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The Effect of Digital Content Creativity and Artificial Intelligence Utilization on Consumer Purchase Intention on TikTok: Consumer Trust as a Moderator

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Abstract: This study aims to investigate the influence of digital content creativity and the use of Artificial Intelligence (AI) on consumer purchase intent on TikTok, with consumer trust serving as a moderating variable in the relationship among these variables. Employing a quantitative approach, this research utilizes Structural Equation Modeling Partial Least Squares (SEM-PLS) for data analysis Data collection was conducted by distributing an online questionnaire to 130 respondents who met the study's criteria active TikTok users who had made a purchase on TikTok Shop. The findings reveal that digital content creativity, AI utilization, and consumer trust each exert a positive and significant influence on consumer purchase intention. Furthermore, consumer trust is proven to positively moderate the effect of AI utilization on purchase intention; however, it does not significantly moderate the influence of digital content creativity on purchase intention. These findings highlight that digital content creativity, AI utilization, and consumer trust are critical factors in enhancing consumer purchase intention on the TikTok platform. The findings of this study are expected to serve as a basis for business owners to develop more effective digital marketing strategies.

Keywords: Digital Content Creativity, Artificial Intelligence (AI), Consumer Purchase Intention, Consumer Trust, TikTok.

INTRODUCTION

The digital transformation has changed the way businesses conduct their marketing activities and has also influenced consumer behavior in the purchasing decision-making process. Social media is currently utilized not only as a means of communication but also functions as an effective marketing medium to reach consumers within a broader scope and in a shorter timeframe. The utilization of social media contributes positively to the implementation of digital marketing strategies and the performance improvement of MSMEs, as it facilitates easier interaction between business owners and consumers (Heryadi et al., 2023). Social media is capable of building emotional proximity with consumers, thereby enhancing loyalty toward a specific brand (Ramdan & Alfarisi, 2025). TikTok represents one

of the most rapidly growing social media platforms. TikTok has undergone a functional transformation, evolving from a mere entertainment medium into a digital marketing platform. Various available features, such as TikTok Shop, live streaming, and the 'For You Page' (FYP), provide business owners with the convenience of expanding their product promotional reach both rapidly and effectively (Hariyanti, 2022). The expanding user base has driven TikTok to develop into a prominent social commerce platform widely utilized by business actors to increase product sales through creative digital content.

Data indicate that the number of active TikTok users globally has reached over 1.59 billion users as of 2025. The transaction value of TikTok Shop in Indonesia has also experienced a significant increase in recent years, demonstrating that TikTok exerts a major influence on digital marketing activities and consumer purchasing behavior (Mu'afa et al., 2026). This improvement indicates that marketing strategies through digital content serve as a critical factor in influencing and enhancing consumer purchase intention on social media platforms.

Creative digital content constitutes one of the primary factors in attracting audience attention on social media. Content creativity can be manifested through engaging visuals, storytelling, innovative ideas, and the delivery of messages that resonate with current digital trends. Creative content is capable of not only increasing engagement but also building consumer interest in a product (Hakim et al., 2025). Creativity in content development serves as a crucial aspect in creating engaging experiences for audiences, which in turn can enhance the effectiveness of digital marketing. Artificial Intelligence (AI) technology is now increasingly applied across various digital marketing activities. The existence of AI allows systems or machines to emulate human cognitive abilities in processing information and executing diverse tasks effectively (Fitri et al., 2021). There are numerous benefits to using AI in digital marketing, including the ability to analyze consumer behavior, support automated content creation, improve marketing efficiency, and tailor product promotions to consumer characteristics (Faradillah et al., 2023). Various AI based tools such as ChatGPT, Canva AI, and CapCut AI are increasingly utilized to support content marketing activities.

