Augmented Reality Users: The Effect of Perceived Ease of Use, Perceived Usefulness, and Customer Experience on Repurchase Intention

Nurul Anifa*
Sanaji2
1,2Department of Management, Faculty of Economics and Business, Universitas Negeri Surabaya, Surabaya, Indonesia

ARTICLE INFO

ISSN: 2723-1097

Keywords:
Augmented Reality; Customer Experience; Perceived Ease of Use; Perceived Usefulness; Repurchase Intention.

ABSTRACT

E-commerce comes from presenting product catalogs through two-dimensional static images that create limitations for users. Augmented reality features on smartphones have changed online consumer shopping activities. The augmented reality feature allows consumers to try various cosmetic product variants virtually anywhere and anytime. Augmented reality is a new technology that provides convenience and experience for customers online to buy cosmetics online and try products without having to remove makeup. The population of this study is users of the virtual product trial feature who have purchased cosmetic products online aged 17–50 years in Indonesia, with a sample of 200 respondents. This research used path analysis, with the results showing that perceived ease of use affects trust, customer experience affects customer satisfaction, perceived usefulness, and customer satisfaction affects repurchase intention. However, trust does not affect repurchase intention. Based on these results, it is recommended for companies that adopt augmented mobile reality to pay attention to the quality of the shopping experience.

Introduction

Since the beginning of 2020, the spread of the Covid-19 virus has hampered community activities in terms of health and the global economy, including Indonesia. As a result, a policy of strict restrictions on community activities emerged. This is certainly an obstacle for the beauty industry, which offers a strategy of providing samples or testers at every makeup brand outlet or beauty shop for visitors to try various products (Harness, 2020). Meanwhile, the current impetus for technological progress has created changes related to consumer shopping activities, thereby creating increasingly fierce competition in the Indonesian industry (Aulia, 2020). Restrictions on community activities have caused 12 million new e-commerce registrants to switch from traditional consumer shopping activities (shopping through stores) to online (Meodia, 2020). Turban, in his book, explains that e-commerce is a condition where there is an exchange of products and services and information in a buying and selling process using information network media, including the internet (Turban et al., 2015). The companies need to make attractive modern marketing innovations by adopting technology in marketing areas called digital marketing.

Journal of Business And Management Review Vol. 3 No. 3 2022 Page 252-274
DOI: 10.47153/jbmr33.3462022

*Corresponding Author
Email address: Nurul.18021@mhs.unesa.ac.id
The online shopping trend is growing exponentially during the pandemic. Facts show that e-commerce is predicted to increase by 14.3% in 2021 (Nami, 2021). One of the most significant spending categories in Indonesian e-commerce during 2021 is fashion and beauty, with a total transaction of 9.81 billion dollars. This number has increased by 50.7% from the previous year (Santia, 2020). However, there are several main limitations felt by consumers when they will purchase cosmetic products online. One of the problems is perceptions related to invalid or confusing product information, color and size differences between online and original products, unable to try the product online. Directly and cannot find the desired color when shopping online (Prasad et al., 2019).

Along the way, e-commerce comes by presenting product catalogs through 2D static images that create limitations for users. The presence of Augmented Reality (AR) technology, or what is then referred to as virtual product trial technology in the business scope for e-commerce, can be a promising solution increasing convenience for consumers and potential consumers, both online and offline visitors (Nami, 2021). Atieh Poushneh describes the meaning of AR as technology integration between real-world information added by virtual objects to enhance an inevitable reality (Azuma et al., 2001; Poushneh, 2018). AR is an emerging marketing and sales strategy trend that allows brands to provide unique experiences to customers with the convenience of using a mobile device. AR as a new medium can drive sales and increase brand value through mobile devices (Smart Insights, 2019).

One of the fastest-growing areas of AR is Mobile Augmented Reality (MAR), due to the development of mobile phones, which have now evolved into smartphones. The high penetration rate of mobile phones supports users to experience AR that is not limited to where the user is practically located (We Are Social, 2021). McKinsey also predicts that by 2025 the AR market, especially in the retail industry, will grow to reach 95 billion dollars (Hall & Takahashi, 2017). This is happening because MAR's market share has increased rapidly. After all, it is supported by high and fast mobile device penetration in various countries (Sugiono, 2021).

With the Covid-19 pandemic, the MAR feature is a virtual solution provider for various product trials. The MAR feature allows consumers and potential consumers to try various cosmetics virtually repeatedly, practically, and efficiently. The types of cosmetics that users can use, facilitated by this feature, include eye shadow products, lip colour products, eyebrow products, eyelash curler products (mascara), foundation products, and others. See which face fits best (Liu & Napitupulu, 2020).

