

ABSTRACT

The development of digital technology has encouraged E-commerce platforms to utilize data-driven personalization to provide shopping experiences that are efficient and aligned with consumer needs. Through this system, consumers can receive product recommendations, promotions tailored to their interests, and convenience in searching for desired products and making purchase decisions. This condition makes consumer adaptive behavior an important topic to investigate, as it reflects consumers' ability to adjust to available personalization features, which may increase their re-patronage intention. Based on this phenomenon, this study aims to analyze the influence of consumer motivation on consumer adaptive behavior and re-patronage intention in hyper-personalized fashion retailing in Indonesia, with a study of fashion product consumers on the Shopee E-commerce platform. Consumer motivation consists of social motivation, hedonic motivation, and utilitarian motivation. This study employed a quantitative method using a survey approach through the distribution of Google Forms questionnaires to respondents who were Shopee users and had purchased fashion products. The sample consisted of 164 respondents. Data were analyzed using the Structural Equation Modeling–Partial Least Squares method with the assistance of SmartPLS 4.0 software. The results indicate that social motivation, hedonic motivation, and utilitarian motivation have a positive and significant effect on consumer adaptive behavior. Furthermore, consumer adaptive behavior has a positive and significant effect on re-patronage intention. In addition, consumer adaptive behavior mediates the relationship between consumer motivation and re-patronage intention. These findings suggest that the higher consumers' motivation to use the Shopee platform, the greater their ability to adapt to personalization systems.

Keywords: : Consumer Motivation, Consumer Adaptive Behavior, Re-patronage Intention, Hyper-personalized Retail, Shopee..