

Pengaruh advanced image interactivity technology augmented reality terhadap purchase intention konsumen dalam konteks online apparel shopping = The effect of advanced image interactivity technology augmented reality towards consumer s intention to purchase in online apparel shopping / Nurfauza Sari

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Abstrak

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Penelitian ini membahas mengenai pengaruh advanced image interactivity technolgy seperti augmented reality terhadap niat beli konsumen melalui telepresence, attitude towards a product dan product knowledge pada produk fashion seperti pakaian dan membandingkan hasil dari tanpa penggunaan augmented reality pada dua kelompok partisipan. Berdasarkan data dari 105 partisipan pada dua kelompok tersebut diketahui bahwa telepresence yang dihasilkan oleh augmented reality lebih besar dibandingkan tanpa augmented reality. Kemudian, telepresence yang dihasilkan oleh augmented reality tersebut berpengaruh terhadap pembentukan sikap atas produk yang lebih positif dan pembentukan pengetahuan atas produk yang lebih tinggi dibandingkan tanpa augmented reality. Selain itu juga diketahui bahwa attitude towards a product dan product knowledge yang dihasilkan oleh augmented reality berpengaruh terhadap pembentukan niat untuk membeli produk yang lebih tinggi dibandingkan tanpa augmented reality.

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ABSTRACT

The purpose of this study is to understand the effect of advanced image interactivity technology such as augmented reality, towards consumer's intention to purchase in online apparel shopping website, by understanding its effect towards telepresence, attitude and product knowledge. The study focuses on two different groups of experiment. Based on data collected from 105 participants, it was shown that augmented reality produced higher telepresence and telepresence was found to significantly influence attitude and product knowledge in participants with augmented reality's treatment. Moreover, attitude and product knowledge was also found to have higher effect and to significantly influence purchase intention.