

DAFTAR PUSTAKA

- Al-emran, M., & Shaalan, K. (2021). *Recent Advances in Technology Acceptance Models and Theories* (1 ed.). Springer, Cham. <https://doi.org/10.1007/978-3-030-64987-6>
- Alam, S. S., Susmit, S., Lin, C. Y., Masukujjaman, M., & Ho, Y. H. (2021). Factors Affecting Augmented Reality Adoption In The Retail Industry. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2). <https://doi.org/10.3390/joitmc7020142>
- Alves, C., & Reis, J. L. (2020). The intention to use e-commerce using augmented reality - the case of IKEA place. In *Advances in Intelligent Systems and Computing* (Vol. 1137, hal. 114–123). https://doi.org/10.1007/978-3-030-40690-5_12
- Armstrong Gary & Kotler Philip. (2020). *Principles of Marketing* (Vol. 18th).
- Baytar, F. (2020). Evaluating Garments In Augmented Reality When Shopping Online. *Journal of Fashion Marketing and Management*, 24(4), 667–683. <https://doi.org/10.1108/JFMM-05-2018-0077>
- Benoit, S., Klose, S., & Ettinger, A. (2017). Linking service convenience to satisfaction: dimensions and key moderators. *Journal of Services Marketing*, 31(6), 527–538. <https://doi.org/10.1108/JSM-10-2016-0353>
- Bregashtian, B., & Herdinata, C. (2021). The Effect of Perceived Ease of Use, Usefulness and Risk on Intention to Use the Go-Food Application in Surabaya and Sidoarjo. *KnE Social Sciences*, 2021, 169–183. <https://doi.org/10.18502/kss.v5i5.8807>
- Calderia, I. (2021). *Exploring the future of beauty with Maybelline Thailand | Think with Google APAC*. <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/video/virtual-lipstick-try-on-maybelline-thailand/>
- Dacko, S. G. (2017). Enabling smart retail settings via mobile augmented reality shopping apps. *Technological Forecasting and Social Change*, 124, 243–256.

<https://doi.org/https://doi.org/10.1016/j.techfore.2016.09.032>

- Darmawan, S. (2020). *Analisa Faktor-Faktor Yang Mempengaruhi Proses Adopsi Chatbot Line SMB Telkom Dengan Pendekatan Technology Acceptance Model Yang Dimodifikasi*. Universitas Telkom.
- Dewi, Z. A. (2020). *Pengaruh Augmented Reality Terhadap Niat Pembelian (Purchase Intention) Melalui Technology Acceptance Model*. Universitas Bakrie.
- Dharmawan Saputra, A. (2020). *Penerapan Metode Technology Acceptance Model(Tam) Terhadap Pengembangan Virtual Tourberbasis Web Vr (Virtual Reality)Pada Museum Sultan Mahmud Badaruddin Ii Palembang*.
- Dieck, M. C. tom, & Jung, T. (2019). *Augmented Reality and Virtual Reality: The Power of AR and VR for Business*. Springer.
<https://doi.org/https://doi.org/10.1007/978-3-030-06246-0>
- Dinillah., F. I., Gunawan., J., & Sinansari., P. (2021). Penggunaan Augmented Reality dan Perilaku Konsumen dalam Berbelanja Kosmetik Selama Pandemi Covid-19. *Jurnal Sains dan Seni ITS*, 10(1), 95–101.
- Do, H. N., Shih, W., & Ha, Q.-A. (2020). Effects of mobile augmented reality apps on impulse buying behavior: An investigation in the tourism field. *Heliyon*, 6(8).
<https://doi.org/10.1016/j.heliyon.2020.e04667>
- Fajri, R. M. (2022). *Pengaruh Overall Risk, Purchase Experience Dan Ease Of Purchase Terhadap Purchase Intention Makanan Sehat Dengan Fear Of Covid-19 Sebagai Moderator*. Universitas Telkom.
- Fan, X., Chai, Z., Deng, N., & Dong, X. (2020). Adoption of augmented reality in online retailing and consumers' product attitude: A cognitive perspective. *Journal of Retailing and Consumer Services*, 53, 101986.
<https://doi.org/https://doi.org/10.1016/j.jretconser.2019.101986>
- Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Dee Publish.
- Foster, B., Rahmayanti, R., Reyta, F., Purnama, S., Johansyah, M. D., & Saberina, S. (2019). *Pendidikan Pemasaran di Era Digital 4.0* (A. Panigoro (ed.)). Bitread Publishing.

