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The Impact of Perceived AI Disclosure and Response Personalization on Consumer Purchase Intention: The Mediating Roles of Perceived Response Authenticity and Consumer Trust

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Abstract

This study examines the relationships between perceived artificial intelligence (AI) or akal imitasi disclosure, response personalization, and consumer purchase intention, focusing on the mediating roles of perceived response authenticity and consumer trust in culinary businesses. Using survey data from 350 consumers in Bali, Indonesia, the study applies partial least squares structural equation modeling (PLS-SEM) with 5,000 bootstrap subsamples. The results show that perceived AI disclosure ($\beta = 0.332$, $p < 0.001$) and response personalization ($\beta = 0.309$, $p < 0.001$) positively relate to perceived response authenticity. Perceived response authenticity significantly relates to consumer trust ($\beta = 0.594$, $p < 0.001$), which subsequently relates to purchase intention ($\beta = 0.460$, $p < 0.001$). Both AI disclosure ($\beta = 0.111$, $p = 0.023$) and response personalization ($\beta = 0.126$, $p = 0.010$) also demonstrate significant direct relationships with purchase intention. The model explains 32.5% of the variance in purchase intention ($R^2 = 0.325$). Significant serial indirect effects are found for AI disclosure ($\beta = 0.091$, 95% CI [0.060, 0.127]) and response personalization ($\beta = 0.084$, 95% CI [0.055, 0.120]). These findings highlight response authenticity and consumer trust as important mechanisms linking AI-assisted communication practices with purchase intention.

Keywords: Akal imitasi disclosure; response personalization; response authenticity; consumer trust; purchase intention

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1. Introduction

Artificial intelligence (AI), or akal imitasi, has increasingly transformed how businesses interact with consumers, particularly through automated customer service, conversational agents, and AI-assisted digital communication. In digital business environments, AI enables companies to process customer inquiries, generate responses, and manage online interactions more efficiently. The integration of akal imitasi (AI) into business operations not only enhances communication efficiency but also creates opportunities for more personalized,

responsive, and adaptive consumer engagement, fundamentally reshaping the relationship between businesses and their customers. However, the integration of AI into customer communication also raises important questions concerning transparency, authenticity, and consumer trust. Although AI can improve the speed and consistency of business responses, consumers may evaluate these interactions not only based on their informational content but also on whether the communication appears genuine, relevant, and trustworthy.

These issues are particularly relevant to culinary businesses, where consumers frequently rely on online reviews and digital information before deciding where to dine or purchase food products. Online reviews provide information about previous customer experiences, including food quality, service performance, price, and restaurant environments. Importantly, the influence of online reviews extends beyond the individuals who initially post them. Other potential customers may also observe how businesses respond to positive and negative feedback. Consequently, managerial responses to online reviews represent an important component of digital customer relationship management. Research on restaurant services has demonstrated the relevance of online reviews and consumer trust in shaping purchase intentions (Park et al., 2021). More recent research also emphasizes that the content and strategic characteristics of managerial responses can influence how review readers evaluate businesses and their purchase intentions.

The growing use of generative AI introduces a new dimension to this communication process. Businesses may use AI to generate, formulate, or support responses to customer reviews. While this practice offers operational advantages, it creates a potential tension between communication efficiency and perceived authenticity. Consumers may question whether an AI-assisted response genuinely reflects the business's concern or merely represents an automated attempt to maintain its online reputation. Therefore, understanding consumer evaluations of AI-assisted business responses requires attention not only to the use of AI itself but also to how its involvement is disclosed and how responses are personalized.

The first central concept in this study is Perceived AI Disclosure, defined as consumers' perceptions of the clarity and transparency with which a business communicates the involvement of AI in generating or supporting its responses to customer reviews. AI disclosure provides information about the origin and production process of a message. From a signaling perspective, transparent disclosure may function as a signal of business openness and accountability (Spence, 1973). Nevertheless, disclosure does not necessarily generate favorable consumer evaluations. Consumers may interpret AI disclosure positively as evidence of transparency or negatively if they associate automated communication with reduced human involvement. Empirical findings remain context-dependent. Kirkby et al. (2023), for example, found that disclosing AI-generated brand communication did not necessarily reduce perceived brand voice authenticity or brand attitudes. In contrast, research on AI disclosure in advertising has identified a potential tension between the positive effects of novelty and the negative effects of reduced perceived authenticity (Shi & Jiang, 2026). These findings suggest that the consequences of AI disclosure should be examined within specific communication contexts rather than assumed to be universally positive or negative.

