

Pengaruh Augmented Reality Virtual Try-On terhadap Online Perceived Enjoyment dan E-Satisfaction: Studi pada Pengguna Shopee Beauty Cam = The Effects of Augmented Reality Virtual Try-On on Online Perceived Enjoyment and E-Satisfaction

Rafiqa Aji Nur Malika, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920518042&lokasi=lokal>

Abstrak

Penerapan pemasaran digital saat ini semakin banyak dilakukan mengingat persaingan industri terutama bidang e-commerce semakin ketat. Sebagai salah satu e-commerce terbesar di Indonesia, Shopee telah mengadopsi sebuah penggunaan teknologi augmented reality virtual try on sebagai salah satu bentuk upaya pemasaran digitalnya untuk menciptakan pengalaman pengguna yang lebih menyenangkan. Penelitian ini dilakukan dengan tujuan untuk menganalisis pengaruh penggunaan fitur augmented reality virtual try on terhadap persepsi kesenangan dan kepuasan pengguna yang dirasakan secara online. Penelitian ini mengambil studi pada fitur virtual try on yang terdapat pada e-commerce Shopee Indonesia untuk produk kecantikan, yang disebut Shopee Beauty Cam, Penelitian ini menggunakan pendekatan kuantitatif melalui teknik survey terhadap jumlah 130 responden yang merupakan pengguna Shopee Beauty Cam. Analisis data pada penelitian ini diperoleh menggunakan PLS-SEM yang menunjukkan hasil bahwa dimensi dari variabel augmented reality yang terdiri dari dimensi perceived usefulness dan perceived ease of use berpengaruh positif terhadap online perceived enjoyment. Lalu, dimensi perceived usefulness dan perceived interactivity berpengaruh positif terhadap e-satisfaction. Serta online perceived enjoyment berpengaruh positif terhadap e-satisfaction.

.....The application of digital marketing is currently used in considering the high industry competition, especially in the e-commerce sector, which is getting tougher. As one of the largest e-commerce in Indonesia, Shopee has adopted an augmented reality virtual try-on technology as a form of digital marketing efforts to increase user experience. This research was conducted to analyze the effect of augmented reality virtual try-on on users' online perceived enjoyment and e-satisfaction. This research takes a study on the virtual try on a feature found in Shopee Indonesia for beauty products called Shopee Beauty Cam. This research uses a quantitative approach through survey techniques with a total of 130 respondents who are Shopee Beauty Cam users. Data analysis in this study was obtained using PLS-SEM, which showed that the dimensions of the augmented reality variable, which consisted of perceived usefulness and perceived ease of use positively impact online perceived enjoyment. Then, the dimensions of perceived usefulness and perceived interactivity positively impact e-satisfaction, and online perceived enjoyment positively impacts e-satisfaction.