In Indonesia, e-commerce that has features like this are Makeup Wizard, JD.ID Makeup Try-On, Lazada Magic Mirror, Shopee Beautycam to try some of the well-known cosmetic brands from Shopee, #ColourMe, and various other names for similar features in other companies (Liu & Napitupulu, 2020). However, Adlian & Juniarti (2017) mention in their research that amid the prospects and trends of using AR on smartphones that will soon appear, various challenges arise, including complaints about the responsiveness of the media used. Due to environmental factors, the color
of this product does not match expectations, and it is challenging to choose when using the features, lighting, and quality of a smartphone (Adlian & Juniarti, 2017). One risk that can be detrimental to AR users is that a lot of personal data can be virtually exposed and misused, for example, facial expressions, speech data, and retinal patterns, which online scammers can breach to give access to systems and devices or even retrieve confidential data users (Ghapar et al., 2020).

According to Haryani et al. (2014), many researchers have used TAM to predict the acceptance of technology use. The use of AR is believed to change consumer behavior, including finding and evaluating various information before making a purchase decision (Javornik, 2016). The evaluation results of a pleasant experience can improve the relationship between the customer and the brand, leading to higher repurchase intentions (Edelman, 2010). Furthermore, Suryana & Dasuki (2013) explained that the results of using AR in the past that provide an experience will lead to a positive attitude (satisfaction) towards the product, which makes consumers tend to make repeat purchases within a certain period and satisfaction with the results of the transaction (Suryana & Dasuki, 2013). This is confirmed in previous research that customer experience affects customer satisfaction (Yolandari & Kusumadewi, 2018).

According to Haryani et al. (2014), many researchers have used TAM to predict the acceptance of technology use. The use of AR is believed to change consumer behavior, including finding and evaluating various information before making a purchase decision (Javornik, 2016). The evaluation results of a pleasant experience can improve the relationship between the customer and the brand, leading to higher repurchase intentions (Edelman, 2010). Furthermore, Suryana & Dasuki (2013) explained that the results of using AR in the past that provide an experience will lead to a positive attitude (satisfaction) towards the product, which makes consumers tend to make repeat purchases within a certain period and satisfaction with the results of the transaction (Suryana & Dasuki, 2013). This is confirmed in previous research that customer experience affects customer satisfaction (Yolandari & Kusumadewi, 2018). However, the opposite result shows that customer experience does not affect customer satisfaction (Ramli & Kurnia Trisna, 2019).

When consumers are able to enjoy AR, there is an experience that creates feelings of pleasure for consumers. In the context of e-commerce, consumer satisfaction in online purchases consists of satisfaction in the buying process and user satisfaction in using information technology (Tang et al., 2015). In the process, consumers will evaluate their decisions and actions in buying. If the evaluation creates satisfaction for consumers or exceeds consumer expectations, there may be repeat purchases (Suryana & Dasuki, 2013). In line with Shin et al. (2017) research that customer satisfaction affects repurchase intention. However, other studies say that customer satisfaction cannot influence repurchase intention (Prastiwi, 2016; Vigripat & Chan, 2007).

The basic TAM model argues that a user's perception of ease of use and usability determines his attitude towards a particular system (Pantano et al., 2017). The high interactivity that arises from AR's use helps improve the consumer experience, which has a positive impact on perceived ease of use as the use of MAR helps users navigate the application and enrich the experience while using it (Do et al., 2020). In the context of AR, the higher the level of ease in using AR by customers to improve their performance, the higher the trust. This was confirmed in previous studies showing that perceived ease of use affects trust (Ikram et al., 2019), but research from Chien et al. (2012), contrary to previous findings, the perceived ease of use does not affect trust.

In their study, Wen et al. (2011) explain that trust must be owned by online businesses integrated with the perceived ease of use to create customer repurchase intentions. In online shopping activities, consumers have limitations in knowing whether the customer can trust their choices because the store is virtual, and there is no security guarantee. It positively affects consumer trust (Li, 2016). The higher the
probability that consumers perceive bad things, make consumers do not want to shop at the same store in the future (Liu & Napitupulu, 2020). The higher the level of consumer trust, the greater the consumer's intention to repurchases (Otivia & Sukaatmadja, 2020; Putri & Iriani, 2021). Previous research has confirmed that trust can influence repurchase intention (Chinomona & Dubihlela, 2014; Subagio et al., 2018). However, in their research, Laora et al. (2021) and A. A. Gunawan et al. (2021) show that trust does not affect repurchase intention.

The use of AR technology is inseparable from the various benefits it provides, such as supporting mobility effectively, having flexibility, being easy to use, comfortable and providing speed of access to information effectively for users to be accessed anywhere (Gracz, 2016; Ozturkcan, 2020). The higher the good benefits consumers perceive, the higher the level of repurchase intention by consumers (Wiwoho, 2019). The research results conducted by Ikram et al. (2019), state that perceived usefulness affects repurchase intention. However, the opposite result shows that perceived usefulness does not influence repurchase intention (Oroh et al., 2015). Based on the description of the phenomenon and research gap above, this study intends to determine the effect of perceived ease of use, perceived usefulness, and customer experience on repurchase intention through trust and customer satisfaction as intervening variables for users of virtual cosmetic product trial features (augmented reality) in Indonesia.