The second concept is Response Personalization, which refers to the extent to which a business response is perceived to address the specific experience, concerns, and issues expressed in an individual customer's review. Personalization in this context goes beyond using a customer's name or providing a customized greeting. It concerns the relevance and contextual specificity of the response. For example, when a customer complains about delayed food service, a personalized response should acknowledge the specific service issue rather than provide only a generic apology. Such contextual relevance may signal that the business has understood and considered the customer's experience. Previous research on online personalization has demonstrated that tailored information can influence consumer information processing and decision outcomes (Tam & Ho, 2006). In the context of managerial responses, personalization may therefore represent an important communication characteristic through which businesses demonstrate attentiveness to customer feedback.

The third concept is Perceived Response Authenticity, which refers to consumers' perceptions that a business response is genuine, sincere, natural, and reflective of actual concern for customers. This construct focuses specifically on the perceived authenticity of the response message rather than the overall authenticity of the brand. This distinction is important because consumers may perceive a particular response as genuine even when their overall evaluation of the business remains uncertain. In AI-assisted communication, response authenticity becomes particularly relevant because automated messages may be perceived as standardized or impersonal. However, AI involvement does not automatically eliminate authenticity. A response may still be perceived as authentic when it demonstrates contextual understanding, communicates naturally, and addresses the substance of customer feedback. Accordingly, this study considers perceived response authenticity as a consumer evaluation of the quality and genuineness of business communication.

The fourth concept is Consumer Trust, defined as consumers' confidence in a business's integrity, reliability, and willingness to act in ways that consider customer interests. Trust differs conceptually from response authenticity. While authenticity concerns the perceived genuineness of a specific communication message, trust represents a broader evaluation of the business as a provider of products and services. According to Mayer et al. (1995), trust is associated with perceptions of ability, benevolence, and integrity. In relationship marketing, trust is also considered a fundamental element in developing and maintaining long-term relationships between businesses and customers (Morgan & Hunt, 1994). In culinary markets, where potential customers may have limited direct experience with a particular business, trust can reduce uncertainty and support purchase-related decisions.

The final concept is Purchase Intention, which refers to consumers' conscious willingness or likelihood to purchase from or visit a particular culinary business in the future. Purchase intention represents a behavioral intention rather than actual purchasing behavior. In digital environments, consumers may develop purchase intentions based on multiple sources of information, including customer reviews, business responses, perceived service quality, and trust. Therefore, this study considers purchase intention as the behavioral response

associated with consumers' evaluations of AI-assisted business communication.

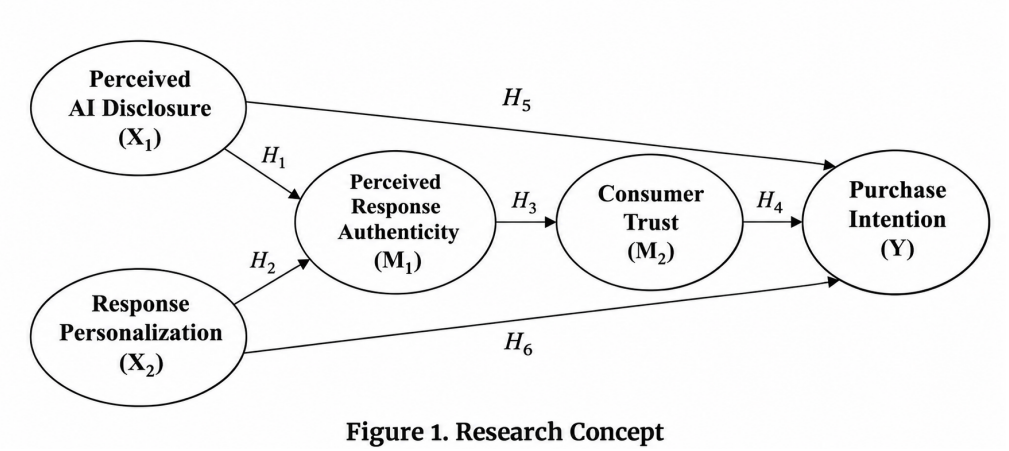


Figure 1. Research Concept

The relationships among these concepts can be explained through the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian and Russell (1974). The framework explains how external environmental stimuli are associated with individuals' internal psychological evaluations, which subsequently relate to behavioral responses. In this study, perceived AI disclosure and response personalization are positioned as external communication stimuli. Perceived response authenticity and consumer trust represent successive internal evaluative processes, while purchase intention constitutes the behavioral response. This conceptualization suggests that consumers do not evaluate AI-assisted business responses solely based on the presence of AI or the degree of personalization. Instead, they may interpret these communication characteristics through perceptions of authenticity and trust before forming purchase intentions.