- Fussell, S. G., & Truong, D. (2021). Accepting virtual reality for dynamic learning: an extension of the technology acceptance model. *Interactive Learning Environments*, 1–18. <https://doi.org/10.1080/10494820.2021.2009880>
- Ghazali, E., Mutum, D. S., & Woon, M.-Y. (2019). Exploring player behavior and motivations to continue playing Pokémon GO. *Information Technology and People*, 32(3), 646–667. <https://doi.org/10.1108/ITP-07-2017-0216>
- Ghozali, I. (2020). *25 Grand Theory*. Yoga Pratama.
- Ghozali, I. (2021). *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris (Edisi Ketu)*. Badan Penerbit Universitas Diponegoro.
- Gupta, R., Ranjan, S., & Gupta, A. (2021). *Consumer's Perceived Trust and Subjective Norms as Antecedents of Mobile Wallets Adoption and Continuance Intention: A Technology Acceptance Approach* (hal. 211–224). https://doi.org/10.1007/978-3-030-64987-6_13
- Hair, Joe F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109(August 2019), 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, Joseph F, Ortinau, D. J., & Harrison, D. E. (2021). *Essentials of Marketing Research* (5th Editio). McGraw-Hill Education.
- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis* (E. 1 (ed.)). PT Inkubator Penulis Indonesia.
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiwaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. CV Pustaka Ilmu.
- Haryono, S. (2017). *Metode SEM Untuk Penelitian Manajemen: AMOS LISREL PLS*. Penerbit Luxima Metro Media.
- He, Z., Wu, L., & Li, X. (2018). When art meets tech: The role of augmented reality

- in enhancing museum experiences and purchase intentions. *Tourism Management*, 68, 127–139. <https://doi.org/10.1016/j.tourman.2018.03.003>
- Heller, J., Chylinski, M., de Ruyter, K., Mahr, D., & Keeling, D. I. (2019). Let Me Imagine That for You: Transforming the Retail Frontline Through Augmenting Customer Mental Imagery Ability. *Journal of Retailing*, 95(2), 94–114. <https://doi.org/10.1016/j.jretai.2019.03.005>
- Hery. (2019). *Manajemen Pemasaran*. PT Grasindo.
- Hilken, T., Keeling, D. I., de Ruyter, K., Mahr, D., & Chylinski, M. (2020). Seeing eye to eye: social augmented reality and shared decision making in the marketplace. *Journal of the Academy of Marketing Science*, 48(2), 143–164. <https://doi.org/10.1007/s11747-019-00688-0>
- Hilman, N. A. (2020). *Analisis Penerimaan dan Penggunaan Aplikasi MyTelkomsel Dengan Menggunakan Technology Acceptance Model (TAM) di Kota Bandung 2019*. Universitas Telkom.
- Holdack, E., Lurie-Stoyanov, K., & Fromme, H. F. (2020). The role of perceived enjoyment and perceived informativeness in assessing the acceptance of AR wearables. *Journal of Retailing and Consumer Services*, 65(November 2019), 102259. <https://doi.org/10.1016/j.jretconser.2020.102259>
- Hong, C., Choi, H. (Hailey), Choi, E.-K. (Cindy), & Joung, H.-W. (David). (2021). Factors affecting customer intention to use online food delivery services before and during the COVID-19 pandemic. *Journal of Hospitality and Tourism Management*, 48, 509–518. <https://doi.org/https://doi.org/10.1016/j.jhtm.2021.08.012>
- Indonesia, M. (2021). *Trend Pengguna Kosmetik Meningkat, Indonesia Siap Ambil Peluang*.
- Indrawati, Raman, M., Wai, C. K., Ariyanti, M., Mansur, D. M., Marhaeni, G. A. M. M., Tohis, L. M., Gaffar, M. R., Has, M. N., & Yuliansyah, S. (2017). *Perilaku Konsumen Individu: dalam Mengadopsi Layanan Berbasis Teknologi Informasi dan Komunikasi* (Cet. 1). Refika Aditama.
- Jakpat. (2021). *2021 Beauty Trends*.