Literature Review

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is a model development related to how a person responds in accepting a technology which Davis, Bagozzi, and Warshaw carried out in 1989 to find out several factors that can influence how users accept a technology. TAM is a development of the previous research model conducted by Ajzen and Fishbein (1980), namely Theory Of Reasoned Action (TRA). TRA focuses on analyzing the reactions and perceptions of users of an information system that can determine their behaviour and attitudes from a psychological perspective. In contrast, TAM analyzes how users perceive and use new technology (Fatmawati, 2015). According to Davis (1989), perceived ease of use and usefulness are the two main constructs in the Technology Acceptance Model (TAM) theory that can influence the essential factors of acceptance and use of technology by users because they are interconnected in predicting the user's attitude. According to Davis (1989), TAM is an appropriate model to estimate the use of information technology-based systems. TAM shows that belief in the use of technology can affect users' attitudes, which lead to behavioural intentions. Effectively, the relationship between beliefs, attitudes, intentions, and behaviour can positively impact user acceptance (Kumar et al., 2016).

Augmented Reality (AR)

Atieh Pousheh describes the meaning of Augmented Reality (AR) as technology integration between real-world information added by virtual objects to enhance
certain realities (Azuma et al., 2001; Poushneh, 2018). As a technology that is a form of development of Virtual Reality (VR), AR allows users to feel the addition of virtual objects that seem to blend with the natural environment. AR presents a complementary system between the real and virtual worlds as a result the objects displayed look accurate as if they were side by side in the same space. AR systems have characteristics such as uniting objects in real and virtual environments, operating interactively and in real-time and integrating objects in three dimensions (3D) (Azuma et al., 2001).

Turban et al. (2015), explained that in consumer behaviour theory, AR is part of the EC selling system on technology and website variables which are future technology trends that can accelerate and facilitate the use of e-commerce. In its development, AR, in the retail context, is beneficial for entertainment purposes and can be used by retailers to improve the customer's shopping experience because AR can enrich the customer experience (Pantano & Servidio, 2012; Poushneh, 2018).

**Repurchase Intention**

According to Subagio et al. (2018), repurchase intention is a process of the embodiment of loyalty where buyers are in the decision-making phase and plan to repurchase after going through the evaluation process of previous purchases through specific considerations. In his study, Kahar et al. (2019), explain that repurchase intention is a condition or circumstances where consumers decide to buy a second time for products or services at the same company, whether purchases are made partially or fully planned or unplanned at all. Another study by Mustikasari et al. (2021) said that repurchase intention is an experience of the benefits of the quality of a previously purchased product or service (Mustikasari et al., 2021).

**Perceived Ease of Use**

Davis (1989), defines perceived ease of use as to how high a person's level of confidence in using a system without requiring a lot of effort thus that users easily accept it. According to Wiwoho (2019), perceived ease of use is defined as how far the party operating a system believes that using technology from a particular site is straightforward and easy to understand without using more effort, informative, and easy to use. In his research, Wilson et al. (2021), define perceived ease of use in the use of new technology as the convenience for consumers to give a positive or negative assessment of the amount of effort and the length of the process required to learn the system.

**Perceived Usefulness**

Perceived usefulness was defined as the high perceived usefulness of using a system that can create user confidence in improving positive performance (Davis, 1989). According to Kahar et al. (2019), perceived usefulness is defined as all benefits, uses or benefits felt by a user that can cause a desire to transact in the application. Purnama & Widiyanto (2012), describe perceived usefulness as how far the user's
decision making is to believe that using the system can increase work productivity. In this case, if someone believes that the system provides benefits that can facilitate the work, he will use it.

**Customer Experience**

Based on the research of Meyer and Schwager (in Mulyono & Djamitno, 2018), customer experience is an interaction between individuals and companies directly or indirectly on services, brands, and products. A study conducted by Schmitt (in Gerald Yuda Pradipta, 2020) defines customer experience as an individual response to stimuli in thoughts, feelings, and the five senses caused by pre-and post-sales marketing activities to create a specific experience. In their research, Chen & Yang (2021) define customer experience as the dominance of online customers over consumer interactions and the environment, service staff, policies, and sales processes where the higher the customer experience, the higher the increase in business performance in e-commerce.

**Trust**

Trust in online transactions, which plays a more critical role than conventional transactions, is defined as consumer confidence in meeting expectations by sellers who encourage them to complete online transactions (Ali, 2016). Another study defines trust as a sphere of uncertainty that overshadows the relationship between individuals to create transaction value following expectations for an attribute, product value, or the product itself according to each individual's perception. Thus creating inequality in the level of trust that requires tolerance between these individuals (Subagio et al., 2018). According to Febriani & Ardani (2021), trust that arises in online transactions is an individual's belief in the privacy aspect and product quality of a company or in the company itself to create interest in conducting transactions.

**Customer Satisfaction**

According to Mustikasari et al. (2021), customer satisfaction is interpreted as a combination of evaluation, perception, and psychological response to the experience obtained through services or products as measured by the consumption response to these products. Other research defines that customer satisfaction results from customer experience influenced by pre-purchase expectations of a product or service and post-purchase evaluation (Nilsson & Wall, 2017). According to Diyanti, Svarifa yulindar (2021), states that the satisfaction felt by customers is a comparison of the expectations created by customers on the reliability of a performance that a company can provide.