Although previous studies have examined AI disclosure, brand authenticity, personalization, and online review management, several conceptual issues remain insufficiently integrated. First, research on AI disclosure has predominantly examined advertising, brand-generated content, and chatbot communication. For example, Kirkby et al. (2023) investigated AI-disclosed brand voice and brand authenticity, while van der Goot et al. (2024) examined consumer responses to disclosed and undisclosed customer service chatbots. These studies provide important insights into how consumers evaluate AI-mediated communication. However, business responses to customer reviews represent a distinct communication context because they are directly connected to customer experiences and publicly observable service recovery practices. Second, personalization and authenticity are often examined as separate dimensions of digital communication, leaving room to investigate how the contextual relevance of managerial responses relates to perceived authenticity. Third, the sequential psychological mechanism connecting AI disclosure and response personalization with purchase intention through response authenticity and consumer trust requires further empirical examination, particularly in culinary business settings.

This study addresses these issues by developing and testing an integrated research model that examines the relationships of

perceived AI disclosure and response personalization with consumer purchase intention through perceived response authenticity and consumer trust. The study contributes to the literature in three ways. First, it extends the discussion of AI disclosure from AI-generated promotional content to AI-assisted managerial responses to customer reviews. Second, it conceptualizes perceived response authenticity as a message-level evaluation that connects communication characteristics with consumer trust. Third, it examines the sequential mediating roles of perceived response authenticity and consumer trust in explaining purchase intention. By focusing on consumers of culinary businesses in Bali, Indonesia, this study provides contextual evidence concerning consumer evaluations of AI-assisted customer communication in a service-oriented market.

Accordingly, this study aims to examine whether perceived AI disclosure and response personalization are associated with perceived response authenticity and purchase intention, whether perceived response authenticity is associated with consumer trust, and whether consumer trust is associated with purchase intention. It also investigates the indirect and sequential indirect relationships through which perceived response authenticity and consumer trust connect AI related communication practices with consumer purchase intention. The findings are expected to provide theoretical insights into AI-enabled customer communication and practical implications for culinary businesses seeking to integrate AI while maintaining transparency, contextual relevance, and consumer trust.

2. Method

2.1. Research Design

This study employed a quantitative explanatory research design to examine the relationships among perceived AI disclosure, response personalization, perceived response authenticity, consumer trust, and purchase intention in the context of culinary businesses. An explanatory approach was considered appropriate because the study aimed to test theoretically derived relationships among the research constructs and investigate the mechanisms through which AI-assisted responses may influence consumer purchase intention.

A cross-sectional survey was used to collect data from individual consumers in Bali, Indonesia. This design enabled the measurement of consumers' perceptions of AI disclosure and response personalization, together with their evaluations of response authenticity, trust, and purchase intention, within a single data-collection period. However, because the variables were measured simultaneously, the findings are interpreted as theoretically informed statistical relationships rather than definitive evidence of temporal or causal effects.

The conceptual framework was developed by positioning perceived AI disclosure (X_1) and response personalization (X_2) as independent variables, perceived response authenticity (M_1) and consumer trust (M_2) as sequential mediating variables, and purchase intention (Y) as the dependent variable. This structure enabled the examination of both direct relationships and indirect relationships through the proposed authenticity–trust mechanism.

2.2. Population, Sample, and Data Collection

The target population comprised individual consumers associated with

culinary businesses in Bali, Indonesia. The unit of analysis was the individual consumer because the research focused on consumers' perceptions and behavioral intentions when evaluating business responses that may involve artificial intelligence.

The study analyzed 350 valid consumer responses. The sample size was considered in relation to the requirements of the proposed multivariate model and the use of partial least squares structural equation modeling (PLS-SEM). PLS-SEM is suitable for examining models involving multiple latent constructs and assessing both direct and indirect relationships (Hair et al., 2019).

