

DAFTAR PUSTAKA

- Azuma, R. T. (1997). A Survey of Augmented Reality. *Presence: Teleoperators and Virtual Environments*, 6(4), 355–385.
- Christiawan, M., & Herman, F. (2024). The Value of Augmented Reality *Virtual Try-On* in Amplifying Customer Satisfaction through Brand Experience.
- Chylinski, M., Heller, J., Hilken, T., Keeling, D. I., Mahr, D., & de Ruyter, K. (2020). Augmented reality marketing: A technology-enabled approach to situated customer experience. *Australasian Marketing Journal (AMJ)*. DOI: 10.1016/j.ausmj.2020.04.004
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA: Sage Publications.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.
- Gujarati, D. N., & Porter, D. C. (2021). *Basic Econometrics* (5th ed.). McGraw-Hill.
- Huang, T.-L., & Liao, S.-L. (2017). Creating e-shopping multisensory flow experience through augmented-reality interactive technology. *Internet Research*, 27(2), 449–475. DOI:10.1108/intr-11-2015-0321.
- Hemavathi, M., & Gnanaroy, E. R. (2025). A Comprehensive Analysis of the Impact of Augmented Reality on E-Commerce Cosmetics.
- Javornik, A. (2016). “It’s an illusion, but it looks real!” Consumer affective, cognitive and behavioural responses to augmented reality applications. *Journal of Marketing Management*, 32(9-10), 987–1011. DOI:10.1080/0267257x.2016.1174726.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Mailangkay, A. B. L. (2024). Analysis of the Use of Augmented Reality in Increasing the Purchases of Indonesian Cosmetic Brands.
- Nalic, L. (2024). Augmenting the Brand Experience: How *Virtual Try-Ons* Impact Consumer Behavior in Fashion and Cosmetics Retail.

- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469. DOI: 10.2307/3150499.
- Osgood, C. E., Suci, G. J., & Tannenbaum, P. H. (1957). *The measurement of meaning*. University of Illinois Press, Urbana.
- Poushneh, A., & Vasquez-Parraga, A. Z. (2017). Discernible impact of augmented reality on retail customer's experience, satisfaction and willingness to buy. *Journal of Retailing and Consumer Services*, 34, 229–234. DOI: 10.1016/j.jretconser.2016.10.005.
- Rauschnabel, P. A., & Ro, Y. K. (2016). Augmented reality smart glasses: an investigation of technology acceptance drivers. *International Journal of Technology Marketing*, 11(2), 123. DOI:10.1504/ijtmkt.2016.075690.
- Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioral Sciences* (2nd ed.). New York: Holt, Rinehart and Winston.
- Scholz, J., & Smith, A. N. (2016). Augmented reality: Designing immersive experiences that maximize consumer engagement. *Business Horizons*, 59(2), 149–161. DOI: 10.1016/j.bushor.2015.10.003
- Sekri, K., Bouzaabia, O., & Rzem, H. (2024). Effects of *Virtual Try-On* Technology as an Innovative E-Commerce Tool on Consumers' Online Purchase Intentions.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach* (7th ed.). Wiley.
- Voicu, M. C., Sîrghi, N., & Toth, D. M. M. (2023). Consumers' Experience and Satisfaction Using Augmented Reality Apps in E-Shopping: New Empirical Evidence.
- Widarjono, A. (2018). *Analisis Statistika Ekonomi & Bisnis dengan EViews*. Yogyakarta: UPP STIM YKPN.
- Yim, M. Y.-C., Chu, S.-C., & Sauer, P. L. (2017). Is Augmented Reality Technology an Effective Tool for E-commerce? An Interactivity and

Vividness Perspective. *Journal of Interactive Marketing*, 39, 89–103. DOI:
10.1016/j.intmar.2017.04.001