

# Analisis Pengaruh Implementasi Augmented Reality pada Fashion & Beauty Product Terhadap Intensi Keberlanjutan Penggunaan Fitur dan Intensi Berbelanja di E-commerce = The Influence of Augmented Reality on E-commerce: A Case Study on Fashion and Beauty Products

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## Abstrak

Kemajuan teknologi serta pandemi COVID-19 mendorong masyarakat di Indonesia untuk berbelanja secara online. Disamping kemudahan yang dirasakan masyarakat ketika berbelanja secara online, masih terdapat kekurangan yang dirasakan yaitu masyarakat tidak dapat mencoba produk yang akan mereka beli. Oleh karena itu, fitur virtual try on berbasis augmented reality (AR) hadir sebagai solusi atas kekurangan yang dirasakan. Penelitian ini bertujuan untuk mengetahui pengaruh implementasi AR pada produk kecantikan dan fashion terhadap intensi keberlanjutan penggunaan fitur dan intensi berbelanja di e-commerce. Pada penelitian ini, peneliti memilih e-commerce di Indonesia yang memiliki fitur virtual try on untuk diteliti, yaitu Shopee, JD.ID, Saturdays, Sephora, dan Lazada. Perancangan model penelitian ini disusun berdasarkan teori Stimulus, Organism, Response (SOR) yang digunakan untuk menyelidiki faktor-faktor penelitian menggunakan AR characteristics. Penelitian ini menggunakan metode Covariance Based Structural Equation Modelling (CB-SEM) dengan bantuan program IBM SPSS Statistics 26 dan AMOS 26. Pada penelitian ini, data responden yang valid dan digunakan dalam tahap analisis berjumlah total 549 responden. Hasil penelitian menunjukkan bahwa interactivity, novelty, hedonic value, dan satisfaction berpengaruh secara signifikan terhadap continuance intention. Selain itu, continuance intention juga berpengaruh signifikan terhadap purchase intention. Hasil dari penemuan penelitian ini juga diharapkan dapat menjadi masukan bagi para penyedia layanan e-commerce serta pengembang AR untuk dapat meningkatkan layanan bagi pengguna untuk berbelanja online khususnya fitur virtual try on. Penelitian ini juga memperkuat serta memperluas penelitian sebelumnya, khususnya yang menerapkan implementasi AR pada e-commerce dan memberikan temuan baru bahwa continuance intention berpengaruh signifikan terhadap purchase intention yang sebelumnya hanya dibahas pada penelitian terkait implementasi AR pada games. Selain itu, diharapkan juga peningkatan layanan tersebut memberikan keuntungan bagi pengguna agar mendapatkan pengalaman berbelanja online yang lebih menyenangkan serta keuntungan bagi penyedia layanan e-commerce dengan meningkatkan niat berbelanja pengguna di e-commerce.

.....The growth of technology and the COVID-19 pandemic have encouraged people in Indonesia to do online shopping. Apart from the convenience that people feel when shopping online, there are still disadvantages because they can not try the products that they're going to buy. Therefore, the feature virtual try on based on augmented reality (AR) is here as a solution to the perceived shortcomings. This study aims to determine the effect of AR implementation on beauty and fashion products on the intention to continue using features and the intention to shop in e-commerce. In this study, researchers chose e-commerce that has a virtual try on feature in Indonesia, such as Shopee, JD.ID, Saturdays, Sephora, and Lazada. The design of this research model is based on the Stimulus, Organism, Response (SOR) theory which is used to investigate research factors using AR characteristics. This study used the Covariance Based Structural Equation Modeling (CB-SEM) method with the help of the IBM SPSS Statistics 25 and AMOS 26 programs. In this

study, the respondent data were valid and used in the analysis phase totaling 549 respondents. The results of the study show that interactivity, novelty, hedonic value, and satisfaction have a significant effect on continuance intention. In addition, continuance intention also has a significant effect on purchase intention. This research also strengthens and expands on previous research, especially those applying AR implementation in e-commerce and provides new findings that continuance intention has a significant effect on purchase intention which was previously only discussed in research related to AR implementation in games. The results of this research are also expected to be an input for e-commerce service providers and AR developers to be able to improve services for users to shop online, especially the virtual try on feature. In addition, it is also hoped that this service improvement will provide benefits for users to get a more enjoyable online shopping experience as well as benefits for e-commerce service providers by increasing user shopping intentions in e-commerce.