

**PENGARUH AUGMENTED REALITY DAN PERCEIVED RISK  
TERHADAP ONLINE SHOPPING BEHAVIOUR DENGAN PERCEIVED  
ENJOYMENT SEBAGAI VARIABEL MEDIASI**

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**Abstrak**

Penelitian ini bertujuan untuk menguji pengaruh *augmented reality* dan *perceived risk* terhadap *online shopping behavior* dengan *perceived enjoyment* sebagai pemediasi. Dalam konteks *online shopping*, *augmented reality* dapat membantu konsumen untuk melihat, mencoba, atau menguji produk secara virtual sebelum membelinya, sehingga dapat meningkatkan informasi, kenyamanan, keterlibatan, kesenangan, dan kepercayaan konsumen terhadap produk dan penjual. Penelitian ini menggunakan data primer dengan metode pengumpulan data melalui penyebaran kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik sampling penelitian ini menggunakan metode *purposive sampling* dan sampel yang digunakan berjumlah 100 responden yang memenuhi kriteria tertentu, yaitu mengetahui produk *e-commerce* yang mengintegrasikan *augmented reality*, pernah berbelanja online, dan berperan sebagai pengambil keputusan. Analisis data yang dilakukan dalam penelitian ini adalah uji asumsi klasik, analisis regresi jalur (*path analysis*) dan uji hipotesis. Hasil analisis data menunjukkan bahwa *augmented reality* dan *perceived risk* berpengaruh positif dan signifikan terhadap *online shopping behaviour*. *Perceived enjoyment* berpengaruh positif dan signifikan terhadap *online shopping behavior*. *Perceived enjoyment* memediasi pengaruh *perceived risk* terhadap *online shopping behaviour*. *Augmented reality* berpengaruh positif tidak signifikan terhadap *online shopping behaviour* dengan *perceived enjoyment* sebagai pemediasi. Penelitian ini memberikan kontribusi teoritis dan praktis bagi pengembangan ilmu pengetahuan, khususnya dalam bidang pemasaran online, *augmented reality*, dan perilaku konsumen. Penelitian ini juga memberikan implikasi bagi pelaku *e-commerce*, konsumen, dan pihak-pihak terkait lainnya dalam meningkatkan kualitas dan kinerja layanan online yang menggunakan *augmented reality*, serta mengurangi risiko yang dirasakan oleh konsumen dalam berbelanja online. Penelitian ini juga memberikan saran dan rekomendasi bagi penelitian selanjutnya yang tertarik untuk mengembangkan topik yang sama atau sejenis.

**Kata Kunci:** *Augmented, Reality, Perceived, Risk, Enjoyment, Marketing, Online Shopping, Behaviour*

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**THE EFFECT OF AUGMENTED REALITY AND PERCEIVED RISK ON  
ONLINE SHOPPING BEHAVIOUR WITH PERCEIVED ENJOYMENT AS  
MEDIATING VARIABLE**

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**Abstract**

*This research aims to test the effect of augmented reality and perceived risk on online shopping behavior with perceived enjoyment as a mediator. In the context of online shopping, augmented reality can help consumers to see, try, or test products virtually before buying them, thereby increasing information, comfort, involvement, enjoyment, and consumer trust in products and sellers. This research uses primary data collected through distributing questionnaires whose validity and reliability have been tested. The sampling technique used in this research was a purposive sampling method and the sample used was 100 respondents who met certain criteria, namely knowing e-commerce products that integrate augmented reality, having shopped online, and acting as decision makers. The data analysis carried out in this research was classical assumption testing, path regression analysis and hypothesis testing. The results of data analysis show that augmented reality and perceived risk have a positive and significant effect on online shopping behavior. Perceived enjoyment has a positive and significant effect on online shopping behavior. Perceived enjoyment mediates the influence of perceived risk on online shopping behavior. Augmented reality has an insignificant positive effect on online shopping behavior with perceived enjoyment as a mediator. This research provides theoretical and practical contributions to the development of science, especially in the fields of online marketing, augmented reality, and consumer behavior. This research also provides implications for e-commerce players, consumers, and other related parties in improving the quality and performance of online services that use augmented reality, as well as reducing the risks felt by consumers when shopping online. This research also provides suggestions and recommendations for further research interested in developing the same or similar topics.*

**Keywords:** *Augmented, Reality, Perceived, Risk, Enjoyment, Marketing, Online Shopping, Behaviour*