

ABSTRACT

This research aims to analyze and understand the brand experience shaped by consumer interactions with Artificial Intelligence (AI) technology on the Shopee e-commerce platform. The focus of this research is on two key digital touchpoints: AI chatbots for customer service and AI-based advertising algorithms that personalize promotional content. Using a qualitative approach with a narrative analysis method, this study collected data through an essay questionnaire from 20 respondents who reside in Bandung City and meet the criteria as active Shopee users. The results showed that consumers' experiences with AI are dualistic and paradoxical: most respondents appreciated the responsiveness of chatbots (70%) and the relevance of ads (65%), but at the same time, they also voiced concerns over chatbot inaccuracy (45%) and data privacy (50%). Further thematic analysis identified five key themes, including the chatbot responsiveness-accuracy dualism and the ad relevance-privacy paradox. These findings form an understanding that brand experience in the age of AI is dynamic and contextual, where technology creates both value and tension. The implication for Shopee is the need for a balance between technical innovation, data transparency, and interaction design that maintains the human dimension.

Keywords: Artificial Intelligence, AI Chatbot, Advertising Algorithm, Brand Experience, Narrative Analysis.