

Pengaruh AR dalam In-App Mobile Marketing terhadap Customer Satisfaction dan Willingness to Buy dimediasi Customer Experience serta Efek Moderasi Trade-Off Between Price and Value & Trust (Studi Pada Pelanggan Maybelline dalam Aplikasi Shopee di DKI Jakarta) = The Effect of AR in In-App Mobile Marketing on Customer Satisfaction and Willingness to Buy mediated by Customer Experience and Moderating Effect of Trade-Off Between Price and Value & Trust (Study on Maybelline Customers in the Shopee Apps in DKI Jakarta)

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Abstrak

Dalam konteks pemasaran, teknologi dan internet telah memberikan dampak lintas batas dan menciptakan paradigma baru untuk para pelaku bisnis dimana internet dan teknologi sebagai sarana pemasaran dalam pasar, pelaku bisnis maupun perusahaan dapat memenuhi willingness to buy dan customer satisfaction yang dimiliki oleh konsumen. Tercatat, faktor yang dapat memenuhi keinginan dan kebutuhan konsumen tersebut ialah kesesuaian informasi dengan produk pada saat produk tersebut sampai ke tangan konsumen. Produk kosmetik merupakan salah satu pasar konsumen yang berkembang paling pesat di e-commerce dan menjadi kategori produk yang paling banyak dicari pada e-commerce, termasuk Shopee. Sehingga penelitian ini bertujuan untuk menganalisis pengaruh augmented reality terhadap customer satisfaction dan willingness to buy yang dimediasi dengan customer experience, serta efek moderasi trust dan trade-off between price and value dan trust pada generasi Z yang mengkonsumsi Maybelline di aplikasi Shopee. Penelitian menggunakan pendekatan kuantitatif melalui teknik purposive sampling pada 150 responden yang didapatkan melalui online questionnaire. Hasil penelitian menunjukkan bahwa augmented reality berpengaruh secara signifikan terhadap willingness to buy dan customer satisfaction. Selain itu, customer experience memediasi pengaruh augmented reality dengan customer satisfaction dan willingness to buy. Selanjutnya, trade-off between price and value dan trust tidak memoderasi hubungan antara augmented reality dengan customer experience.

.....In the context of marketing, technology and the internet have had a cross-border impact and created a new paradigm for business people where the internet and technology support towards marketing in the market, business people and companies can meet the willingness to buy and customer satisfaction. It is noted that the factor that can fulfil the wants and needs of these consumers is the gap between perceived and expectation of the information of the product. Cosmetic products are one of the fastest growing consumer markets in e-commerce and are the most sought product category in e-commerce, including Shopee. This study aims to analyze the effect of augmented reality on customer satisfaction and willingness to buy mediated by customer experience, as well as the moderating effect of trust and the trade-off between price and value in the Zs who consume Maybelline in the Shopee application. The study used a quantitative approach through purposive sampling technique on 150 respondents obtained through an online questionnaire. The results showed that augmented reality had a significant effect on willingness to buy and customer satisfaction. In addition, customer experience mediates the effect of augmented reality on customer satisfaction and willingness to buy. Furthermore, the trade-off between price and value and trust does not

moderate the relationship between. augmented reality with customer experience.