- Javornik, A. (2016). Augmented reality: Research agenda for studying the impact of its media characteristics on consumer behaviour. *Journal of Retailing and Consumer Services*, 30, 252–261. <https://doi.org/https://doi.org/10.1016/j.jretconser.2016.02.004>
- Jung, T., & Dieck, M. C. tom. (2018). *Augmented Reality and Virtual Reality: Empowering Human, Place, and Business*. Springer. <https://doi.org/10.1007/978-3-319-64027-3>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology For Humanity* (1 ed.). John Wiley & Sons, Inc.
- Lavoye, V., Mero, J., & Tarkiainen, A. (2021). Consumer behavior with augmented reality in retail: a review and research agenda. *International Review of Retail, Distribution and Consumer Research*, 31(3), 299–329. <https://doi.org/10.1080/09593969.2021.1901765>
- Leonnard, Paramita, A. S., & Maulidiani, J. J. (2019). The Effect of Augmented Reality Shopping Applications on Purchase Intention. *Jurnal Bisnis dan Manajemen*, 9(2), 133–142. <https://doi.org/10.15408/ess.v9i.9724>
- Livyani. (2020). *Analisa Pengaruh Perceived Usefulness, Perceived Ease of Use, Perceived Informativeness, Perceived Enjoyment, terhadap Attitude Toward Using serta Implikasinya terhadap Behavioral Intention to Use Shopee Beautycam: Telaah pada Maybelline Superstay Matte I*. Universitas Multimedia Nusantara.
- Majid, F. A., & Shamsudin, N. M. (2019). Identifying Factors Affecting Acceptance of Virtual Reality in Classrooms Based on Technology Acceptance Model (TAM). *Asian Journal of University Education*, 15(2). <https://eric.ed.gov/?id=EJ1238733>
- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation* (7th ed.). Pearson.
- Marleftan, J., Wajhillah, R., Wintana, D., & ... (2021). Analisis Penggunaan Facebook Ads Di Kabupaten Tangerang Menggunakan Technology Acceptance Model. *Simpatik: Jurnal Sistem Infomrasi dan Informatika*, 1(1).

<https://doi.org/10.31294/simpatik>

- McLean, G., & Wilson, A. (2019). Shopping In The Digital World: Examining Customer Engagement Through Augmented Reality Mobile Application. *Computers in Human Behavior*, *101*, 210–224. <https://doi.org/10.1016/j.chb.2019.07.002>
- Narimawati, U., Sarwono, J., Affandi, A., & Priadana, S. (2020). *Ragam Analisis Dalam Metode Penelitian (Untuk Penulisan Skripsi, Tesis, dan Disertasi)*. CV Andi Offset.
- Nariwati, U., Jonathan, S., Affandi, A., & Priadana, S. (n.d.). *Ragam Analisis Dalam Metode Penelitian (Untuk Penulisan Skripsi, Tesis, dan Disertasi)*. Penerbit ANDI.
- Niqotaini, Z., & Budiman. (2021). Analisis Penerimaan Google Classroom Menggunakan Pendekatan Technology Acceptance Model (TAM) Dan End-User Computing Satisfaction (EUCS) (Studi Kasus: Universitas Informatika Dan Bisnis Indonesia). *Technologia*, *12*(4), 259–273. <https://doi.org/10.31602/tji.v12i4.5636>
- Paine, J. (2018). *10 Brands Already Leveraging the Power of Augmented Reality* No Title. <https://www.inc.com/james-paine/10-brands-already-leveraging-power-of-augmented-reality.html>
- Pantano, E., Rese, A., & Baier, D. (2017). Enhancing The Online Decision-Making Process By Using Augmented Reality: A Two Country Comparison Of Youth Markets. *Journal of Retailing and Consumer Services*, *38*(February), 81–95. <https://doi.org/10.1016/j.jretconser.2017.05.011>
- Parastika, A. (2021). *Analisis Penerimaan NUADU sebagai Platform E-Learning dengan Menggunakan Pendekatan Technology Acceptance Model (TAM)*. Institut Telkonologi Kalimantan.
- Park, M., & Yoo, J. (2020). Effects of perceived interactivity of augmented reality on consumer responses: A mental imagery perspective. *Journal of Retailing and Consumer Services*, *52*(March 2019), 101912. <https://doi.org/10.1016/j.jretconser.2019.101912>

