

Influence Of Website Quality And Augmented Reality To Purchase Intention With Satisfaction As Mediation

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Abstract

Through development technology, exists change method marketing from method conventional become technology. Marketing in a manner digital the more develop, Where all person avoid meeting stare advance And make majority resident Indonesia connected with Internet. Matter This made opportunity for digital marketing For develop in all industrial sectors, including the textile industry in Indonesia. This research is focused in the housing sector. Textile Marketing itself requires a dimensional approach service And product. Website And augmented reality is service digital Which can represent marketing in Textile industry. This research will use SOR theory (Stimulus – organisms – Responses). Where website quality etc augmented reality role as stimulus, customer satisfaction acts as an organism and purchase intention plays a role as responses . This study aims to determine the effect of Website quality and Augmented reality on Purchase intention both directly and indirectly (with mediation customers satisfaction). Study This use method quantitative with questionnaire as tool collection data. Sample study is people Greater Jakarta with minimum age of 19 years and want to have a house in 8 years forward. Through this research it is known that website quality and Augmented reality have no significant effect on purchase intention directly. However, websites quality and Augmented reality have a significant influence on purchase intention by no means direct or with mediation customers satisfaction .

Keywords: *website Quality, augmented reality, Purchase Intentions*

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INTRODUCTION

Through technological developments, marketing methods are starting to enter the digital era , where happen change from marketing in a manner traditional become digital (Kotler, 2019). This development occurs in almost all industrial sectors, one of which is the textile industry in Indonesia. Marketing in industry textiles utilise potency approach experience, where the features included are the supported 'product dimensions' with importance 'dimensional service' (Pleyers & Poncin, 2020)

Digital marketing is means marketing through application technology And digital media to provide services to customers to improve decisions purchase customer (Chaffey & Ellis-Chadwick, 2016). Website is Wrong One media best in digital marketing because it can provide information from various things (products, brands, and more) (Kotler & Keller, 2017). In addition to the website in marketing Textile products, marketing is also needed that can provide three-dimensional information dimensions. Matter This can achieved with augmented reality (VR). In sale textile, technology Augmented reality can give potential buyers a presence effect , namely a

psychological state where the user feels himself present in the Augmented environment and the user owns similarity psychological between actual space and augmented (Lee, 2004; Tussyadiah et al., 2019)

On study previously, Already there is a number of study Which discuss influence website quality And augmented reality against purchases intention . Like Tank et al. (2020) who discussed the effect of website quality on B2C e-commerce and An et al., (2021) discusses the influence of Augmented reality on the tourism industry, so that behavior the intention of the user is the visit intention . In this study, researchers want to examine influence website quality And augmented reality on industry textiles.

This study aims to determine the effect of website quality and Augmented reality of purchase intention directly or indirectly (by mediation). Besides That, For know website quality And augmented reality to customers satisfaction And know influence customers satisfaction to purchases intention .

REVIEW REFERENCES

SOR theory

Study This use Theory SOR Which focus on stimulus (inputs). organisms (process) And response (outputs). Theory This explain that stimulus influence attitude consumer, response And circumstances emotional (organism), Which resulting in a customer response. The theory regarding SOR was redeveloped by (Jacoby, 2002) in the application of customer behavior studies to traditional stores. This research develop the SOR theory by integrating the theory with the cognitive system and affective which combines all previous experiences involving theory period long (Jacoby, 2002).

Through development technology, theory SOR Lots associate with use technology. In previous studies, many have proven its effectiveness model SOR to behavior consumer when use technology as source marketing information and communications (MJ Kim et al., 2020; Pleyers & Poncin, 2020). Wrong One marketing communication that has been extensively researched using the application of this theory is virtual reality (VR), specifically in segment textiles And tourist (M. J. Kim et al., 2020; Pleyers & Poncin, 2020). In addition, Kim & Lennon (2013) also apply the SOR theory in website quality as a stimulus that influences purchase intention (response) through cognitive And emotion consumer (organisms).

kindly theory general, influence stimulus to response will influential in a manner No direct that is through organisms. According to study from (Floh & Madlberger, 2013), the use of the SOR model in the context of e-commerce , stimulus can have a direct impact nor No direct to response consumer. On study This, SOR model is a basic theory to observe the impact of website quality and Augmented reality (stimulus) to purchases intention (response) in a manner directly or indirect.

