

e. The Effect of Satisfaction on Purchase Intention

Our findings provide support for the hypothesis that there is a positive and statistically significant relationship between satisfaction and intention to buy ($\beta = 0.537$, $p < 0.001$). If customers were pleased with ChatGPT's effectiveness as a shopping assistant, they were more likely to plan to purchase products with its aid. The tool may have helped customers locate the information they required about the product and make an informed decision if they are satisfied with the outcomes. Consistent with other research, this finding indicates that satisfied consumers are more inclined to make online purchases (Nuralam et al., 2024). An key customer reaction identified by research on AI-driven marketing interactions is purchase intention (Aulianda et al., 2026). However, the consequences of these interactions may be influenced by their features and quality. The finding should not be construed as evidence that contentment leads to real buying behaviour since the research is cross-sectional and evaluates intention rather than witnessed purchases.

V. Conclusion

Perceived ease of use is favourably but statistically insignificantly connected with satisfaction ($\beta = 0.135$, $p = 0.063$), according to the results of the structural equation modelling (SEM) test, which raises question about H1. Perceived usefulness and satisfaction are strongly correlated ($\beta = 0.138$, $p = 0.036$), supporting H2. Results from the tests for H3 and H4 indicate a strong and positive correlation between anthropomorphism ($\beta = 0.328$, $p < 0.001$) and navigation ($\beta = 0.180$, $p = 0.019$) and enjoyment. It is statistically significant ($\beta = 0.537$, $p < 0.001$) that contentment and intention to purchase have a positive connection, which supports H5. So far, four of the hypotheses have been validated, while the fifth has been rejected. Even if most of the provided indices do meet the criteria, the goodness-of-fit results are not obvious since the exact-fit test was not satisfied ($P = 0.029$). The findings should be interpreted with caution.

The two functional perceptions that are essential to TAM perceived usefulness and perceived ease of use are illuminated by analysing a ChatGPT-assisted shopping model with anthropomorphism and navigation. The study of AI-assisted purchasing is expanded upon in this work. Examining whether these functional and interaction-related variables exhibit similar or separate relationships with happiness among ChatGPT users in Indonesia is the focus of the contextual and integrative contribution. Given the robust relationships between anthropomorphism, navigation, and utility, it is plausible to infer that reviews by actual users reflect both the tool's usefulness and the quality of the conversational experience. Given that usability did not show a statistically significant link, it implies that the TAM aspects cannot be assumed to be equally important in explaining technology adoption in all situations. Without implying that TAM or the estimated links demonstrate causality, these results expand the area of TAM's relevance to conversational buying.

The practicality of ChatGPT's conversational answers, the utility and relevancy of product information, and users' flexibility to investigate product alternatives should be the emphasis of developers and companies using ChatGPT as a shopping assistant. In this research, satisfaction was shown to be significantly related to the following dimensions, which are thus the top priority. While usability should always be a factor in system design, our sample did not find a statistically significant correlation between the two. It follows that practical choices should not be based on the assumption that increasing one interface element would inevitably raise purchase intention, but rather on the total quality of the shopping-assistant experience. The results should be interpreted with a number of caveats in mind. Firstly, it is not possible to determine temporal order or causation using a cross-sectional design as it only collects perceptions at a single moment in time. Also, not all ChatGPT users or Indonesian consumer categories may be represented in the 200-person purposive sample. Thirdly, there was no evidence of a separate systematic evaluation of all SEM assumptions,

and the research focused on buy intention instead of confirmed purchase behaviour. Research in the future might compare ChatGPT to other AI shopping assistants, use experimental or longitudinal designs, recruit a wider and more varied sample, and, if possible, quantify consumers' actual purchasing behaviour. There are other dimensions that might shed light on the relationship between satisfaction, buy intention, and functional and interaction-related features. These include confidence in AI-generated suggestions, perceived risk, product category, and previous experience with conversational AI.

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