**Relationship between Variables**

The easy-to-use online transaction technology mechanism must reduce user concerns over transactions that have been made. The role of trust by providing security guarantees is essential, in order to reduce the level of anxiety Chien et al. (2012), Keni (2020), in his research regarding the purchase of products through e-commerce, states
that there is a positive influence that occurs on perceived ease of use with trust. The research proves that people positively perceive the ease of technology or systems adopted by the company (which in this research is by e-commerce companies). Trust will tend to increase, resulting in increased intention to repurchase from the same company in the future. Supported by the results of other studies, which state that the higher the ease of using a system, the higher the trust felt by consumers (Ikram et al., 2019; Putri & Iriani, 2021). The hypothesis can be formulated as shown below:

H1: Perceived ease of use affects trust in augmented reality mobile application users in Indonesia.

The high interactivity that arises from the use of AR helps to improve the consumer experience (Do et al., 2020). The results of the evaluation of a pleasant experience can enhance the relationship between the customer and the brand, which will lead to a positive attitude towards the product and satisfaction with the transaction results (Suryana & Dasuki, 2013; Edelman, 2010). Indriasari & Sirajuddin (2021), in their research on e-commerce, shows that customer experience and customer satisfaction have positive and significant effects. The more experienced consumers make purchases online, the higher the satisfaction consumers feel with the results of online transactions. Nilsson & Wall (2017) state that creating a good customer experience will lead to customer satisfaction influenced by expectations. Supported by other research, the higher the level of satisfaction they feel (Theresia & Wardana, 2019; Yolandari & Kusumadewi, 2018). The hypothesis can be formulated as shown below:

H2: Customer experience affects customer satisfaction for augmented reality mobile application users in Indonesia.

The concept of trust that consumers perceive is to believe that technology has an advantage in providing a sense of security when transacting. So technology must provide security guarantees and minimize the risk of leakage of consumer privacy data (Sanaji et al., 2021). It positively affects consumer trust (Li, 2016). The higher the probability that consumers perceive bad things, make consumers do not want to shop at the same store in the future (Liu & Napitupulu, 2020). The higher the level of consumer trust, the greater the consumer's intention to repurchases (Otivia & Sukaatmadja, 2020; Putri & Iriani, 2021). Suandana et al. (2016), in his research stated that there is a significant and positive effect between trust and repurchase intention, which means that the higher the level of online customer trust, the higher the intention to repurchase. Other studies have shown similar results where the higher the level of consumer confidence, the higher the consumer's intention to repurchase (Oroh et al., 2015; Otivia & Sukaatmadja, 2020), a company must maintain the quality of its performance that trust will arise in the minds of consumers to increase repurchase intention. The hypothesis can be formulated as shown below:
H3: Trust affects the repurchase intention of augmented reality mobile application users in Indonesia.

Someone is more likely to reuse a system in the future when the use is considered valuable to increase the efficiency level of online shopping activities. Perceived benefits can be obtained when a consumer feels it is easy to operate a system. The result positively affects the whole buying process (Ikram et al., 2019). The higher the good benefits consumers perceive, the higher the level of repurchase intention by consumers (Wiwoho, 2019). Basyar & Sanaji (2016) stated the results of their research regarding purchases through e-commerce that there is a positive and significant influence on perceived usefulness on repurchase intention. This finding shows that the better the perceived benefits of consumers will impact increasing repurchase intentions. The relationship between perceived usefulness and repurchase intention is that if someone judges a product has value, they will be more interested in buying it (Purnama & Widiyanto, 2012). Other studies also support where the positive benefits felt by consumers are an indicator of the shape of user's perceived usefulness for these perceived benefits can make users reuse them (Ikram et al., 2019; Wiwoho, 2019). The hypothesis can be formulated as shown below:

H4: Perceived usefulness affects the repurchase intention of augmented reality mobile application users in Indonesia.

In the context of e-commerce, consumer satisfaction in online purchases consists of satisfaction in the buying process and user satisfaction in using information technology (Tang et al., 2015). In the process, consumers will evaluate their decisions and actions in buying. If the evaluation creates satisfaction for consumers or exceeds consumer expectations, there may be repeat purchases (Suryana & Dasuki, 2013). Wiwoho (2019), with his research object, e-wallet users, explains that there is a significant influence between the variables of customer satisfaction and repurchase intention. When the application user is satisfied, the interest to return to using the application will arise. Post-purchase customer satisfaction or dissatisfaction will affect consumer behaviour in the future (Diyanti, Syarifah Yulindar, 2021). Other research supports that the higher the quality of online satisfaction provided, the higher the interest in repurchasing (Basyar & Sanaji, 2016; Elbeltagi & Agag, 2016). The hypothesis can be formulated as shown below:

H5: Customer satisfaction affects the repurchase intention of augmented reality mobile application users in Indonesia.

