

# Pengembangan fitur virtual assistant dalam lingkungan retail store virtual ditinjau dari efektivitas pencarian produk = Development of virtual assistant in a virtual retail store environment in terms of product search effectiveness

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## Abstrak

Dalam situasi pandemi penularan virus COVID-19, toko ritel menjadi pusat tempat berbelanja yang dipenuhi dengan konsumen dan pada akhirnya menjadi sumber penularan utama penularan virus COVID-19. Budaya v-commerce yang mengikutsertakan teknologi virtual reality menjadi sebuah upaya yang sedang berkembang di tengah masa pandemi ini. Namun, masih terdapat implikasi terkait navigasi yang terjadi baik di toko ritel maupun dalam penggunaan teknologi virtual reality. Seringkali dirasakan kompleksitas yang menimbulkan confusion pada kedua lingkungan dan juga kendala operasional. Virtual Assistant untuk peningkatan kemampuan pencarian produk merupakan pendekatan yang berpotensi untuk meningkatkan pengalaman berbelanja menjadi lebih menyenangkan dan efektif. Maka dari itu, penelitian ini bertujuan untuk melakukan pengembangan virtual assistant dalam lingkup toko ritel virtual dalam rangka meningkatkan efektivitas pencarian produk. Penelitian dimulai dari penentuan lingkup pengembangan teknologi antara semi-immersive dan fully-immersive VR dengan menilai performa antara keduanya menggunakan performance metrics, efektivitas, iGroup Presence Questionnaire (IPQ), dan User Satisfaction Evaluation Questionnaire (USEQ) hingga tahap pengembangan dan evaluasi fiturnya menggunakan UX Performance Metrics (Task success dan Error), Issues Based Metrics, dan Self-Reported Metrics (Single Ease Questions). Hasil penelitian menunjukkan bahwa semi-immersive dengan teknologi Large Dekstop VR lebih unggul untuk diimplementasi. Namun, tidak menutup kemungkinan untuk implementasi fully-immersive dalam rangka pengalaman yang lebih menarik. Hasil Evaluasi Virtual Assistant didapatkan bahwa perbaikan dapat dilakukan pada sebagian besar interface dengan peningkatan fitur-fitur yang lebih komprehensif.

.....In the COVID-19 pandemic situation, retail stores become the shopping center for many citizens filled with dozen of people, gradually it becomes the main source for COVID-19 transmission. V-commerce culture which actively involved the virtual reality technology is a new form of shopping channel which are currently being developed to tackle the pandemic tension. However, implications still exist whether in the usage of virtual reality technology or even in the real retail store environment. In both conditions, people often capture the complex environment that causes confusions during the experience and even operational problem during their product search. Virtual Assistant to enhance the effectiveness of product search in virtual retail stores is a form of approach that may enable the shopping experience to become more enjoyable and effective. Therefore, this study aims to develop virtual assistants within the scope of virtual retail stores in order to increase the effectiveness of product search and determine the scope of VR technology. The research started by choosing the right virtual reality technology to use by assessing the performance between semi-immersive and fully-immersive VR using performance metrics, effectiveness, iGroup Presence Questionnaire (IPQ), and User Satisfaction Evaluation Questionnaire (USEQ). Next, the evaluation of the virtual assistant using UX Performance Metrics (Task success and Error), Issues Based

Metrics, and Self-Reported Metrics (Single Ease Questions). The results show that semi-immersive Large Desktop VR technology is more feasible and superior in terms of performance for implementation. However, for alternative fully immersive HMD VR offer more immersive and enjoyable customer experience. The virtual assistant evaluation shows that improvement can be made mostly for the interface function with more comprehensive feature enhancement.