

Analisis Pengaruh Augmented Reality terhadap Niat Membeli Kosmetik di Indonesia = The Impact of Augmented Reality to Purchase Intention for Cosmetics Product in Indonesia

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Abstrak

Augmented Reality adalah media yang membawa informasi digital ke dalam dunia nyata. Di Indonesia, Augmented Reality mulai dikembangkan di bidang e-commerce, khususnya kosmetik. Penggunaan Augmented Reality di bidang kosmetik dilakukan untuk memberikan pengalaman mencoba kosmetik secara virtual. Penelitian ini bertujuan untuk menganalisis pengaruh dari penggunaan Augmented Reality terhadap niat membeli kosmetik. Penelitian ini menggunakan kerangka SOR framework (Stimulus Organism Respons) dengan teori affordance sebagai stimulus, teori PAD (Pleasure, Arousal dan Dominance) sebagai organism dan purchase intention sebagai respons. Penelitian ini juga menganalisis efek moderasi motivasi hedonisme terhadap hubungan stimulus dengan organism. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner secara online. Data dari 353 responden diolah dengan metode CB-SEM. Hasil penelitian menunjukkan adanya pengaruh positif antara hubungan stimulus (interactivity dan vividness) kepada organism (pleasure, arousal dan dominance). Hasil penelitian menemukan adanya pengaruh positif arousal dan dominance terhadap purchase intention, namun tidak ditemukan pengaruh antara pleasure dengan purchase intention. Penelitian juga mengungkapkan bahwa motivasi hedonisme memoderasi hubungan interactivity dengan pleasure dan dominance dan hubungan vividness dengan pleasure. Penelitian ini memberikan implikasi kepada pengembang AR dan pemilik produk untuk meningkatkan kualitas AR pada aspek interactivity dan vividness dan menambahkan aspek hedonisme dari Augmented Reality.

.....Augmented Reality is a medium that brings digital information to reality. The implementation of Augmented Reality in e-commerce has been an emerging innovation in Indonesia. Augmented Reality used in cosmetics to accommodate customer the chance to try cosmetics virtually. This study contributes to analyse the impact of Augmented Reality used in cosmetic to purchase intention. SOR framework (Stimulus Organism Response Framework) is used to predict consumer behaviour with three part called stimulus, organism and respons. We use affordance as a stimulus, PAD theory (Pleasure, Arousal and Dominance) as organism and purchase intention as a response. This study also contributes to analyse the difference of customer with low and high hedonic motivation and its impact to pleasure, arousal, and dominance. We use quantitative method by distributing online questionnaire. We use 353 valid responden and analyze the data using CB-SEM. The result of this study shows there is a positive relationship between interactivity and vividness to pleasure, arousal, and dominance. This study find that arousal and dominance have positive impact to purchase intention but does not find any significant relationship between pleasure and purchase intention. Furthermore, this study shows that customer with low hedonic motivation moderate the effect of interactivity to pleasure, interactivity to dominance and vividness to dominance. This study gives recommendation to AR developer and cosmetic owner to improve the quality of AR especially its interactivity and vividness. Furthermore, they should also consider to add more hedonic value in AR.