Consumer purchase intention refers to the urge or inclination that arises within an individual to purchase a product after receiving information and various forms of marketing stimuli provided by a company (Az-Zahra & Sukmalengkawati, 2022). Digital content creativity and the utilization of Artificial Intelligence (AI) technology are among the factors that potentially influence the formation of consumer purchase intention. Engaging and relevant content can capture consumer attention, thereby fostering the desire to make a purchase (Septyadi et al., 2022). Within the digital environment, consumer trust constitutes a critical factor that can strengthen this relationship. Consumers tend to be more interested in making a purchase when they possess a sense of trust in the information or products offered. Consumer trust represents a consumer's belief in the competence, integrity, and honesty of a product or company in meeting consumer needs (Sabrina & Rialdy, 2024). Consumer trust is assumed to play a moderating role that can strengthen the relationship between digital content creativity and the utilization of Artificial Intelligence with consumer purchase intention on the TikTok platform.

Several prior studies indicate that digital content creativity and AI exert an influence on consumer purchase intention. Research Selinggo (2026), Editia et al. (2025), and Fadilah (2025) demonstrates that content marketing, video marketing, and content based digital marketing strategies are capable of enhancing consumer purchase intention on digital platforms, specifically TikTok. Research Hakim et al. (2025) also finds that digital content creativity significantly influences purchase decisions by enhancing consumer attraction and engagement toward the promoted products. In research Badri dan Huda (2024) and Kusnara et al. (2025) demonstrates that the utilization of AI in digital marketing positively influences

consumer purchase intention through content personalization and enhanced promotional effectiveness. From the perspective of trust, Haris dan Azhar (2025) prior studies find that consumer trust positively and significantly influences purchase intention. Research examining digital content creativity and the utilization of Artificial Intelligence (AI) simultaneously with consumer trust as a moderating variable remains relatively limited, particularly on the TikTok platform. The limitations found in previous studies indicate a research gap for a more comprehensive examination of the relationships between these variables. The impact of digital content creativity and the use of artificial intelligence on consumer purchase intent on TikTok, as well as evaluating the role of consumer trust as a moderating variable in the relationship among these variables.

Literature Review

The Theory of Planned Behavior (TPB) posited by Ajzen (1985) explains that an individual's behavior can be predicted through the attitude held by the individual toward an action. Such attitudes are formed from the process of socialization and interaction with the environment involving the individual's thoughts, feelings, knowledge, beliefs, and experiences toward an object (Wijanarko & Sajili, 2023). The Theory of Planned Behavior (TPB) is utilized in this study to explain how digital content creativity and the utilization of AI on TikTok can shape positive consumer perceptions that influence purchase intention. Consumer trust also contributes to strengthening this relationship, thereby increasing the consumer's tendency to make purchases through TikTok Shop.

Digital Content Creativity

Digital content creativity represents the ability to generate engaging, innovative, and relevant content capable of attracting audience attention on social media. According to Hakim et al. (2025), digital content creativity can be observed through originality, artistic value, visual quality, and the type of content utilized in digital marketing. Creative content is capable of increasing engagement and consumer interest in a product.

Artificial Intelligence

Artificial Intelligence (AI) can be defined as technology that enables machines to process information and perform various tasks by mimicking human thought processes (Arly et al., 2023). In digital marketing, AI is utilized to assist in consumer behavior analysis, content personalization, marketing automation, and enhancing the efficiency of promotional strategies. The utilization of AI is considered capable of helping business actors create more effective and targeted marketing.

Consumer Purchase Intention

Consumer purchase intention refers to an individual's level of desire or inclination to purchase a product as a response to the information or stimuli received. According to Az-Zahra dan Sukmalengkawati (2022), Purchase intention can be measured based on four indicators: transactional intention, referential intention, preferential intention, and explorative intention. The higher the consumer's attraction toward a product, the higher the likelihood of a purchase decision occurring.

Consumer Trust

Consumer trust represents the consumer's belief in the capability, integrity, and honesty of a product or company in meeting consumer needs. Consumer trust becomes a vital factor in digital marketing activities due to its ability to influence consumer purchase decisions (Sabrina

& Rialdy, 2024). In this study, consumer trust acts as a moderating variable that strengthens the relationships of digital content creativity and AI toward consumer purchase intention.

The Influence of Digital Content Creativity on Consumer Purchase Intention

Digital content creativity represents a vital factor in attracting consumer attention on social media platforms. Creative content is capable of creating an engaging experience through visuals, storytelling, and relevant message delivery, thereby increasing consumer interest in the promoted products. A study by Hakim et al. (2025) demonstrates that digital content creativity significantly influences purchase decisions. Such findings are supported by research Selinggo (2026), Editia et al. (2025), and Fadilah (2025) stating that content-based marketing strategies are capable of increasing consumer purchase intention. The more creative the content presented on TikTok, the higher the consumer purchase intention toward the offered products.