The sampling technique was purposive sampling. Respondents were selected based on the following eligibility criteria: (1) being at least 18 years old; (2) having experience interacting with or evaluating online responses from culinary businesses; and (3) having sufficient familiarity with digital platforms used to access culinary business information. These criteria were intended to ensure that respondents could provide relevant evaluations of the communication practices examined in this study.

Data were collected through a structured questionnaire distributed using google form during January to July 2026. Participation was voluntary, and respondents were informed about the academic purpose of the research. Only responses meeting the established eligibility and data-completeness requirements were included in the final analysis.

2.3. Measurement of Variables

The research instrument consisted of five latent constructs measured using reflective indicators. Each construct was operationalized through four measurement items, resulting in a total of 20 indicators. The questionnaire employed a seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree).

The measurement items were adapted and contextualized to reflect the research setting of AI-assisted communication by culinary businesses. Any modification of established measurement items was intended to maintain conceptual consistency while improving their relevance to the specific context of the study. The five constructs were defined as follows:

1. Perceived AI Disclosure (X_1) refers to consumers' perceptions of the clarity and transparency with which a culinary business communicates the use of artificial intelligence in generating or assisting its responses. The construct captures whether information about AI involvement is perceived as sufficiently clear and honest.
2. Response Personalization (X_2) refers to the extent to which a business response is perceived as relevant and tailored to an individual customer's specific experience, concerns, or feedback, rather than being perceived as a generic or standardized message.
3. Perceived Response Authenticity (M_1) refers to consumers' perceptions that a business response is genuine, sincere, natural, and reflects an authentic intention to acknowledge and address customer concerns. This construct focuses on the perceived authenticity of the response itself rather than the overall authenticity of the business brand.
4. Consumer Trust (M_2) refers to consumers' confidence in the business's reliability, integrity, and ability to respond appropriately to customer needs. It represents an overall evaluation of the business's trustworthiness.
5. Purchase Intention (Y) refers to consumers' willingness or intention to

choose, purchase from, or visit the culinary business in the future.

The adaptation process should ensure that each item represents its intended construct and does not overlap conceptually with other constructs. In particular, perceived response authenticity was distinguished from consumer trust: authenticity represents an evaluation of the communication message, whereas trust represents a broader evaluation of the business.

2.4. Data Analysis Procedure

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The selection of PLS-SEM was based on the study's explanatory objective and its focus on estimating relationships among multiple latent constructs, including sequential indirect effects. The analysis followed two main stages: measurement model assessment and structural model assessment (Hair et al., 2019).

First, measurement model assessment was conducted to evaluate the reliability and validity of the reflective constructs. Indicator reliability was examined through outer loadings, while internal consistency reliability was assessed using Cronbach's alpha and composite reliability. Convergent validity was evaluated using the average variance extracted (AVE), with values of 0.50 or higher indicating that a construct explains at least half of the variance in its indicators. Discriminant validity was assessed using the heterotrait–monotrait ratio (HTMT) to determine whether the constructs were empirically distinguishable (Henseler et al., 2015).

Second, structural model assessment was performed to examine the hypothesized relationships among the constructs. The analysis included an assessment of collinearity using variance inflation factors (VIF), estimation of path coefficients, and evaluation of explanatory power through the coefficient of determination (R^2). Effect sizes (f^2) were also examined to assess the relative contribution of individual predictor constructs to the endogenous constructs.

The significance of the hypothesized relationships was evaluated through bootstrapping with 5,000 subsamples using a two-tailed test at the 5% significance level. Path coefficients, t-statistics, p-values, and confidence intervals were considered when determining whether the hypothesized relationships were statistically supported.

The mediation analysis focused on the indirect relationships between the two independent variables and purchase intention through perceived response authenticity and consumer trust. Specifically, the study examined the sequential pathways from perceived AI disclosure to perceived response authenticity, followed by consumer trust and purchase intention, as well as the equivalent pathway originating from response personalization. The significance of these indirect effects was evaluated using bootstrapped confidence intervals. An indirect effect was considered statistically significant when its confidence interval did not include zero.

