PENGARUH PENGGUNAAN *AUGMENTED REALITY (AR)*, *PERCEIVED RISK*, DAN *TRUST* TERHADAP *ONLINE SHOPPING BEHAVIOR* MELALUI *PERCEIVED ENJOYMENT* PADA PRODUK KOSMETIK LOKAL DI SHOPEE

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan *augmented reality, perceived risk,* dan *trust* melalui *perceived enjoyment* terhadap *online shopping behavior* pada kosmetik lokal di Shopee. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 157 responden. Jenis data dalam penelitian ini menggunakan kuantitatif dan sumber data berupa data primer dengan menggunakan kuesioner *online* yang telah diuji validitas dan realibilitasnya Alat analisis yang digunakan dalam penelitian ini adalah *Structural Modelling-Partial Least Square* (PLS-SEM). Pengujian hipotesis penelitian menggunakan analisis jalur. Hasil analisis data menunjukkan bahwa *augmented reality* berpengaruh positif dan signifikan terhadap *online shopping behavior, perceived risk* berpengaruh positif dan signifikan terhadap *online shopping behavior, trust* berpengaruh positif dan signifikan terhadap *online shopping behavior, augmented reality* berpengaruh positif dan signifikan terhadap *perceived enjoyment, perceived risk* berpengaruh positif dan signifikan terhadap *perceived enjoyment, trust* berpengaruh positif dan signifikan terhadap *perceived enjoyment, perceived enjoyment* berpengaruh positif dan signifikan terhadap *online shopping behavior. Augmented reality* berpengaruh positif dan signifikan terhadap *online shopping behavior* melalui *perceived enjoyment,* dan *perceived risk* berpengaruh positif dan signifikan terhadap *online shopping behavior* melalui *perceived enjoyment.* Hasil penelitian ini dapat bermanfaat bagi pelaku bisnis *online* terkhusus kosmetik lokal untuk dapat meningkatkan pengalaman belanja pelanggan.

Kata Kunci: *Augmented Reality, Perceived Risk, Trust, Perceived Enjoyment, Online Shopping Behavior*

THE EFFECT OF USING AUGMENTED REALITY (AR), PERCEIVED RISK, AND TRUST ON ONLINE SHOPPING BEHAVIOR THROUGH PERCEIVED ENJOYMENT IN LOCAL COSMETIC PRODUCTS ON SHOPEE

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Abstract

This study aimed to analyze the influence of augmented reality, perceived risk, and trust on online shopping behavior for local cosmetics on Shopee, with perceived enjoyment as a mediating factor. The research utilized purposive sampling, involving 157 respondents. A quantitative approach was employed, with primary data collected through an online questionnaire tested for validity and reliability. The analysis tool used in this study was Structural Equation Modeling-Partial Least Squares (PLS-SEM). Hypothesis testing was conducted through path analysis. The results of the data analysis indicate that augmented reality has a positive and significant effect on online shopping behavior, perceived risk has a positive and significant effect on online shopping behavior, trust has a positive and significant impact on online shopping behavior, augmented reality has a positive and significant effect on perceived enjoyment, perceived risk has a positive and significant effect on perceived enjoyment, trust has a positive and significant effect on perceived enjoyment, and perceived enjoyment has a positive and significant impact on online shopping behavior. Augmented reality had a positive and significant effect on online shopping behavior through perceived enjoyment, and perceived risk positively and significantly impacted online shopping behavior through perceived enjoyment. The results of this research can be useful for online business people, especially local cosmetics, to be able to improve the customer shopping experience

Keywords: *Augmented Reality, Perceived Risk, Trust, Perceived Enjoyment, Online Shopping Behavior*