

Analisis Pengaruh Implementasi Augmented Reality Pada Produk Kategori Fashion Kacamata Terhadap Minat Beli Konsumen: Studi Kasus Fitur Virtual Try-On Pada E-Commerce = Analysis The Effect of Augmented Reality Implementation in Fashion Glasses Category Products on Consumer Purchase Intention: A Case Study of Virtual Try-On Feature in E-Commerce

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Abstrak

Augmented Reality (AR) merupakan teknologi interaktif yang dimanfaatkan pada e-commerce karena memberikan informasi visualisasi produk yang membuat proses belanja online lebih efektif. Pengimplementasiannya mampu mempengaruhi niat beli konsumen setelah merasakan pengalaman berbelanja interaktif. Perlu dilakukan analisis pengaruh pengimplementasian teknologi AR pada e-commerce pada produk kategori fashion kacamata terhadap minat beli konsumen menggunakan website optik seis yaitu e-commerce yang telah mengadopsi AR menggunakan pendekatan kuantitatif dan kualitatif. Model penelitian menggunakan modifikasi cognition-affect-conation (C-A-C) framework, penggunaan PLS-SEM dan MANOVA dalam pengolahan data kuantitatif, serta thematic analysis dalam pengolahan data kualitatif. Jumlah responden valid dan digunakan dalam pengolahan data kuantitatif sebanyak 272 responden. Hasil penelitian menemukan terdapat 4 faktor yang mempengaruhi minat beli konsumen dalam berbelanja menggunakan fitur AR virtual try-on pada e-commerce yaitu, Product Informativeness, Perceived Usefulness, Attitude, dan Satisfaction yang berpengaruh signifikan terhadap Purchase Intention. Namun, terdapat 2 faktor yang tidak terbukti mendukung Attitude secara signifikan yaitu, Experiential Value dan Ease of Use. Terdapat peningkatan signifikan pada minat beli konsumen setelah berbelanja menggunakan fitur AR virtual try-on di e-commerce dibandingkan sebelumnya. Hasil penelitian diharapkan menjadi acuan pengembang teknologi AR melalui implementasinya pada e-commerce dan penyedia layanan e-commerce mampu memberikan pengalaman baru interaktif bagi konsumen melalui fitur AR virtual try-on.

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Augmented Reality (AR) is an interactive technology used in e-commerce because it can provide visual product information that makes the online shopping process more effective. It can affect consumer purchase intentions after experiencing an interactive shopping experience. It is necessary to analyze the effect of implementing AR in e-commerce, in fashion glasses category products, on consumer purchase intention using Optik Seis website using quantitative and qualitative approaches. The research model will use a modified cognition-affect-conation (C-A-C) framework and processing data will use PLS-SEM, MANOVA, and thematic analysis. The number of valid respondents used was 272 respondents. The results found there are 4 factors that influence consumer buying interest in shopping using the AR in e-commerce, namely Product Informativeness, Perceived Effectiveness, Attitude, and Satisfaction that significantly affect Purchase Intention. However, Experiential Value and Ease of Use are not proven to significantly support Attitude. There is a significant increase in consumer buying interest after shopping using AR virtual try-on in e-commerce compared to before. The research results are expected to be a reference for AR technology developers through its implementation in e-commerce and e-commerce service providers being able to

provide new interactive experiences for consumers through the AR virtual try-on feature.