Users of the new system perceive the perceived ease of use based on how the system is free from difficulties when operating (Aditya & Wardhana, 2016). So companies need to develop facilities or technology regularly (Wilson, 2019). Chiu et al. (2009), explained that when a new technology system cannot provide positive developments to facilitate customers, it will impact the level of customer trust, which will decrease.
These results may influence the customer to have no intention to repurchase or reuse the system. Yudiarti & Puspaningrum (2018), confirms that the perceived ease of use that is felt through trust influences repurchase intention supported by other studies which state that positive perceptions of the ease of use of a system or technology adopted by companies tend to increase trust, which has an impact on increasing repurchase intentions in the future (Keni, 2020). The hypothesis can be formulated as shown below:

H6 : Perceived ease of use affects the repurchase intention mediated by trust of augmented reality mobile application users in Indonesia.

Emotional experiences that arise positively in shopping activities can create a sense of customer satisfaction by being influenced by customer expectations (Mustikasari et al., 2021; Nilsson & Wall, 2017). Expectations arise through a process of comparison between customer perceptions and the performance provided by the company. The better the version produced, the closer to customer expectations (Yolandari & Kusumadewi, 2018). When the company wants customers to make repeat purchases in the future, the company needs to achieve a match between consumer perceptions (expectations) and perceived performance. Satisfied consumers tend to have repurchase intentions more than consumers who do not feel it (Ilyas et al., 2020). Responses of satisfaction and dissatisfaction at the post-purchase stage will affect consumer decisions in the future (Diyanti, Syarifa yulindar, 2021). Diyanti, Syarifa yulindar (2021), emphasized an influence between customer experience and repurchase intention through customer satisfaction. This result is supported by Yolandari & Kusumadewi (2018), which shows that increasing the customer experience positively, will create an increasing sense of customer satisfaction, so that repurchase intention also increases. The hypothesis can be formulated as shown below:

H7 : Customer experience affects the repurchase intention mediated by customer satisfaction of augmented reality mobile application users in Indonesia.

Method
This research is part of conclusive research that uses a quantitative approach (Malhotra, 2020). This study uses a non-probability sampling technique that focuses
on taking samples using purposive sampling techniques on targets that are considered capable of distributing information according to the expected respondent’s criteria. The analysis of this research refers to the analysis of multivariate research. According to Malhotra (2020), to measure the number of samples in a multivariate research is 200. So, the number of samples determined in this study is 200 samples of respondents with criteria that are users of the virtual product trial feature to make purchases of cosmetic products online using a smartphone in 2021 who are 17 to 50 years old and domiciled in Indonesia.

The perceived ease of use indicator is measured using four statement items, easy to learn, clear and understandable, easy to become skillful, and easy to use (Aziziyah, 2021; Davis, 1989; Putri & Iriani, 2021). Perceived usefulness indicators were measured using four statement items, including saving time, helping to find more information, job performance, and increasing productivity (Liu & Napitupulu, 2020; Putri & Iriani, 2021). Customer experience indicators are measured using Magnadi (2016) indicators, including the feelings felt when humans interact physically with the environment when shopping, interactions that evoke emotions, and experiences that can explore self-actualization. The indicator of repurchase intention was measured using three statement items, namely reuse application, repurchase, and intention to shop at the same store in the future (Atil Bulut, 2015; Fang et al., 2011; Kahar et al., 2019; Subagio et al., 2018). The trust indicator was measured using four statement items: trust in transactions, maintained privacy, trust in online vendors, and transaction security (Aziziyah, 2021; Liu & Napitupulu, 2020; Putri & Iriani, 2021). The customer satisfaction indicators was measured using four statement items, including satisfied with the quality of features, overall satisfaction, confirmation of expectations, and the right choice (Lee & Chung, 2008; Oktarini & Wardana, 2018). The research questionnaire containing the statement items of all variables was designed with a rating scale with a score of one to five, which was then processed using path analysis data analysis techniques using SPSS software and AMOS software.

**Result and Discussion**

According to the results of data processing collected through 200 respondents who contributed to this research, it can be observed that the number of female respondents is superior to 188 (94%). The majority of respondents aged 17 – 26 years 188 (94%). Based on the job profile, most respondents are students, as many as 163 respondents (81.5%). The highest average amount on the income of respondents is the amount of income < Rp. 1,000,000 as much as 87 (43.5%), Rp. 1,000,000 – Rp. 3,000,000 as much as 55 (27.5%), Rp. 3,000,001 – Rp. 5,000,000 as many as 42 (21%). Based on the characteristics of the respondents, the last time the majority of respondents 0-2 months ago amounted to 64 respondents (32%) and 3-5 months 60 respondents (30%) with the frequency of purchase dominated every 3-6 months as many as 76 respondents (38%) followed by the number of cosmetic purchases per month is less than IDR 200,000.00 as many as 86 respondents (43%). Maybelline on Shopee Beautycam is a feature that has been used
by (53 respondents (26.5%)) and most often (75 respondents (37.5%)) that has been used by the majority of respondents with superior lip products (lipstick, lip cream, lip tint, lip balm). In the product most frequently purchased by respondents, with 88 respondents (44%).

