

ABSTRAK

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PENGARUH *PERCEIVED EASE OF USE*, *PERCEIVED USEFULNESS*, *ENJOYMENT* DAN *SUBJECTIVE NORMS* TERHADAP *SATISFACTION WITH CUSTOMER EXPERIENCE* MELALUI *BRAND ENGAGEMENT* PADA *AUGMENTED REALITY* PENGGUNA APLIKASI SEPHORA DI SURABAYA

(xii + 107 halaman; 16 gambar; 44 tabel; 4 lampiran)

Di era globalisasi, perkembangan teknologi yang pesat dan signifikan telah mempengaruhi berbagai aspek kehidupan, termasuk cara berbelanja dan aspek budaya. Perkembangan ini memperlihatkan bagaimana teknologi membuat proses belanja menjadi lebih mudah dan nyaman. Penelitian bertujuan untuk menganalisis pengaruh variabel *Perceived Ease Of Use*, *Perceived Usefulness*, *Enjoyment*, *Subjective Norm* terhadap *Brand Engagement* dan *Satisfaction With Customer Experience* pada *Augmented Reality* pengguna aplikasi Sephora di Surabaya. Penelitian ini bersifat kausal dan menggunakan metode kuantitatif dengan bantuan software SPSS versi 22. Data dikumpulkan melalui penyebaran kuisioner yang diberikan kepada 137 responden baik kepada wanita maupun pria, dengan rentan usia 18-60 tahun yang tinggal di Surabaya dan pernah melakukan pembelian melalui Aplikasi Sephora minimal 2 kali dalam 6 bulan terakhir. Temuan penelitian ini menunjukkan bahwa *Perceived Ease Of Use*, *Perceived Usefulness*, *Enjoyment*, *subjective norm* dan *brand engagement* memiliki pengaruh yang signifikan terhadap *Satisfaction With Customer Experience*. Temuan empiris tersebut mengindikasikan bahwa hubungan *perceived ease of use* memiliki pengaruh terhadap *Brand Engagement* dengan koefisien regresi sebesar 0.172, *Perceived Usefulness* memiliki pengaruh terhadap *brand engagement* dengan koefisien regresi sebesar 0.211, *Enjoyment* memiliki pengaruh terhadap *brand engagement* dengan koefisien regresi sebesar 0.497, *Subjective Norm* memiliki pengaruh terhadap *Brand Engagement* dengan koefisien regresi sebesar 0.100, *brand engagement* memiliki pengaruh terhadap *Satisfaction With Customer Experience* dengan koefisien regresi sebesar 0.902

Kata Kunci: *Perceived Ease of Use*, *Perceived Usefulness*, *Enjoyment*, *Subjective Norm*, *Brand engagement* dan *Satisfaction with Customer Experience*

Referensi: 51 (2003-2024)

ABSTRACT

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INFLUENCE PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, ENJOYMENT AND SUBJECTIVE NORMS TO SATISFACTION WITH CUSTOMER EXPERIENCE THROUGH BRAND ENGAGEMENT ON AUGMENTED REALITY APPLICATIONS USERS SEPHORA IN SURABAYA

(xii + 107 pages; 16 figures; 44 table; 4 appendices)

In the era of globalization, the rapid and significant advancement of technology has influenced various aspects of life, including shopping habits and cultural aspects. This development illustrates how technology has made the shopping process easier and more convenient. This research aims to analyze the influence of variables such as perceived ease of use, perceived usefulness, enjoyment, and subjective norm on brand engagement and satisfaction with customer experience among augmented reality sephora app users in Surabaya. This causal study utilizes a quantitative method with the help of SPSS version 22 software. Data was collected through questionnaires distributed to 137 respondents, including both men and women aged 18-60 who reside in Surabaya and have made a purchase through the Sephora app at least twice in the last six months. The findings of this study show that perceived ease of use, perceived usefulness, enjoyment, subjective norm, and brand engagement significantly influence satisfaction with customer experience. These empirical findings indicate that the relationship between perceived ease of use and brand engagement has a regression coefficient of 0.172, perceived usefulness has an influence on brand engagement with a regression coefficient of 0.211, enjoyment has an influence on brand engagement with a regression coefficient of 0.497, subjective norm influences brand engagement with a regression coefficient of 0.100, and brand engagement influences satisfaction with customer experience with a regression coefficient of 0.902.

Keywords: *Perceived Ease of Use, Perceived Usefulness, Enjoyment, Subjective Norm, Brand engagement dan Satisfaction with Customer Experience*

References: 51 (2003-2024)