Website quality

Website is Wrong One media most Good in digital marketing Because website can present various matter like brand Which premium, product, And other-others to be sold (Padhiyar, 2019). Website quality is basically based on theory TAM and is

divided into 2 dimensions, namely perceived usefulness and perceived ease of use (Davis et al., 1989).

Through website quality Which Good, so will obtained quality information Which maximum. Information is part most important from website (Kim et al., 2003; Peterson et al., 1997). Quality information Which provided by website must accurate, clear, informative, details, relevant, up-to - date , easy understandable And searching for, And personalized (Kim & Niehm, 2009; Li et al., 2002). The more tall quality information so the more tall Also satisfaction user, Where user can accept or reject A website because quality information Which provided by A website (Lin & Lu, 2000; Liu & Arnett, 2000). Ease of use is a belief felt by users in operate A application, that application the easy used And without problem (Iriani & Andjarwati, 2020). System Which used easy recognized And operated by all user. convenience use own influence positive to decision use website (Davis et al., 1989; Kim & Niehm, 2009; Kotler & Keller, 2017).

Augmented Reality

VR is used to replace the user experience of the physical world description three dimension. VR is technology Which interactive and can give experience for user in explore world augmented. Where user can control motion and with audio support, the user can understand the location instantly realistic And real (An et al., 2021; Disztinger et al., 2017).

Technology VR can give perception to something room without candidate buyer must come to location real. Through perception, user can identify And interpret product What is they currently experience (Lee, 2004).

VR technology has an interactive concept that can provide more information to buyer because technology This more dynamic, interactive And entertain Which can provide more information (Willems et al., 2019). Through the use of interactive VR user can enjoy utility from technology the And get Lots information. Study earlier has showing that with draft interactive so users can also feel enjoyment and playfulness (Larsson et al., 2001; H. Li et al., 2001; Pleyer & Poncin, 2020; Tussyadiah et al., 2019). Enjoyment And playfulness is matter Which need achieved in marketing through VR.

Customer Satisfaction

Based on previous research, researchers examined user experience in Augmented reality which is represented through the user's affective and cognitive processes (An et al., 2021; Kim et al., 2020). In the process of the organism needs equal satisfaction affective and cognitive of the user to achieve. In general customer satisfaction is feeling satisfied or disappointed somebody to something marketing, service or product to their expectations, if the customer experience matches expectations then the customer experience satisfaction and vice versa (Kotler & Keller, 2017). Basically customers Satisfaction is a consumer's emotional feelings about his experience in a service or product, so that matter This tend subjective. So that, customers satisfaction is The key to a successful business is to achieve customer satisfaction increase purchases intention (Bai et al., 2008; Tank et al., 2020).

Satisfaction in a manner cognitive is satisfaction Which obtained from

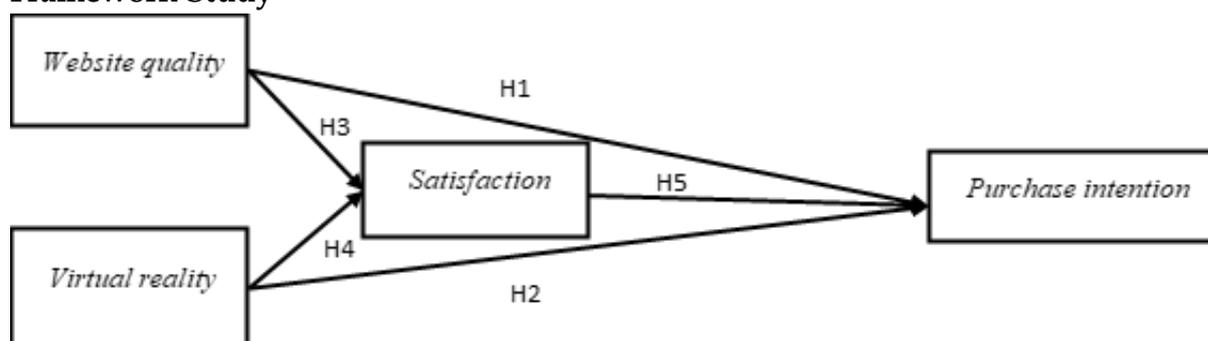
knowledge about products and perceptions of products that require one's experience to products with various information from various sources (Schiffman & Wisenblit, 2011). Cognitive response can be defined as people's understanding of a product Where reaction positive will bear fruit reaction Which positive to something product.

