

Pengaruh Penerapan Augmented reality (AR) Terhadap Peranan Flow dalam Intensi Pembelian Kosmetik Secara Online oleh Konsumen Wanita Berusia 18-41 Tahun = The Effect of Augmented reality (AR) Application on the Role of Flow in Purchase Intention When Shopping for Cosmetics Online by Women Consumers Aged 18-41 Years Old

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Abstrak

Augmented reality (AR) memungkinkan konsumen untuk mencoba produk, salah satunya kosmetik, pada wajah secara digital dan real-time, sehingga menimbulkan pengalaman “mencoba produk sebelum membeli” saat belanja online. Tujuan utama penelitian ini adalah mengetahui keuntungan penerapan AR berdasarkan teori flow. Penelitian ini menganalisis hubungan antara interactivity, novelty, vividness, flow, learning, information utility, enjoyment, satisfaction, brand attitude, dan purchase intention dalam pengalaman belanja online yang menerapkan teknologi AR. Penelitian telah dilakukan dengan cara online survey terhadap 229 responden yang telah menggunakan aplikasi smartphone dengan teknologi AR. Uji hipotesis dilakukan dengan metode structural equation modeling (SEM) menggunakan software Lisrel 8.8. Hasil penelitian menunjukkan bahwa karakteristik AR seperti interactivity dan novelty dapat meningkatkan flow, tetapi vividness tidak dapat meningkatkan flow. Hasil penelitian juga menunjukkan bahwa flow dapat berpengaruh terhadap peningkatan learning, information utility, dan enjoyment. Pada akhirnya, hasil penelitian menunjukkan bahwa penerapan teknologi AR dapat meningkatkan satisfaction, brand attitude, dan purchase intention pengguna aplikasi. Di sisi lain, peningkatan purchase intention hanya dipengaruhi oleh flow dan brand attitude dalam pengalaman belanja online menggunakan teknologi AR.

.....Augmented reality (AR) allows consumers to try products, including make-up, on their faces digitally and in real-time, giving rise to a "try the product before buying" experience when shopping online. The primary purpose of this research is to know the advantages of implementing AR based on flow theory. This study analyzes the relationship between interactivity, novelty, vividness, flow, learning, information utility, enjoyment, satisfaction, brand attitude, and purchase intention in online shopping experiences that apply AR technology. The research has been conducted using an online survey of 229 respondents who have used a smartphone application with AR technology. Hypothesis testing was carried out using the structural equation modeling (SEM) method using Lisrel 8.8 software. The results showed that AR characteristics such as interactivity and novelty could increase flow, but vividness could not. The results also show that flow can affect increasing learning, information utility, and enjoyment. In the end, the results show that the application of AR technology can increase application users' satisfaction, brand attitude, and purchase intention. On the other hand, the increase in purchase intention is only influenced by flow and brand attitude in the online shopping experience using AR technology. At the same time, information utility, enjoyment, and satisfaction do not affect purchase intention.