H_1 Determined : Digital content creativity positively influences consumer purchase intention on TikTok.

The Influence of Artificial Intelligence Utilization on Consumer Purchase Intention

The utilization of Artificial Intelligence (AI) in marketing enables business actors to create more effective promotional strategies through consumer behavior analysis, content personalization, and marketing automation. AI technology can assist companies in delivering information that aligns more precisely with consumer needs, thereby increasing interest in the promoted product. Badri dan Huda (2024) found that AI marketing positively influences consumer purchase intention. Such results are reinforced by the research of Kusnara et al. (2025) demonstrating that the use of AI is capable of improving marketing effectiveness and driving consumer purchase intention. The more optimal the utilization of AI and digital marketing, the higher the consumer purchase intention on TikTok.

H_2 Determined : The utilization of AI positively influences consumer purchase intention on TikTok.

The Influence of Consumer Trust on Consumer Purchase Intention

Consumer trust represents the belief in the capability, integrity, and honesty of a product or company in meeting consumer needs. In digital transactions, trust becomes a vital factor due to the consumers' inability to engage in direct interaction with either the seller or the offered products. Haris dan Azhar (2025) proved that consumer trust positively and significantly influences consumer purchase intention. Consumers with high trust in a product or brand tend to demonstrate a stronger conviction in making a purchase compared to consumers with lower levels of trust. The higher the consumer trust in products promoted through TikTok, the higher the consumer purchase intention.

H_3 Determined : Consumer trust positively influences consumer purchase intention on TikTok.

The Role of Consumer Trust in Moderating the Influence of Digital Content Creativity on Consumer Purchase Intention

Digital content creativity is capable of attracting consumer attention and increasing interest in a product. The effectiveness of creative content is projected to strengthen when consumers possess a high level of trust in the information and products offered. Consumers who trust a brand will more easily accept the messages conveyed through digital content and feel more driven to make a purchase. Consumer trust is anticipated to strengthen the relationship between digital content creativity and consumer purchase intention on TikTok.

H_4 Determined : Consumer trust positively moderates the influence of digital content creativity on consumer purchase intention on TikTok.

The Role of Consumer Trust in Moderating the Influence of Artificial Intelligence Utilization on Consumer Purchase Intention

The utilization of Artificial Intelligence (AI) in digital marketing is capable of improving promotional effectiveness through content personalization, consumer behavior analysis, and the delivery of information that is more relevant to consumer needs. Research Badri dan Huda (2024) and Kusnara et al. (2025) demonstrating that the use of AI positively influences consumer purchase intention. The effectiveness of utilizing such technology is determined not only by the AI's capability in supporting marketing activities, but also by the level of consumer trust in the information generated. Research Arifiyanto et al. (2025) utilizing AI-based chatbot technology as a moderating variable shows non-significant results, This condition indicates that a more in-depth examination regarding the role of moderating variables in the relationship between AI and purchase intention still needs to be conducted. The higher the consumer trust in information and recommendations generated through AI, the stronger the influence of AI utilization on consumer purchase intention on TikTok.

H_5 Determined : Consumer trust positively moderates the influence of AI utilization on consumer purchase intention on TikTok.

METHODS

This study employs a quantitative approach using Structural Equation Modeling (SEM) to test the structural relationship model among the study variables. The quantitative approach is employed due to the research objective of objectively and measurably testing intervariable relationships through statistical analysis (Febrianto & Siroj, 2024). The research framework used in this study consists of four variables that help explain the relationship tested in the research model. The first variable, Digital Content Creativity, is measured by originality, flexibility, elaboration, artistic value, visual quality, creative impression, and content type (Hakim et al., 2025; Putri & Nurhayati, 2024). The second variable, AI Utilization, can be measured by data analysis capability, learning from patterns, increasing efficiency, generating more accurate decisions, adapting to changes, and prioritizing data security aspects (Pongoh et al., 2024). The third variable, Purchase Intention, can be measured by transactional intention, referential intention, preferential intention, and explorative intention (Septyadi et al., 2022). The fourth variable, Consumer Trust, is measured by benevolence, ability, integrity, and willingness to depend (Adhinda et al., 2022).