3. Result and Discussion

3.1. Measurement Model Assessment

The measurement model was assessed to establish the reliability and validity of the reflective constructs before evaluating the structural relationships. The assessment covered indicator reliability, internal consistency reliability, convergent validity, and discriminant validity.

Table 1. Measurement Model Assessment

Construct	Outer Loading Range	Cronbach's Alpha	Composite Reliability	AVE
Perceived AI Disclosure	0.854	0.864	0.907	0.710
Response Personalization	0.812	0.858	0.904	0.701
Perceived Response Authenticity	0.799	0.873	0.913	0.724
Consumer Trust	0.862	0.868	0.910	0.715
Purchase Intention	0.833	0.866	0.909	0.714

Source: SmartPLS 4 analysis.

As presented in Table 1, the Cronbach's alpha values range from 0.858 to 0.873, while composite reliability values range from 0.904 to 0.913. All values exceed the commonly accepted threshold of 0.70, indicating satisfactory internal consistency reliability. The AVE values range from 0.701 to 0.724, exceeding the recommended minimum of 0.50. These results indicate that each construct explains more than half of the variance in its respective indicators, thereby supporting convergent validity.

Discriminant validity was subsequently assessed using the heterotrait–monotrait ratio (HTMT). The highest HTMT value was 0.679, observed between perceived response authenticity and consumer trust. This value remains below the conservative threshold of 0.85, suggesting that the constructs demonstrate adequate empirical distinctiveness (Henseler et al., 2015).

Overall, the measurement model provides satisfactory evidence of reliability, convergent validity, and discriminant validity. This supports the use of the five constructs in the subsequent structural model assessment.

3.2. Structural Model Assessment

Following the measurement model evaluation, the structural model was examined to assess its explanatory power and the contribution of the predictor variables to the endogenous constructs. The coefficient of determination (R^2) and effect size (f^2) were used to evaluate the model.

Table 2. Coefficient of Determination (R^2)

Endogenous Construct	R^2	Adjusted R^2	Explained Variance
Perceived Response Authenticity	0.262	0.258	26.2%
Consumer Trust	0.353	0.351	35.3%
Purchase Intention	0.325	0.319	32.5%

Source: SmartPLS 4 analysis.

Table 2 shows that perceived AI disclosure and response personalization explain 26.2% of the variance in perceived response authenticity. The remaining 73.8% is attributable to other factors not included in the proposed model. Perceived response authenticity explains 35.3% of the variance in consumer trust, while 64.7% remains attributable to other factors.

For purchase intention, the model produces an R^2 value of 0.325, indicating that perceived AI disclosure, response personalization, and consumer trust collectively explain 32.5% of its variance. The remaining 67.5% may be associated with other consumer-related and contextual factors outside the scope of this research.

These results indicate that the proposed model has explanatory capacity, although its ability to explain purchase intention remains limited to approximately

one-third of the observed variance. This suggests that AI-assisted communication practices and consumer trust are relevant but not exhaustive determinants of consumers' purchase intentions in the culinary business context.

Table 3. Effect Size (f^2) Assessment

Structural Relationship	f^2	Interpretation
Perceived AI Disclosure → Perceived Response Authenticity	0.138	Small
Response Personalization → Perceived Response Authenticity	0.119	Small
Perceived Response Authenticity → Consumer Trust	0.545	Large
Consumer Trust → Purchase Intention	0.249	Medium
Perceived AI Disclosure → Purchase Intention	0.016	Below small-effect benchmark
Response Personalization → Purchase Intention	0.019	Below small-effect benchmark

Source: SmartPLS 4 analysis.

The effect size results provide additional insight into the relative contribution of each predictor. Perceived response authenticity demonstrates the largest effect on consumer trust (f^2 = 0.545), indicating that consumers' perceptions of the genuineness of business responses represent an important contributor to their trust in culinary businesses. Consumer trust also demonstrates a medium effect on purchase intention (f^2 = 0.249).

In contrast, the direct effects of perceived AI disclosure and response personalization on purchase intention have relatively small effect sizes, with values below the conventional 0.02 benchmark. Although both relationships are statistically significant, their practical contributions to explaining purchase intention are limited when considered independently. This distinction is important because statistical significance does not necessarily indicate substantial explanatory contribution.

3.3. Direct Effect Hypothesis Testing

The direct relationships were examined using a bootstrapping procedure with 5,000 subsamples and a two-tailed significance level of 5%. The results are presented in Table 4.

