PENGARUH *AUGMENTED REALITY, AFFECTIVE RESPONSES* DAN *BRAND CREDIBILITY* TERHADAP *ONLINE PURCHASE DECISION CARE AND BEAUTY PRODUCT* L'OREAL PARIS PADA SHOPEE DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis *augmented reality, affective responses* dan *brand credibility* terhadap *purchase decision care and beauty* L'Oreal Paris. Populasi dalam penelitian ini adalah konsumen yang berada di Daerah Istimewa Yogyakarta yang menggunakan *care and beauty* L'Oreal Paris. Penelitian ini menggunakan pendekatan kuantitatif. Metode pengambilan sampel yang digunakan *non probability sampling* dengan teknik *purposive sampling* didapat sampel 100 responden. Data primer diperoleh dengan menyebarkan kuesioner menggunakan *google form* yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis regresi linear berganda dengan bantuan aplikasi IBM Statistic Versi 26. Hasil dari penelitian ini menunjukkan bahwa: (1) *Augmented reality* secara parsial berpengaruh positif dan signifikan terhadap *purchase decision care and beauty product* L'Oreal Paris. (2) *Affective responses* secara parsial berpengaruh positif dan signifikan terhadap *purchase decision care and beauty product* L'Oreal Paris. (3) *Brand credibility* secara parsial berpengaruh positif dan signifikan terhadap *purchase decision care and beauty product* L'Oreal Paris. (4) *Augmented reality, affective responses* dan *brand credibility* secara simultan berpengaruh positif dan signifikan terhadap *purchase decision care and beauty product* L'Oreal Paris.

Kata Kunci: *Augmented Reality, Affective Responses, Brand Credibility, Online Purchase Decision, Care and Beauty Product dan L'Oreal Paris*
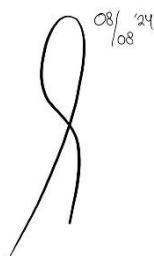
THE INFLUENCE OF AUGMENTED REALITY, AFFECTIVE RESPONSES AND BRAND CREDIBILITY ON ONLINE PURCHASE DECISION CARE AND BEAUTY PRODUCT L'OREAL PARIS IN THE SPECIAL REGION OF YOGYAKARTA

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Abstract

This research aims to analyze augmented reality, affective responses and brand credibility on L'Oreal Paris purchase decision care and beauty. The population in this study was consumer in the Special Region of Yogyakarta who use L'Oreal Paris care and beauty. This study used a quantitative approach. The sampling method used was non-probability sampling with a purposive sampling technique to obtain a sample of 100 respondents. Primary data was obtained by distributing questionnaires using Google Form which had been tested for validity and reliability. The analysis in this research used multiple linear regression analysis with the help of the IBM Statistics Version 26 application. The results of this research show that: (1) Augmented reality partially has a positive and significant effect on purchase decisions for care and beauty products of L'Oreal Paris. (2) Affective responses partially have a positive and significant effect on purchase decisions for care and beauty products of L'Oreal Paris. (3) Brand credibility partially has a positive and significant effect on L'Oreal Paris purchase decision care and beauty products. (4) Augmented reality, affective responses and brand credibility simultaneously have a positive and significant effect on purchase decision care and beauty products L'Oreal Paris.

Keywords: *Augmented Reality, Affective Responses, Brand Credibility, Online Purchase Decision, Care And Beauty Products And L'Oreal Paris*