The analysis process in this study was conducted in stages. The initial stage involved presenting the respondents' demographic data to provide an overview of the characteristics of the respondents who participated in the study. Descriptive statistical analysis of the questionnaire data was conducted in the next stage by calculating the mean, minimum, maximum, and standard deviation. This analysis is employed to describe the conditions and the level of respondent perception regarding the variables under investigation (Hair Jr et al., 2021). The third stage of this research involves conducting instrument validity testing to ensure that each indicator accurately represents the constructs under study. Validity criteria for an indicator are met if the factor loading value is greater than 0.50. A value above 0.70 indicates that the model used is of good quality (Sitorus & Tambun, 2023). A reliability test was conducted in the fourth stage to determine the extent to which the research instrument was capable of producing consistent and reliable data. Construct reliability testing is conducted based on the values of rho_A, Cronbach's alpha, and composite reliability. A construct is considered reliable if all three measures exceed a value of 0.70. The fifth stage is the hypothesis testing to determine the acceptance or rejection of the research hypotheses. The testing is conducted utilizing a one-tailed test approach, whereby a hypothesis is declared accepted if the t-statistic value is greater than 1.65 and the p-value is less than 0.05. The sixth stage involves the formulation of the regression equation based on the obtained analysis results, followed by the

interpretation of the coefficient values of intervariable influences and their implications. In the final stage, an analysis of the coefficient of determination (R^2) was conducted to measure the ability of the independent variables to explain the variation in the dependent variable.

Data collection in this study was conducted by distributing online questionnaires via Google Forms to respondents who met the research criteria. The research population comprises active TikTok users residing in Jakarta who have experience shopping through TikTok Shop. This study employed probability sampling using the random sampling method. This method was chosen because it ensures that all members of the population have an equal chance of being selected as respondents (Subhaktiyasa, 2024). The determination of the sample size in this study follows the guidelines for the SEM-PLS method, which requires 5 to 10 times the number of indicators used in the research. Based on this criterion, the minimum sample size required is 105 respondents.

RESULTS AND DISCUSSION

This study utilizes 130 respondents selected from the population of TikTok users as the research sample. Based on gender, female respondents account for 86 individuals (66.2%), whereas male respondents total 44 individuals (33.8%). Based on the latest education level, respondents with a high school education account for 89 individuals (68.5%), whereas respondents with a Bachelor's degree (S1) total 41 individuals (31.5%). Based on occupation, respondents with student status account for 82 individuals (63.1%), private employees total 21 individuals (16.2%), entrepreneurs total 5 individuals (3.8%), civil servants (ASN/PNS) total 2 individuals (1.5%), and respondents with other occupations total 20 individuals (15.4%). Data quality testing is conducted using the Partial Least Squares (PLS) method, supported by the SmartPLS software as the analytical tool.

SmartPLS Descriptive Statitistic Test

Descriptive data analysis is performed to determine the characteristics of each research variable, as indicated by the minimum, maximum, mean, and standard deviation values (Zicof et al., 2023). The results of the analysis provide an overview of data trends and the dispersion level of respondents' answers regarding the investigated variables, as follows: digital content creativity, artificial intelligence utilization, purchase intention, and consumer trust.