- Pratama Afrianto, A., & Irwansyah, I. (2021). Eksplorasi Kondisi Masyarakat Dalam Memilih Belanja Online Melalui Shopee Selama Masa Pandemi Covid-19 Di Indonesia. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(1), 10–29. <https://doi.org/10.47233/jteksis.v3i1.181>
- Ramdani, M. A., Belgiawan, P. F., Aprilianty, F., & Purwanegara, M. S. (2022). Consumer Perception And The Evaluation To Adopt Augmented Reality in Furniture Retail Mobile Application. *Binus Business Review*, 13(1), 41–56. <https://doi.org/https://doi.org/10.21512/bbr.v13i1.7801>
- Rauschnabel, P. A., Felix, R., & Hinsch, C. (2019). Augmented reality marketing: How mobile AR-apps can improve brands through inspiration. *Journal of Retailing and Consumer Services*, 49(November 2018), 43–53. <https://doi.org/10.1016/j.jretconser.2019.03.004>
- Rejeb, A., Rejeb, K., & Treiblmaier, H. (2021). How augmented reality impacts retail marketing: a state-of-the-art review from a consumer perspective. *Journal of Strategic Marketing*, 1–31. <https://doi.org/10.1080/0965254X.2021.1972439>
- Rengganis, K., Kusdiby, L., & Senalajari, W. (2020). Persepsi Penggunaan Fitur Augmented Reality pada Platform Online Shopping Berbasis Technology Acceptance Model. *Prosiding The 11th Industrial Research Workshop and National Seminar*, 10(1), 26–27. <https://doi.org/doi.org/10.35313/irwns.v11i1.2157>
- Rese, A., Baier, D., Geyer-Schulz, A., & Schreiber, S. (2017). How augmented reality apps are accepted by consumers: A comparative analysis using scales and opinions. *Technological Forecasting and Social Change*, 124, 306–319. <https://doi.org/10.1016/j.techfore.2016.10.010>
- Rizkia, R., & Oktafani, F. (2020). The Effect Of Storytelling Marketing On Purchasing Decisions Through Brand Equity as Intervening Variable on Gojek in Jakarta. *International Journal of Management, Entrepreneurship, Social Sciences and Humanities (IJMESH)*, 3(1), 48–55. <https://doi.org/doi.org/10.31098/ijmesh.v3i1.190>
- Sagnier, C., Loup-Escande, E., Lourdeaux, D., Thouvenin, I., & Valléry, G. (2020).

- User Acceptance of Virtual Reality: An Extended Technology Acceptance Model. *International Journal of Human-Computer Interaction*, 36(11), 993–1007. <https://doi.org/10.1080/10447318.2019.1708612>
- Saleem, M., Kamarudin, S., Shoaib, H. M., & Nasar, A. (2021). Retail Consumers' Behavioral Intention To Use Augmented Reality Mobile Apps in Pakistan. *Journal of Internet Commerce*. <https://doi.org/https://doi.org/10.1080/15332861.2021.1975427>
- Saprikis, V., Avlogiaris, G., & Katarachia, A. (2021). Determinants of the intention to adopt mobile augmented reality apps in shopping malls among university students. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(3), 491–512. <https://doi.org/10.3390/jtaer16030030>
- Sekaran, U., & Bougie, R. (2017a). *Metode Penelitian Untuk Bisnis* (Buku 1). Salemba Empat.
- Sekaran, U., & Bougie, R. (2017b). *Metode Penelitian Untuk Bisnis* (Buku 2). Salemba Empat.
- Septiana, I., Salim, M., & Daulay, M. Y. I. (2020). Analysis the Effect of Habit and Perceived Enjoyment Mediated By Behavioural Intention To Adoption on Students Using Mobile Banking Bni. *Managemant Insight: Jurnal Ilmiah Manajemen*, 15(1), 78–94. <https://doi.org/10.33369/insight.15.1.78-94>
- Setiadi, N. J. (2019). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen* (Cet. ke-7). PrenadaMedia Group.
- Sevim, N., Yüncü, D., & Eroğlu Hall, E. (2017). Analysis of The Extended Technology Acceptance Model in Online Travel Products. *Journal of Internet Applications and Management*, 8(2), 45–61. <https://doi.org/10.5505/iuyd.2017.03522>
- Shabani, N., Munir, A., & Hassan, A. (2019). E-Marketing via Augmented Reality: A Case Study in the Tourism and Hospitality Industry. *IEEE Potentials*, 38, 43–47. <https://doi.org/10.1109/MPOT.2018.2850598>
- Smink, A. R., Frowijn, S., van Reijmersdal, E. A., van Noort, G., & Neijens, P. C. (2019). Try online before you buy: How does shopping with augmented reality

