

Pengaruh Augmented Reality Kepada Revisit Intention Melalui E-Customer Satisfaction (Studi pada Website Kosmetik Halal Wardah di DKI Jakarta) = The Influence of Augmented Reality on Revisit Intention Through E-Customer Satisfaction (A Study on the Halal Cosmetic Website Wardah in DKI Jakarta)

Kamila Khairun Nida, author

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Abstrak

Pemakaian teknologi Augmented Reality kepada Revisit Intention melalui E-Customer Satisfaction pada pengguna website kosmetik halal Wardah di DKI Jakarta. Augmented Reality dipilih selaku variabel bebas karena kemampuannya untuk mengembangkan pengalaman belanja interaktif dan kepuasan pelanggan. Revisit Intention dipakai selaku variabel terikat untuk memahami niat pelanggan mengunjungi kembali situs web, sementara E-Customer Satisfaction berperan selaku variabel mediasi. Pendekatan penelitian memakai metode kuantitatif dengan penyebaran kuesioner kepada 180 responden yang pernah memakai fitur Augmented Reality pada website Wardah. Analisis data dilaksanakan memakai Partial Least Squares-Structural Equation Modeling (PLS-SEM). Hasil penelitian memperlihatkan bahwa Augmented Reality berdampak positif kepada Revisit Intention dan E-Customer Satisfaction. Selain itu, E-Customer Satisfaction terbukti secara signifikan memediasi relasi antara Augmented Reality dan Revisit Intention. Temuan ini menyediakan kontribusi praktis bagi pengembangan strategi pemasaran digital melalui teknologi inovatif seperti Augmented Reality, khususnya di industri kosmetik halal.

.....The use of Augmented Reality technology on Revisit Intention through E-Customer Satisfaction among users of the halal cosmetic website Wardah in DKI Jakarta is analyzed. Augmented Reality was selected as the independent variable due to its ability to enhance interactive shopping experiences and e-customer satisfaction. Revisit Intention was used as the dependent variable to understand customers' intention to revisit the website, while E-Customer Satisfaction acted as the mediating variable. The research employed a quantitative approach by distributing questionnaires to 180 respondents who had used the Augmented Reality feature on the Wardah website. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results show that Augmented Reality positively influences Revisit Intention and E-Customer Satisfaction. Moreover, E-Customer Satisfaction significantly mediates the relationship between Augmented Reality and Revisit Intention. These findings provide practical contributions to developing digital marketing strategies through innovative technologies such as Augmented Reality, particularly in the halal cosmetic industry