Table 1. Descriptive Statistical Test Results

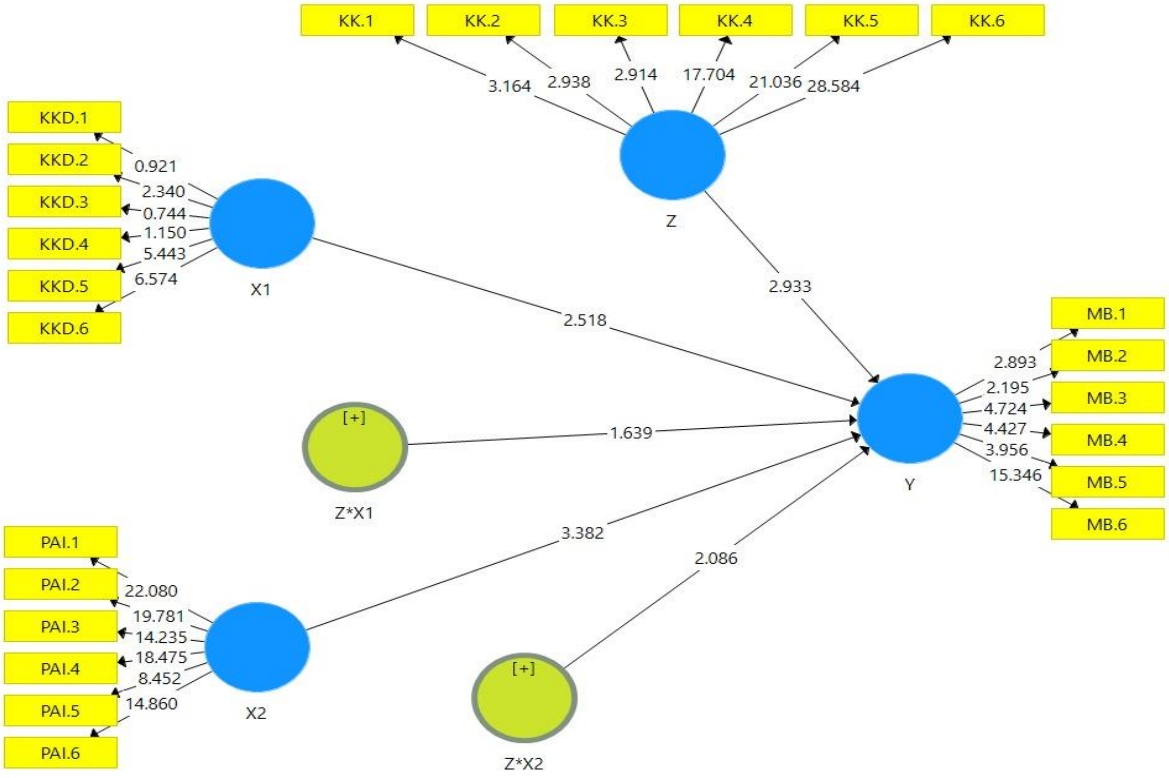
Variable	N	Minimum	Maximum	Mean	Standard Deviation	Percentage
Digital Content Creativity	130	1	5	0,34	0,068	7%
Artificial Intelligence Utilization	130	1	5	0,12	0,12	12%
Purschase Intention	130	1	5	4,2	0,84	84%
Consumer Trust	130	1	5	0,49	0,098	10%

The interpretation of the descriptive statistical results reveals several findings, which are explained as follows :

The descriptive statistical analysis reveals that the Digital Content Creativity variable exhibits a minimum value of 1, a maximum of 5, a mean of 0.34, and a standard deviation of 0.068 (7%), indicating relatively low data dispersion. Similarly, the Artificial Intelligence Utilization variable shows a minimum of 1, a maximum of 5, a mean of 0.12, and a standard deviation of 0.12 (12%), suggesting low data variation. Regarding Purchase Intention, the analysis records a minimum of 1, a maximum of 5, a mean of 4.2, and a standard deviation of 0.84 (84%). Finally, for the Consumer Trust variable, the minimum value is 1, the maximum

is 5, with a mean of 0.49 and a standard deviation of 0.098 (10%), which signifies that the variance in respondent responses tends to be low

Figure 1. Loading Factor Results



The results above show that all indicators have values above 0.50, which means that each indicator meets the validity criteria. It can therefore be concluded that all indicators in this study are able to adequately represent the construct being measured.

Validity and Reliability Test

Reliability indicates the level of consistency with which a research instrument produces stable data over time. A research instrument is considered reliable if the responses provided by respondents to the questions posed remain consistent. The assessment of validity and reliability can be conducted using several methods, as follows:

1. ***Cronbach's Alpha:*** Used to measure the internal consistency of the research instrument or questionnaire. A construct is considered to meet the reliability criteria if it has a Cronbach's Alpha value greater than 0.70.
2. ***Composite Reliability:*** Used to assess the level of consistency and reliability of indicators in measuring a construct. A *Composite Reliability* value is considered to meet the reliability criteria if it exceeds 0.70.
3. ***Average Variance Extracted* (AVE):** Used to measure the ability of a construct to explain the variance of the indicators that compose it. An AVE value is considered to meet the convergent validity criteria if it is greater than 0.50.