**Validity and Reliability Test**

Based on the results of the analysis of the validity and reliability tests, it is proven that all statement items that have been distributed to 200 respondents through online questionnaires are proven to be valid and reliable because they have an overall calculated r-value (corrected item total correlation) of more than 0.30 and Cronbach's alpha value more than 0.70. Thus, making all statement items and variables considered worthy for further analysis.

**Path Analysis Assumption Test**

The normality test results in this study indicate that the C.R. (critical ratio) The skewness value of each variable includes -2.309 perceived ease of use, -2.010 perceived usefulness, -2.487 customer experience, -0.600 trust -0.807 customer satisfaction, and -1.162 repurchase intention. While at C.R., multivariate showed a value of 0.775. The normality test results in this study indicate that the C.R. The skewness value of each variable includes -2.309 perceived ease of use, -2.010 perceived usefulness, -2.487 customer experience, -0.600 trust -0.807 customer satisfaction, and -1.162 repurchase intention. While at C.R., multivariate showed a value of 0.775. The values displayed are in the range of -2.58 C.R. 2.58, and the result can conclude that the assumption of normality can be fulfilled. The results showed that the maximum Mahalanobis distance was still below the maximum multivariate outlier limit of 19,528. Based on the chi-square value of degrees of freedom, 6 at the level of $p < 0.002 = x^2_{6,001} = 22,458$, therefore, there were no outliers in the multivariate. The data can also be used for further analysis. It is essential to see a combination of variables in a study by performing a multicollinearity test by reviewing the determinant value of the sample covariance matrix away from zero. The results of the multicollinearity test showed a value of 18,880. It was judged that there was no indication of multicollinearity in the data. In this research, it is crucial to know the relationship between the independent variable and the dependent variable having linearity or not by doing a linearity test. The results show that all variables show a significance level value of less than 0.05. Therefore the data has fulfilled the relationship of all variables.

**Path Analysis Test**

In the standardized regression weight output, the value of the perceived ease of use variable has a positive effect on the trust variable with a path coefficient value of 0.545. The customer experience variable also positively affects the customer satisfaction variable with a path coefficient value of 0.697. The results of the analysis of the trust variable show the path coefficient value of 0.198. The results of the perceived usefulness variable analysis have a path coefficient of 0.238, and the customer...
satisfaction variable has a path coefficient of 0.487 on the repurchase intention variable. The following figure is a path diagram model that has been converted into structural model equations (1) (2) and (3).

Figure 3. Path Diagram

Source: Data processed by the author
Z1 = b1X1 + e1 = 0.54X1 + 3.416................................. (1)
Z2 = b2X3 + e2 = 0.70X3 + 2.369................................. (2)
Y = b3Z1 + b4Z2 + b5X2 + e3 = 0.20Z1 + 0.49Z2 + 0.24X2 + 1.140........................... (3)

Feasibility Test Model (Determination Test)
The feasibility of the model in this study is used to measure how far the research model is able to explain the variation of dependent variables. It was tested by looking at the value of the total coefficient of determination (total $R^2$) with limits $R_1^2$, $R_2^2$, $R_3^2$ is the r-square of the three dependent variables.

$$R^2 \text{ total} = 1 - (1 - R_1^2) (1 - R_2^2) (1 - R_3^2)$$
$$= 1 - (1 - 0.297) (1 - 0.486) (1 - 0.514)$$
$$= 1 - (0.703) (0.514) (0.486)$$
$$= 1 - 0.176$$
$$= 0.824 = 82.4\%$$

$$R^2 \text{ total} = 0.824 \text{ atau } 82.4\%$$.................................(1)

The results of the model feasibility test showed that the total coefficient of determination (total $R^2$) in equation (1) was 0.824. It shows that the structural relationship of the six variables is 82.4%. Therefore, the contribution of the model is considered worthy of research. However, the remaining 17.6% is explained through variables outside the study or through error variables.

Hypothesis Test
Whether or not a hypothesis is accepted can be assessed by comparing the p-value (P) with a significance level ($\alpha$) of 0.05. If a hypothesis has a p-value ($\leq$ 0.05), then the hypothesis can be accepted. A hypothesis that can be accepted or rejected can also be assessed by comparing the C.R. (critical ratio) calculated with the C.R. (critical ratio) standard at a significance level of 0.05, which is 2.00. If the C.R. count has a value of $\geq$ 2.00, the relationship between variables is said to be influential and significant.