Table 4. Direct Effect Hypothesis Testing

Hypothesis	Structural Relationship	Path Coefficient (β)	t-Statistic	p-Value	Result
H1	PAID → PRA	0.332	6.932	< 0.001	Supported
H2	RP → PRA	0.309	7.137	< 0.001	Supported
H3	PRA → CT	0.594	16.868	< 0.001	Supported
H4	CT → PI	0.460	10.603	< 0.001	Supported
H5	PAID → PI	0.111	2.279	0.023	Supported
H6	PR→ PI	0.126	2.584	0.010	Supported

Source: SmartPLS 4 bootstrapping

Table 4 indicates that all six hypothesized direct relationships are positive and statistically significant. The findings suggest that perceived AI disclosure and response personalization are positively associated with consumers' perceptions of response authenticity. Furthermore, perceived response authenticity is positively associated with consumer trust, which subsequently demonstrates a positive relationship with purchase intention.

Among the estimated relationships, perceived response authenticity has the strongest direct association with consumer trust (β = 0.594, t = 16.868, p < 0.001). This result indicates that consumers' evaluations of the genuineness of business responses are particularly relevant to the development of trust. In the context of culinary businesses, responses that appear sincere, natural, and attentive to customer concerns may strengthen consumers' confidence in the business.

The positive relationship between perceived AI disclosure and perceived response authenticity (β = 0.332, p < 0.001) suggests that transparent communication regarding AI involvement can coexist with consumers' perceptions of genuine responses. This finding is important because the use of AI does not necessarily imply that a business response will be perceived as artificial or insincere. Rather, the perceived transparency of AI involvement may contribute to how consumers evaluate the communication. Nevertheless, the result should not be interpreted as evidence that disclosure always improves authenticity, because its effect may depend on the quality, relevance, and context of the response.

Similarly, response personalization demonstrates a positive relationship with perceived response authenticity (β = 0.309, p < 0.001). This suggests that consumers may evaluate business responses more positively when the content addresses their specific experiences and concerns rather than relying on generic statements. Personalization may therefore function as an indicator of attentiveness and customer orientation. However, personalization should be meaningful and contextually relevant; merely inserting a customer's name into a standardized message may not necessarily create a perception of genuine engagement.

The relationship between consumer trust and purchase intention is also positive and significant (β = 0.460, p < 0.001). This finding is consistent with relationship marketing perspectives, which emphasize the importance of trust in developing favorable consumer behavioral intentions. For culinary businesses, trust may reduce consumers' perceived uncertainty when deciding whether to visit or purchase from a business.

Although perceived AI disclosure (β = 0.111, p = 0.023) and response personalization (β = 0.126, p = 0.010) also demonstrate significant direct relationships with purchase intention, their effect sizes are relatively small. This suggests that these communication practices may contribute to purchase intention, but their influence is comparatively limited when considered independently. Their more meaningful contribution may emerge through the psychological evaluations represented by perceived response authenticity and consumer trust.

3.4. Mediation Analysis

Mediation analysis was conducted to examine whether perceived response authenticity and consumer trust transmit the relationships between AI-assisted communication practices and purchase intention. The analysis focused on the specific indirect effects, including the sequential pathways through both mediating constructs.

Table 5. Specific Indirect Effects

Indirect Relationship	β	t-Statistic	p- Value	Result

Perceived AI Disclosure → Perceived Response Authenticity → Consumer Trust	0.197	6.183	<0.001	Significant
Response Personalization → Perceived Response Authenticity → Consumer Trust	0.183	6.107	<0.001	Significant
Perceived Response Authenticity → Consumer Trust → Purchase Intention	0.273	8.365	<0.001	Significant

Source: SmartPLS 4 bootstrapping results.

The results in Table 5 demonstrate that perceived response authenticity significantly mediates the relationships of both perceived AI disclosure and response personalization with consumer trust. The indirect effect of perceived AI disclosure through perceived response authenticity is 0.197 ($t = 6.183$, $p < 0.001$). This indicates that the association between AI disclosure and consumer trust is transmitted, in part, through consumers' perceptions of the authenticity of business responses.