Table 2. Validity and Reliability Test

Variabel	Cronbanch's Alpha	Rho_A	Composite Reliability	Average Extracted (AVE)
X1	0,850	0,854	0,889	0,572
X2	0,867	0,870	0,901	0,603

Y	0,840	0,846	0,883	0,557
Z	0,900	0,901	0,923	0,668
Z*X1	1,000	1,000	1,000	1,000
Z*X2	1,000	1,000	1,000	1,000

The results of the validity and reliability tests in the table above demonstrate that the Digital Content Creativity, Artificial Intelligence Utilization, Purchase Intention, and Consumer Trust variables obtain values > 0.50, thereby indicating that the variables possess good discriminant validity. The Composite Reliability and Cronbach's Alpha values obtained are > 0.70, ensuring the accuracy of this testing is reliable and acceptable. This aligns with the conducted research, wherein all existing variables, namely Digital Content Creativity, Artificial Intelligence Utilization, Purchase Intention, and Consumer Trust, obtain scores > 0.70, leading to the conclusion that all variables possess a high level of reliability.

Based on the available data, the R-Square value for the Purchase Intention variable is 0.785, explaining that purchase intention can be accounted for by digital content creativity, artificial intelligence utilization, and consumer trust by 78.5%. This can also be observed from the R-Adjusted value of 0.776 or 77.6%, which is categorized as good since the R-Adjusted value stands above 50%. The values found in the F-Square also demonstrate an influence between variables, with effect size F-Square criteria classified as 0.02 (small), 0.15 (medium), and 0.35 (large), whereas values below 0.02 can be ignored or rejected. Based on the existing F-Square values, the variable possessing a large effect size with a criterion of > 0.35 is artificial intelligence utilization, which stands at 0.360 > 0.35.

Hypothesis Testing

The inner model analysis is conducted to evaluate the robustness and feasibility of the structural model employed in this study. The significance of the relationships between variables is assessed by examining the T-statistic and P-value. A relationship is considered significant if the T-statistic exceeds 1.65 and the P-value is less than 0.05. The results obtained using the Partial Least Squares (PLS) method are utilized to identify both significant and non-significant relationships between variables within the research model.

Table 3. Hypothesis Testing

	Hypothesis	Coefficient Value	T Statistic	P Values	Descision
H1	Digital Content Creativity > Purschase Intention	0,186	2,33	0,020	Accepted
H2	Artificial Intelligence Utilization > Purschase Intention	0,422	3,346	0,001	Accepted
H3	Consumer Trust > Purschase Intention	0,337	2,735	0,006	Accepted
H4	Consumer Trust > Digital Content Creativity > Purschase Intention	-0,100	1,614	0,107	Rejected
H5	Consumer Trust > Artificial Intelligence Utilization > Purschase Intention	0,096	2,055	0,040	Accepted

Source : SmartPLS Data Processing Result, 2026

Testing the First Hypothesis: The Influence of Digital Content Creativity on Purchase Intention

The first hypothesis testing based on the results shown in the table above indicates that the T-statistic value for the relationship between Digital Content Creativity and Purchase Intention is 2.33 > 1.65, with a P Value 0.020 < 0.05. This indicates that the first hypothesis is accepted, demonstrating a significant effect. These findings prove that Digital Content Creativity has a positive and significant influence on Purchase Intention. The more creative the digital content presented, the higher the consumers' intention to purchase the offered products. Creative content effectively attracts consumer attention, delivers product information more engagingly, and creates an enjoyable experience for the audience. Furthermore, creativity in content presentation can enhance consumers' interest and curiosity about the product, thereby driving the desire to make a purchase. Therefore, business owners need to develop innovative, unique, and relevant digital content tailored to their target market to boost consumer purchase intention.