Affective satisfaction represents the feelings and emotions of consumers towards product (Schiffman & Wisenblit, 2011). Reid (2004) says that when someone can control and have interaction, then the user will perform the action again. When technology become pleasant so user will become concentration, curious And interested (Moon & Kim, 2001).

Purchase Intention

Purchase intention is a consumer's proclivity to buy goods or services (yoo et al,2000). The consumer's desire to buy a product, according to the operational definition, is the purchase intention. According to Diallo (2012) purchase intention is measured using four indicators: preparing to buy, having a budgeted amount to spend, considering buying, and having a proclivity to buy. According to Kotler and Keller (2017), purchasing decisions are actions of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are already known by the public. According to Fishbein and Ajzen (1977) intention is a situation someone before perform an action, which can used as the basis for predictions the behavior or action. To forecast customer behavior, it is vital to understand the attitudes, assessments, and internal elements that lead to buy intent. (Fishbein & Ajzen, 1977). Anoraga (2010) defines purchase intention is a process of taking decisions made by customers for the products offered or those required by the customer.

Framework Study



Picture 1. Framework Study

Hypothesis

Frameworks from study is Website quality (WQ), augmented reality (VR), Customer satisfaction (CS), and Purchase intention (PI). Website quality and Augmented reality as variable dependent, Customer satisfaction as variable mediation, And Purchase intention as variable dependent picture 1.

In a previous study by Tandon et al. (2020) found in their research that website quality has a high influence on re- purchase intention. Website quality own influence positive to interest purchase user (J. Kim & lennon, 2013). Based on matter the hence

the hypothesis First is:

H1: Website quality affects purchases intention .

VR technology is having a positive impact on potential buyers' interest in the industry Textiles (Pleyers & Poncin, 2020). This research has been carried out several times in the industry tourism, where Textile marketing has similarities with the tourism industry which requires environmental experience (Willems et al., 2019). Based on this then second hypothesis is:

H2: augmented influential reality to purchases intention .

Experience in VR can have an impact on user satisfaction cognitively and affectively (Srinivasan & Srivastava , 208). Overall VR have a more positive impact on customer satisfaction (Lui et al., 2007). cognitive and affective . Based on matter the then the third hypothesis is:

H3: augmented influential reality towards customers satisfaction .

The website is the first impression of potential buyers, the higher the website quality the maximum the website can reach customers and increase customers satisfaction in an affective or cognitive way (Aakash & Aggarwal, 2019). In research Tandon et al. (2020) shows that website quality has a higher influence compared with other variables on customer satisfaction . Based on these so hypothesis fourth is

H4: Website influential quality towards customers satisfaction .

There is already evidence in previous studies that customer satisfaction can increase purchase intention even re- purchase intention (Shin et al., 2013; Tank et al., 2020). Based on explanation in on so the fifth hypothesis is;

H5: customers satisfaction influential against purchases intention .

METHODOLOGY STUDY

This research is a quantitative research and data obtained through a questionnaire with a Likert scale . In this study the sample from the population was determined by non- method probability sampling , where the sample is selected based on predetermined criteria and must fulfilled. Criteria from sample is resident jabodetabek on 19 year And have the desire to buy a property in the next 8 years. Samples are not limited with reason purchase And amount textiles Which Already bought.

Variables and indicators from the research can be seen from Table 1 . Every indicator given certain code as following; PI that is purchase intention , CS that is customers satisfaction , WQ is website quality , and VR is Augmented reality . Data obtained via questionnaire with a Likert scale whose questions have a range of 5 Likert scale , namely from the score 5 that is strongly agree, score 4 agree, score 3 neutral, score 2 disagree and score 1 strongly disagree agree. Questionnaires were distributed to 230 respondents and after the screening process there were 208 respondent Which fulfil criteria.