Table 3. The Hypothesis Test Result
<table>
<thead>
<tr>
<th>Variables</th>
<th>C.R.</th>
<th>P</th>
<th>T-statistic</th>
<th>p-value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>T (Z1) ← PEOU (X1)</td>
<td>8,22</td>
<td>***</td>
<td>-</td>
<td>-</td>
<td>H1 (Accepted)</td>
</tr>
<tr>
<td>CS (Z2) ← CX (X3)</td>
<td>12,31</td>
<td>***</td>
<td>-</td>
<td>-</td>
<td>H2 (Accepted)</td>
</tr>
<tr>
<td>RI (Y) ← T (Z1)</td>
<td>1,115</td>
<td>0,265</td>
<td>-</td>
<td>-</td>
<td>H3 (Rejected)</td>
</tr>
<tr>
<td>RI (Y) ← PU (X2)</td>
<td>3,328</td>
<td>***</td>
<td>-</td>
<td>-</td>
<td>H4 (Accepted)</td>
</tr>
<tr>
<td>RI (Y) ← CS (Z2)</td>
<td>2,752</td>
<td>0,006</td>
<td>-</td>
<td>-</td>
<td>H5 (Accepted)</td>
</tr>
<tr>
<td>RI (Y) ← T (Z1) ← PEOU (X1)</td>
<td>-</td>
<td>-</td>
<td>1,102</td>
<td>0,270</td>
<td>H6 (Rejected)</td>
</tr>
<tr>
<td>RI (Y) ← CS (Z2) ← CX (X3)</td>
<td>-</td>
<td>-</td>
<td>2,686</td>
<td>0,007</td>
<td>H7 (Accepted)</td>
</tr>
</tbody>
</table>

Source: Data processed by the author

Based on Table 3, H1, H2, H4, and H5 show a positive and significant influence between paths because they have a calculated C.R. value (>2.00) and a probability value (P) (<0.05), meaning H1, H2, H4, and H5 is accepted. However, hypothesis 3 (H3) shows no influence between variables because it has a C.R. value count 1.115 < 2.00 and the probability value (P) 0.265 < 0.05, meaning that H3 is rejected.

The direct, indirect, and total effect test results by reviewing the standardized direct effects output show that the effect of perceived ease of use on trust has a value of 0.640. The value of the influence of customer experience on customer satisfaction is 0.844. However, the perceived ease of use value on the repurchase intention is 0.138 and the customer experience on the repurchase intention is 0.347. So that the amount of direct influence value is higher. Thus, the results can be concluded that trust and customer satisfaction cannot stand alone as independent variables and are needed in this study as a mediating variable.

On the results of the mediation test with the Sobel test, decision-making is based on the t-statistic value > t_{table} (0.05) 1.652. The results show that trust is not able to mediate the relationship between perceived ease of use and repurchase intention because the t_{count} value is 1.102 < t_{table} (0.05) 1.652 and the significance value of p (0.270) > α (0.05). The opposite result shows that customer satisfaction can mediate the relationship between customer experience and repurchase intention because the t_{count} value is 2.686 > t_{table} (0.05) 1.652 and the significance value of p (0.007) < α (0.05).

The Effect of Perceived Ease of Use (X1) on Trust (Z1)

Based on the results of the estimation parameters looking at the results of the output regression weights, it can be concluded that there is an influence between the perceived ease of use and trust variables. This research shows that the higher the level of convenience in using a virtual product trial feature in purchasing cosmetic products online, the higher the level of customer trust. By presenting a complete quality of features that make it easier for customers when doing online shopping activities, users will feel confident that using the system can increase their productivity. The results of
this study support the research conducted by Keni (2020), Ikram et al. (2019); and Wilson, Keni, et al. (2021), which states that perceived ease of use can affect trust.

The Effect of Customer Experience (X3) on Customer Satisfaction (Z2)

Based on the results of the estimation parameters, the results of the output regression weights show that the customer experience variable affects customer satisfaction. The results show that the customer experience of everything that creates value for using the virtual product trial feature (augmented reality) for purchasing cosmetic products online can affect customer satisfaction that can be felt through the use of the virtual product trial feature for transactions. The presence of features that add to a pleasant experience through product trials that consumers can feel virtually anywhere and anytime will increase their satisfaction with the transactions that have been made. These results support the research conducted by Geraldi Yuda Pradipta (2020); Theresia & Wardana (2019); Indriasari & Sirajuddin (2021); Yolandari & Kusumadewi (2018); Salim et al. (2014); and Shantika & Setiawan (2019) mention where customer experience can influence customer satisfaction.

The Effect of Trust (Z1) on Repurchase Intention (Y)

Based on the results of the estimation parameters looking at the results of the output regression weights on the direct effect, it can be seen that the trust variable does not affect repurchase intention. These results do not support the research results conducted by Puspitasari & Briliana (2018), where there is a significant influence between trust and repurchase intention, which means that increasing consumer trust will also increase consumer intentions to repurchase. Trust needs to be considered in the operation of the system by its users. With guarantees of utmost trust in customers, such as guarantees of privacy product quality, to guarantees of goods that consumers have purchased and proven to increase the possibility of consumers to make repeat purchases in the future.

Through the data processing results, it can be seen that although customers have trust in using the virtual product trial feature to buy cosmetic products online, it is not enough to encourage consumers' intention to make repeat purchases using existing features in the future. This can occur due to the fulfilment of expectations from consumers on previous purchases by using the available features. Consumers who want to buy products with the same variety do not need to use this feature again in the next transaction. Seeing the current situation, it is recommended that people's activity restrictions remain at home, this encourages the maximum use of technology, one of which is shopping activities that must switch online with the use of augmented reality features which are considered more effective and efficient. Trust from vendors was considered essential to be reviewed. The results of this study support the research conducted by A. A. Gunawan et al. (2021), which states that trust does not affect repurchase intention. In other words, trust is not a predictor of repurchase intention.