Testing the Second Hypothesis: The Influence of Artificial Intelligence on Purchase Intention

The results of the second hypothesis testing presented in the table indicate that the relationship between *Artificial Intelligence Utilization* and *Purchase Intention* yields a T-statistic of 2.735 (> 1.65) and a P-value of 0.001 (< 0.05). These results demonstrate that the second hypothesis is accepted; thus, *Artificial Intelligence Utilization* is proven to have a significant effect on *Purchase Intention*. This finding suggests that the more optimal the application of Artificial Intelligence, the higher the consumer's purchase intention will be. The utilization of Artificial Intelligence can provide more relevant recommendations, enhance service quality, and simplify consumer interactions, thereby driving an increase in their intention to make a purchase.

Testing the Third Hypothesis: The Influence of Consumer Trust on Purchase Intention

Based on the results of the third hypothesis testing, a T-statistic of 2.735 (> 1.65) and a P-value of 0.006 (< 0.05) were obtained for the relationship between *Consumer Trust* and *Purchase Intention*. These findings indicate that the third hypothesis is accepted, confirming that *Consumer Trust* has a significant influence on *Purchase Intention*. An increase in the level of consumer trust is likely to be accompanied by a rise in purchase intention for the offered products. This reveals that the higher the trust consumers place in a product or brand, the greater their intention to purchase that product. Trust, which is built upon clear information, a solid reputation, and positive experiences, can enhance consumer confidence when evaluating a product. Consequently, consumer trust serves as a critical factor capable of driving purchase intention.

Empirical Validation of the Fourth Hypothesis: The Moderating Role of Consumer Trust on the Effect of Digital Content Creativity on Purchase Intention

The results of the fourth hypothesis testing indicate that the T-statistic value is 1.164 > 1.65 and the P Value 0.107. This indicates that the fourth hypothesis is rejected, meaning that consumer trust does not strengthen the effect of digital content creativity on purchase intention. This finding implies that digital content creativity independently attracts attention and enhances consumer purchase intention, regardless of the level of consumer trust. Both high- and low-trust consumers tend to respond similarly to creative and engaging digital content. The research findings indicate that *Consumer Trust* does not significantly moderate the effect of *Digital Content Creativity* on *Purchase Intention.* Since the hypothesis stating that consumer trust

moderates the effect of digital content creativity on purchase intention is not empirically supported, the hypothesis is therefore rejected.

Testing of the Fifth Hypothesis: Consumer Trust as a Moderator of the Effect of Artificial Intelligence Utilization on Purchase Intention

The results of the fifth hypothesis testing reveal a T-statistic value of 2.055 > 1.65, with a P Value 0.040 < 0.05. These results demonstrate that consumer trust positively moderates the effect of artificial intelligence utilization on purchase intention. The research findings indicate that higher levels of consumer trust strengthen the effect of *Artificial Intelligence Utilization* on *Purchase Intention*. High consumer trust enhances confidence in the recommendations, information, and services generated by Artificial Intelligence, thereby fostering a greater intention to purchase. With higher levels of trust, consumers tend to be more receptive to the technology, thereby increasing their purchase intention. Consequently, the hypothesis stating that consumer trust moderates the effect of artificial intelligence utilization on purchase intention is supported.

CONCLUSION

In conclusion, this study demonstrates that digital content creativity, artificial intelligence utilization, and consumer trust have a positive and significant impact on consumer purchase intention on the TikTok platform. These findings indicate that higher levels of content creativity, more optimal utilization of artificial intelligence technology, and greater consumer trust collectively lead to higher consumer purchase intention via TikTok. Ultimately, these results suggest that all three variables play a pivotal role in enhancing the effectiveness of digital marketing and driving consumer purchase intention.

The research findings also demonstrate that consumer trust does not significantly moderate the effect of digital content creativity on purchase intention. Conversely, consumer trust is proven to strengthen the impact of artificial intelligence utilization on purchase intention. These results indicate that higher levels of consumer trust amplify the influence of artificial intelligence in driving purchase intention. Therefore, businesses should optimize the deployment of artificial intelligence technology while simultaneously building and maintaining consumer trust to enhance digital marketing effectiveness and stimulate consumer purchase intention on the TikTok platform.

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