

DATAR PUSTAKA

- Abdillah, W. H. (2015). *Partial Least Square (PLS)*. Andi: Yogyakarta.
- Alfanur, F. (2019). Analysis on E-commerce Purchase Intention and Decision in Java and Sumatra. *SCOPUS*, 5(1), 20-28.
- Alfanur, F. (2022). The effects of gender and age on factors that influence purchase intentions and behaviours of e-commerce consumers in Indonesia. *International Journal of Innovation and Learning*, 4(31), 474-550
- Alghifari, A. F. (2021). Pengaruh Diskon, Kualitas Website, Persepsi Risiko Dan Kepercayaan Terhadap Keputusan Pembelian Pada Online Shop Shopee: Studi Pada Mahasiswa Universitas Muhammadiyah Purwokerto. *Derivatif Jurnal Manajemen*, 15(2), 223–236.
- Barhorst, J. B. (2021). Blending the Real World and the Virtual World: Exploring the Role of Flow in Augmented Reality Experiences. *Journal of Business Research*, 122, 423-436.
- Caroline, E. (2019). *Metode Kuantitatif*. Surabaya: Media Sahabat Cendekia.
- Chidambaram, V. E. (2022). Antecedents of Consumers' Online Apparel Purchase Intention through Virtual Try On Technology: A Moderated Mediation Model. *Journal of Consumer Behaviour*, 29(1).
- Compas.co.id. (2023). *Intip Data Penjualan Kosmetik Wajah Terlaris di Shopee dan Tokopedia: Brand Makeup Lokal Kuasai Pasar!* Retrieved Desember 30, 2023
- Darwin, M. &. (2020). Analisis Indirect Effect pada Structural Equation Modeling: Studi Komparasi Penggunaan Software Amos dan SmartPLS. *NUCLEUS*, 1(2), 50-57.
- Debika, S. (2018). Home Sweet Virtual Home: The Use of Virtual and Augmented Reality Technologies in High Involvement Purchase Decisions. *Journal of Research in Interactive Marketing*, 12(1).
- Digimind.id. (2023). *Data E-commerce Indonesia*. Retrieved 12 30, 2023, from <https://digimind.id/data-e-commerce-indonesia-asosiasi/>
- Dinillah, F. I. (2021). Penggunaan Augmented Reality dan Perilaku Konsumen dalam Berbelanja Kosmetik Selama Pandemi Covid-19. *JURNAL SAINS DAN SENI ITS*, 10(1), 95-101.
- Effendi, J. (2014). *Faktor-Faktor yang Mempengaruhi Intensi Membeli Produk Fashion Tiruan*. Jakarta: UIN Syarif Hidayatullah.
- Fan, X. *et al.*. (2020). Adoption of Augmented Reality in Online Retailing and Consumers' Product Attitude: a Cognitive Perspective. *Journal of Retailing and Consumer Services*, 53(3), 1-10.
- Fazriansyah, *et al.*. (2022). Apakah Persepsi Kemudahan Penggunaan dan Persepsi Kegunaan Berpengaruh. *Jurnal Manajemen*, 14(2), 271-283.
- Flavián, C. *et al.*. (2019). The Impact of Virtual, Augmented and Mixed Reality Technologies on the Customer Experience. *Journal of Business Research*, 100, 547-560.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10*. Semarang: Badan Penerbit Universitas Diponegoro.