Likewise, response personalization has a significant indirect relationship with consumer trust through perceived response authenticity ($\beta = 0.183$, $t = 6.107$, $p < 0.001$). This finding suggests that personalization may contribute to consumer trust when consumers interpret tailored responses as genuine and attentive to their individual concerns. Consequently, personalization should not be understood merely as a communication technique but also as a potential antecedent of consumers' evaluations of response authenticity.

The indirect relationship between perceived response authenticity and purchase intention through consumer trust is also significant ($\beta = 0.273$, $t = 8.365$, $p < 0.001$). This result indicates that consumer trust serves as an important mechanism linking the perceived genuineness of business responses with consumers' purchase intentions. In other words, perceiving a response as authentic may be associated with stronger purchase intention partly because it contributes to consumers' trust in the business.

Table 6. Sequential Mediation Analysis

Hypothesis	Sequential Indirect Relationship	β	t-Statistic	p-Value	95% Confidence Interval	Result
H7	Perceived AI Disclosure → Perceived Response Authenticity → Consumer Trust → Purchase Intention	0.091	5.256	0.001	[0.060, 0.127]	Supported
H8	Response Personalization → Perceived Response Authenticity → Consumer Trust → Purchase Intention	0.084	5.150	0.001	[0.055, 0.120]	Supported

Source: SmartPLS 4 bootstrapping results.

Table 6 provides evidence of significant sequential indirect relationships for both AI-assisted communication practices. The indirect effect of perceived AI disclosure on purchase intention through perceived response authenticity and consumer trust is 0.091, with a 95% confidence interval of [0.060, 0.127]. Because the interval does not include zero, the sequential indirect effect is statistically significant.

Similarly, response personalization demonstrates a significant sequential indirect effect on purchase intention through perceived response authenticity and consumer trust ($\beta = 0.084$, 95% CI [0.055, 0.120]). These findings support the proposed sequential mechanism in which communication practices are associated with

consumers' evaluations of response authenticity, which are subsequently associated with trust and purchase intention. Importantly, both independent variables also retain significant direct relationships with purchase intention. The coexistence of significant direct effects and significant sequential indirect effects, with coefficients in the same positive direction, is consistent with complementary partial mediation through the specified sequential pathways. This interpretation is restricted to the indirect pathways examined and does not establish that the mediators account for all possible mechanisms linking the independent variables to purchase intention.

3.5. Discussion

The findings provide empirical insight into how AI-assisted communication practices may relate to consumer purchase intention in the culinary business context. Rather than treating AI disclosure and response personalization as purely technological or operational features, the results indicate that their relationships with consumer behavior can be understood through consumers' evaluations of response authenticity and trust.

First, the positive relationship between perceived AI disclosure and perceived response authenticity highlights the relevance of transparency in AI-assisted customer communication. The finding suggests that consumers may perceive a business response as genuine even when AI involvement is disclosed, provided that the disclosure is communicated clearly and the response remains relevant to the customer's concern. This interpretation is consistent with the view that disclosure can function as a signal of transparency. However, the present findings do not demonstrate that disclosure itself guarantees authenticity. The quality of the message and the context in which AI is used remain important considerations.

Second, response personalization is positively associated with perceived response authenticity. This result emphasizes the importance of contextual relevance in digital customer interactions. Consumers may interpret a response that directly addresses their feedback as evidence that the business has acknowledged their experience. In contrast, generic responses may provide limited evidence of individual attention. For culinary businesses, personalization should therefore focus on responding to the substance of customer feedback, including service quality, food quality, delivery experiences, and customer complaints, rather than relying exclusively on standardized expressions of appreciation.

Third, perceived response authenticity has the strongest direct relationship with consumer trust among the estimated structural paths. This finding reinforces the conceptual distinction between message-level authenticity and business-level trust. A response perceived as sincere and genuine may provide consumers with a basis for evaluating the business as reliable and attentive. In this respect, authenticity is not simply a communication outcome; it is also associated with the development of a broader consumer evaluation of the business.

Fourth, consumer trust demonstrates a significant positive relationship with purchase intention. This result supports the importance of trust in consumer decision-making, particularly in digital environments where consumers often rely on information and communication available through online platforms before choosing a culinary business. Trust may help consumers manage uncertainty concerning the business's service reliability and its ability to respond appropriately to customer expectations.