The Effect of Perceived Usefulness (X2) on Repurchase Intention (Y)
Based on the results of the estimation parameters looking at the results of the output regression weights, it can be seen that there is an influence between the perceived usefulness variable and repurchase intention. The results of this research show that the easier it is for consumers to access without using excessive effort in using the virtual product trial features that consumers need when choosing a variety of cosmetic products, it will encourage consumers to buy using the same features in the future. Augmented reality features that can be easily accessed via smartphones can deliver functional value to consumers. These results support the research conducted by Puspitasari & Briliana (2018), which states that perceived usefulness affects repurchase intention.

The Effect of Customer Satisfaction (Z2) on Repurchase Intention (Y)

Based on the results of the estimation parameters looking at the results of the output regression weights on the direct effect, it can be seen that the customer satisfaction variable affects repurchase intention. The results show that the higher the level of satisfaction felt by consumers, the higher the repurchase intention. Marketing stimuli that appear different in the augmented reality feature can give consumers a distinct impression, creating a sense of satisfaction with the cosmetic shopping experience that encourages repeat purchases. Supported by the opinion of Divanti, Syarifa yulindar (2021), a satisfied response or post-purchase customer dissatisfaction will affect consumer behavior in the future (Diyanti, Syarifa yulindar, 2021). These results support previous findings by Wiwoho (2019), which states that there is an influence between customer satisfaction variables on repurchase intention.

The Effect of Perceived Ease of Use (X1) on Repurchase Intention (Y) through Trust (Z1)

The results of the mediation effect test showed that the trust variable failed to mediate the effect between perceived ease of use and repurchase intention. These results indicate that the user's trust in the virtual product trial feature (AR) cannot mediate the repurchase intention relationship formed from perceived ease of use. Trust has no direct effect on repurchase intention. Even though some feel that the previous use of AR features can provide positive convenience in choosing product variations, it has not been proven to be able to encourage consumer confidence to decide to make further purchases in the future by using AR features again. This can happen because the experience of using AR features on previous transaction results does not necessarily provide the same satisfaction, such as the results of purchase transactions with different types of products (such as buying lipstick products with different variants, not necessarily following previously fulfilled expectations). Thus, the trust felt by consumers cannot be maximized because they are worried about the results of the transactions made. In their study, Subagio et al. (2018), confirm that the inequality of trust levels is the scope of uncertainty in creating transaction value following expectations of product attributes and values according to each individual's perception. This result is not in line with Wilson (2019), which states that the mediating
effect provided by the trust has an indirect impact on perceived ease of use on repurchase intention in a positive way.

**The Effect of Customer Experience (X2) on Repurchase Intention (Y) through Customer Satisfaction (Z2)**

Based on the results of the indirect effect test shows that H7 is accepted. These results indicate that customer satisfaction is proven to mediate the relationship between customer experience and repurchase intention in AR feature users in trying virtual cosmetic products. So, the more satisfied customers are with the quality of using AR technology and the satisfying transaction results for the experience of using these features, the more positive emotional experiences they will have on their memories so that customers will tend to strengthen their repurchase intention by using this feature in the future. These results are in line with the research of Suandana et al. (2016) and Diyanti, Syarifa yulindar (2021), which states that a positive consumer experience on the use of features and products owned in online shopping activities will encourage the creation of satisfaction by customers, so that it will affect repeat purchase intentions in the future, indirectly.

**Conclusion**

Due to the pandemic phenomenon since 2020, it is estimated that the adoption of information technology will spread throughout the world, especially in Indonesia regarding the virtual product trial feature that helps make it easier for consumers to choose variations of cosmetic products without having to come directly to an offline store. This makes the virtual product trial feature in Indonesia will increase drastically so that new companies will emerge that adopt the same feature to display a variety of cosmetic products. Preventive action that the company can take is to create innovations with more varied features to fulfill the lack of quality features that were previously presented. This will increase the company's profits if it can attract customers and prospective customers with a larger quantity.

This study concludes that there are an influence between perceived ease of use on trust, customer experience on customer satisfaction, and perceived usefulness and customer satisfaction on repurchase intention. However, there is no effect between trust and repurchase intention. The mediation effect shows that customer satisfaction can mediate the relationship between customer experience and repurchase intention. However, trust is not able to mediate the relationship between perceived ease of use and repurchase intention. Several limitations and obstacles did not escape the research process. The technique of collecting data on respondents in every city in Indonesia, which is carried out online through social media, does not guarantee that the online questionnaire is distributed evenly according to the age target on the criteria of 17 to 50 years. Another limitation is the theoretical results which show that trust is not proven to affect repurchase intention. Therefore, further researchers are advised to use theories and variables outside of the variables that have been studied by researchers, such as TRITAM or UTAUT while increasing the number of respondents to generalize.
the overall picture of AR users and examine more factors that influence consumer behavioural intentions.

References


Wilson, N., Alvita, M., & Wibisono, J. (2021). The effect of Perceived Ease of Use and