- Halim, N. R. (2019). Pengaruh Kualitas Produk, Harga dan Persaingan terhadap Minat Beli. *Jurnal Riset Manajemen dan Bisnis (JRMB)*, 4(3), 415-424.
- Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen*. Sleman: CV Budi Utama.
- Heller, J. *et al.*, (2019). Let Me Imagine That for You: Transforming the Retail Frontline through Augmenting Customer Mental Imagery Ability. *Journal of Retailing*, 95(2), 94–114.
- Hidayat, R. N. (2019). Analisis Desain Jaring GNSS Berdasarkan Fungsi Presisi (Studi Kasus: Titik Geoid Geometri Kota Semarang). *Jurnal Geodesi Undip*, 8(1), 48-55.
- Hilty, D. M. (2020). A Review of Telepresence, Virtual Reality, and Augmented Reality Applied to Clinical Care. *Journal of Technology in Behavioral Science*, 5, 178-205.
- Hinsch, C. *et al.*, (2020). Nostalgia Beats the Wow-Effect: Inspiration, Awe and Meaningful Associations in Augmented Reality Marketing. *Journal of Retailing and Consumer Services*, 53.
- Huang, X. (2019). Electric Vehicle Development in Beijing: An Analysis of Consumer Purchase Intention. *Journal of Cleaner Production*, 216, 361-372.
- Husnawati., T. F. (2019). Pengujian Validitas dan Reliabilitas Konstruk Hope. *Jurnal Psikologi Terapan & Pendidikan*, 1(2), 128-135.
- Hwangbo, H. *et al.*, (2020). Effects of 3D Virtual “Try-on” on Online Sales and Customers’ Purchasing Experiences. *IEEE Access*, 8.
- Hyejune, P. (2020). Do Augmented and Virtual Reality Technologies Increase Consumers’ Purchase Intentions? The Role of Cognitive Elaboration and Shopping Goals. *Sage Journals*, 41(2).
- Indrawati *et al.* (2023). eWOM via the TikTok application and its influence on the purchase intention of something product. *Asia Pacific Management Review*, 28(2), 174-184.
- Jiang, Q. *et al.*, (2021). The Impact of Perceived Interactivity and Intrinsic Value on Users’ Continuance Intention in Using Mobile Augmented Reality Virtual Shoe-try-on Function. *Systems*, 10(1), 3.
- Joseph, F. H. (2019). *Multivariate Data Analysis*. United Kingdom: Cengage Learning.
- Kim, W. H. (2019). The Relationships of Wine Promotion, Customer Satisfaction, and Behavioral Intention: The Moderating Roles of Customers’ Gender and Age. *Journal of Hospitality and Tourism Management*, 39, 212–218.
- Kotler, P. (2018). *Prinsip-Prinsip Marketing*. Jakarta: Penerbit Salemba Empat.
- Loverandro, S. (2021). Pengaruh Penggunaan Augmented Reality Marketing terhadap Buying Behaviour Produk Kecantikan Maybeline Official Shop di Shopee dengan Consumer Engagement sebagai Mediasi Variabel. *Journal Universitas Kristen Petra*, 1-3.
- Martias, L. D. (2021). Statistika Deskriptif sebagai Kumpulan Informasi. *FIHRIS: Jurnal Ilmu Perpustakaan dan Informasi*, 16(1), 40-59.
- Maryani, N. K. (2020). Pengaruh Kompensasi Finansial Terhadap Kinerja Karyawan Dengan Motivasi Sebagai Variabel Mediasi Pada PT Arta Sedana Retailindo Cabang Hardys Malls Sanur. *VALUES*, 1(2), 53-67.