Finally, the significant sequential indirect effects provide the central theoretical insight of this study. Perceived AI disclosure and response personalization are not only directly associated with purchase intention but are also indirectly associated with it through perceived response authenticity and consumer trust. This pattern suggests that the relationship between AI-assisted communication and consumer purchase intention involves an evaluative process rather than a purely technological response. The findings therefore extend the application of the Stimulus–Organism–Response perspective by illustrating how communication-related stimuli may be associated with internal consumer evaluations before being translated into behavioral intentions.

From a managerial perspective, culinary businesses should not evaluate AI-assisted communication solely in terms of response speed or operational efficiency. The results suggest that transparent AI disclosure and contextually relevant personalization should be integrated with communication practices that preserve the perceived genuineness of customer interactions. Businesses may use AI to support response generation while maintaining human oversight, especially when addressing complaints, negative experiences, or sensitive customer concerns. The objective should be to ensure that technology supports meaningful customer engagement rather than producing responses that appear repetitive or disconnected from individual experiences.

Nevertheless, the explanatory power of the model indicates that purchase intention is also influenced by factors beyond the communication variables examined in this study. Product quality, price, food safety, service experience, brand reputation, and location accessibility may also shape consumers' decisions in the culinary sector. Future research could incorporate these variables to develop a more comprehensive explanation of consumer purchase intention

4. Conclusion

This study examined the relationships between perceived AI disclosure, response personalization, and consumer purchase intention, focusing on the sequential mediating roles of perceived response authenticity and consumer trust in the context of culinary businesses in Bali, Indonesia. The findings demonstrate that both perceived AI disclosure and response personalization are positively associated with perceived response authenticity. Furthermore, perceived response authenticity has a substantial positive relationship with consumer trust, which subsequently contributes to purchase intention. These findings indicate that the effectiveness of AI-assisted customer communication is not determined solely by the adoption of technology but also by how consumers evaluate the genuineness and credibility of business responses.

The mediation analysis provides further evidence that perceived response authenticity and consumer trust constitute an important sequential mechanism linking AI-assisted communication practices with purchase intention. Both perceived AI disclosure and response personalization demonstrate significant indirect relationships with purchase intention through these two mediating constructs. Although their direct relationships with purchase intention are also statistically significant, their effect sizes are relatively small. This suggests that the contribution of AI disclosure and personalization may be more meaningfully

understood through the consumer evaluation processes associated with authenticity and trust.

Theoretically, this study contributes to the application of the Stimulus–Organism–Response (S-O-R) framework in the context of AI-assisted business communication. It demonstrates how communication-related stimuli, represented by perceived AI disclosure and response personalization, are associated with consumers' internal evaluations of response authenticity and trust before relating to purchase intention. The findings also highlight the importance of distinguishing between perceived response authenticity as an evaluation of a communication message and consumer trust as a broader evaluation of the business. This distinction provides a more specific explanation of how AI-assisted responses may relate to consumer behavioral intentions.

From a managerial perspective, culinary businesses should integrate AI-assisted communication with transparent disclosure and contextually relevant personalization. AI technology should support, rather than replace, meaningful customer engagement. Businesses need to ensure that responses address the substance of customer feedback, demonstrate appropriate attention to customer concerns, and maintain a consistent and credible communication style. Human oversight remains particularly relevant when handling complaints, negative reviews, and sensitive customer experiences. Therefore, the strategic value of AI-assisted communication lies not merely in improving response efficiency but also in maintaining the perceived authenticity of customer interactions and strengthening consumer trust.

Despite these contributions, this study has several limitations. First, the cross-sectional design limits the ability to establish temporal and causal relationships among the constructs. Second, the study focuses on consumers in Bali, Indonesia, which may limit the generalizability of the findings to other geographical and cultural contexts. Third, the model explains 32.5% of the variance in purchase intention, indicating that other relevant determinants remain outside the scope of this research. Future studies could employ experimental or longitudinal designs to examine how different forms of AI disclosure and personalization influence consumer perceptions over time. Further research could also incorporate variables such as perceived intrusiveness, AI transparency, platform credibility, service quality, and brand reputation to provide a more comprehensive understanding of consumer responses to AI-assisted business communication.

Overall, the findings suggest that AI-assisted communication can be associated with consumer purchase intention when transparency and personalization are accompanied by perceptions of authentic communication and business trustworthiness. The central implication is that successful AI integration in customer communication should prioritize not only technological efficiency but also the quality and credibility of the consumer–business relationship.

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