affect brand responses and personal data disclosure. *Electronic Commerce Research and Applications*, 35, 100854. <https://doi.org/10.1016/j.elerap.2019.100854>

Statista. (2022). *Make-up market in Indonesia*.

Sugiarto. (2022). *Metodologi Penelitian Bisnis* (E. S. Mulyata (ed.); 2nd ed.). CV Andi Offset.

Sugiyono. (2020). *Cara Mudah Menyusun Skripsi, Tesis, dan Disertasi*. CV Alfabeta.

van Pinxteren, M. M. E., Wetzels, R. W. H., R ger, J., Pluymaekers, M., & Wetzels, M. (2019). Trust in humanoid robots: implications for services marketing. *Journal of Services Marketing*, 33(4), 507–518. <https://doi.org/10.1108/JSM-01-2018-0045>

Whang, J. Bin, Song, J. H., Choi, B., & Lee, J. H. (2021). The Effect Of Augmented Reality On Purchase Intention Of Beauty Products: The Roles Of Consumers' Control. *Journal of Business Research*, 133(April), 275–284. <https://doi.org/10.1016/j.jbusres.2021.04.057>

Winarno, W. A., Mas'ud, I., & Palupi, T. W. (2021). Perceived Enjoyment, Application Self-efficacy, and Subjective Norms as Determinants of Behavior Intention in Using OVO Applications. *Journal of Asian Finance, Economics and Business*, 8(2), 1189–1200. <https://doi.org/10.13106/jafeb.2021.vol8.no2.1189>

Wulandari, D. (2020, Mei 28). *Tim Sukses Brand Engagemet Wardah di Media Sosial - MIX Marcomm*. <https://mix.co.id/people-of-the-week/team/tim-sukses-brand-engagemet-wardah-di-media-sosial/>

Yim, M. Y. C., Chu, S. C., & Sauer, P. L. (2017). Is Augmented Reality Technology an Effective Tool for E-commerce? An Interactivity and Vividness Perspective. *Journal of Interactive Marketing*, 39, 89–103. <https://doi.org/10.1016/j.intmar.2017.04.001>

Yusrin, N. A., & Sugiarto, N. (2021). Analisis Hubungan Enjoyment, Entertainment, Education, Flow Dan Design Background Dalam Virtual Tourism Selama Covid-19. *Ultima Management : Jurnal Ilmu Manajemen*, 13(1), 99–102. <https://doi.org/10.31937/manajemen.v13i1.1987>

- Yusuf, D. A. M. (2017). *Metode Penelitian: Kuantitatif, Kualitatif, Dan Penelitian Gabungan*. Kencana.
- Zahrah, N. I., Hidayah, S., & Indriastuti, H. (2021). Pengaruh Pengalaman Kognitif Dan Pengalaman Afektif Terhadap Nilai Yang Dirasakan Dan Niat Beli Pada Aplikasi Dulux Visualizer. *FairValue : Jurnal Ilmiah Akuntansi dan Keuangan*, 4(4), 1141–1161. <https://doi.org/https://doi.org/10.32670/fairvalue.v4i4>
- Zhuang, X., Hou, X., Feng, Z., Lin, Z., & Li, J. (Justin). (2021). Subjective norms, attitudes, and intentions of AR technology use in tourism experience: the moderating effect of millennials. *Leisure Studies*, 40(3), 392–406. <https://doi.org/10.1080/02614367.2020.1843692>