- Memon, Y. J. (2020). Religiosity as a Moderator Between Theory of Planned Behavior and Halal Purchase Intention. *Journal of Islamic Marketing*, 11(6), 1821-1836.
- Monalisa, P., dan Giri, R.R.W. (2021). The Effect Of Interactivity, Informativeness And Perceived Relevance Of Instagram Ads Content Through Performance Expectancy And Hedonic Motivation On Purchase Intention In Bandung.
- Nabila, L. D. (2020). Pengaruh Dompot Digital dan Promosi Penjualan terhadap Keputusan Pembelian pada Bisnis Franchise Minuman (Studi Pada Konsumen Minuman Chatime di Lippo Plaza Sidoarjo). *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(3), 1034-1040.
- Neuman, W. (2014). *Metode Penelitian Sosial: Pendekatan Kualitatif dan Kuantitatif*. Pearson, Essex: Inggris.
- Nguyen, E. (2021). AR/VR Applications in Fashion Retailing: An Exploratory Study on the Effectiveness of Virtual Try-on Technology Along the Customer Journey. *Hogskolan Kristianstad*.
- Parisa, M. (2019). Effectiveness of Teaching Lazarus Multifaceted Approach on Mental Health of the Elderly. *Journal of Advances in Medicine and Medical Research*, 30(3).
- Plotkinaa, D. (2019). Me or Just Like Me? The Role of Virtual Try-on and Physical Appearance in Apparel M-retailing. *Journal of Retailing and Consumer Services*, 51(3), 362-377.
- Purwanto, A. (2021). Partial Least Squares Structural Squation Modeling (PLS-SEM) Analysis for Social and Management Research : A Literature Review. *Journal of Industrial Engineering & Management Research*, 2(4), 114–123.
- Quattelbaum, B. et al., (2022). Possibilities and Limits of Virtual and Augmented Reality in the Purchase Decision Process for Clothing. *Journal Qucosa*, 3(1).
- Safitri, J. L., dan Oktafani, F. (2022). Analisis Penerimaan Augmented Reality Pada Wardah Virtual Try On Dengan Pendekatan Technology Acceptance Model (TAM). *S E I K O : Journal of Management & Business*.
- Saleh, A. A. (2018). *Buku Pengantar Psikologi*. Pare-Pare: IAIN Press.
- Sandra, S. V. (2022). Persepsi Masyarakat dan Minat Beli terhadap Produk Kosmetik Temulawak yang Tidak Terdaftar pada BPOM ditinjau dari Keputusan Pembelian Konsumen. *Jurnal Ekonomika*, 15(2), 693-702.
- Sari, S. P. (2020). Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(1), 147.
- Sekaran, Uma dan Bougie, Roger. (2016). *Research Methods For Business: A Skill Building Approach*, 7th Edition. New Jersey: Wiley
- Situmorang. (2019). *Analisis Data untuk Riset Manajemen dan Bisnis*. Medan: USU PRESS.
- Sofi, U. Q. (2019). The Study of the Consumption Process with a Prominence of Behavioral Approach and its Influence on the Business Units. *International Journal of Financial, Accounting, and Management (IJFAM)*, 1(1), 57-68.
- Statista.com. (2023). *Augmented Reality (AR) - Statistics & Facts*. Retrieved Desember 30, 2023, from <https://www.statista.com/topics/3286/augmented-reality-ar/>

- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Susanto, R. K. (2021). Pengaruh Sikap, Norma Suubjektif, dan Kontrol Perilaku terhadap Minat Beli Produk Levi's pada Generasi Milenial. *AGORA*, 9(2).
- Sustaningrum, R. (2023). Purchase Intention Generasi Z pada Produk Kosmetik dengan Teknologi Augmented Reality pada Masa Pandemi. *Jurnal Ilmiah Ekonomi Bisnis*, 28(3), 406-419.
- Ulfa, R. (2021). Variabel Penelitian dalam Penelitian Pendidikan. *Al-Fathonah : Jurnal Pendidikan dan Keislaman*, 342-351.
- Viohafeni, Z. D. (2023). Pengaruh Fitur Virtual Try-On, Online Customer Review, dan Persepsi Harga Terhadap Keputusan Pembelian Kosmetik Pada Aplikasi Shopee. *JUEBIR*, 2(2).
- Watson, A. *et al.*, (2018). The Impact of Experiential Augmented Reality Application on Fashion Purchase Intention. *International Journal of Retail and Distribution Management*, 48(4), 433-451.
- Whang, J. B. (2021). The Effect of Augmented Reality on Purchase Intention of Beauty Products: The Roles of Consumers' Control. *Journal of Business Research*, 133, 275-284.
- Witriyana, Y. *et al.*, (2019). Pengaruh Sikap, Norma Subyektif, Kontrol Perilaku terhadap Minat Beli Produk Secara Online di Shopee. *JTAM Jurusan Manajemen FEB ULM: JIMI*, 2(1), 39 - 52.
- Yim, M. Y. (2017). Is Augmented Reality Technology an Effective Tool for E-commerce? An Interactivity and Vividness Perspective. *Journal of Interactive Marketing*, 38, 89-103.
- Yohanes, S. D., dan Tantra, T. (2023). Pengaruh Social Media Content Terhadap Re-Purchase Intention Dengan E-Wom Dan Interactivity Sebagai Variabel Mediasi Pada Rooftop Coffee Bandung. *Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS)*.
- Zhang, T. *et al.*, (2018). The Impact of Virtual Try-on Image Interaction Technology on Online Shoppers' Purchase Decision. *the 8th International Conference*.
- Zhang, T. *et al.*, (2019). The Role of Virtual Try-on Technology in Online Purchase Decision from Consumers' Aspect. 29(3), 529-551.