Study This tested with use analysis structural Equation Modeling (SEM) based on Partial Least Square (PLS). The stages of analysis are divided into 2 stages namely measurement outer model And measurement inside model. Test measurements outer

model used For test validity And reliability construct from each indicators. test validity has criteria of AVE value > 0.50 and HTMT value < 0.90 . Then test reliability has criteria for composite reliability values > 0.7 and loading values > 0.6 . Hypothesis testing can be done by testing the path coefficient t and its significance, namely the p -value . Hypothesis stated supported If p -values < 0.5 , However If taller from that so hypothesis stated No supported.

Table 1. Variable And Indicator from Study

Variable	Indicator	Code	Source
<i>Purchase intention</i>	<i>Websites</i> make users interested with product.	PI 1	Kotler & Keller, (2017) Kotler et al. (2019)
	<i>Augmented reality</i> makes the user become interested with product.	PI 2	
	<i>Website</i> grow intention buyer.	PI 3	
	<i>augmented reality</i> grows intention buyer.	PI 2	
<i>Website quality</i>	<i>Website</i> own design interesting.	WQ 1	(Kotler & Keller, 2017) Shneiderman & Huizingh (2000)
	Writing on <i>the website</i> easy be read.	WQ 2	
	<i>Website</i> very informative.	WQ 3	(Kim & Niehm, 2009; Li et al., 2002)
	<i>Website</i> give information Which accurate.	WQ 4	
	<i>Website</i> give information Which useful.	WQ 5	
	<i>Website</i> give information up -to-date.	WQ 6	
	Information can understood with easy	WQ 7	
	<i>Website</i> easy understandable.	WQ 8	
	<i>Website</i> easy operated.	WQ9	(Kim & Niehm, 2009; Kotler & Keller, 2017). Shneiderman & Plaisant (2005)
	Easy to find information Which needed.	WQ8	
	<i>Website</i> have speed performance Which Good.	WQ11	
<i>augmente</i>	<i>augmented reality</i> very informative.	VR 1	(Kim & Niehm, 2009; Li et al., 2002)
	<i>augmented reality</i> has information Which accurate.	VR 2	
	<i>Augmented reality</i> provides that information useful.	VR 3	
	Information on <i>augmented reality</i> with easy.	VR 4	
	<i>Augmented reality</i> helps me understand space in a manner real	VR 5	

<i>d rea lit y</i>	<i>Augmented reality</i> provides perception about room the.	VR 6	(Lee, 2004). (Slater, 1999)
	<i>augmented reality</i> help back remember place the.	VR 7	
	<i>augmented reality</i> characteristic interactive.	VR 8	(Willems et al., 2019) (Li et al., 2002)
	<i>Augmented reality</i> provides that information pleasant.	VR 9	
	<i>augmented easy reality</i> operated.	VR 8	
<i>custo mers Saisfa ction</i>	Use of <i>the website</i> helps collect information	CS1	(Tussyadiah et al., 2019) (Li et al., 2002; Pleyer & Poncin, 2020). (Lin & Lu, 2000; Liu & Arnett, 2000)
	The use of <i>Augmented reality</i> helps gather information.	CS2	
	The use of <i>the website</i> helps to understand product by good	CS3	
	The use of <i>Augmented reality</i> helps to understand space more good from picture.	CS4	
	I am feel happy in using <i>website</i> .	CS5	(Moon & Kim, 2001) Liu & Arnett (2000) (An et al., 2021; Gao et al., 2017)
	I feel happy in using <i>Augmented reality</i> .	CS6	
	I can concentrate moment use <i>website</i> .	CS7	
	I can concentrate moment use <i>augmented reality</i> .	CS8	

RESULTS AND CONCLUSION

The results of the validity test on the questionnaire with five variables (website quality , augmented reality , customers satisfaction And purchases intention) showing that all valid indicators. Each variable has an AVE>0.50 value and an HTM value <0.90. Furthermore, test reliability with coefficient conbrach alpha Which own criteria mark loading factor > 0.6 which states that the variable is reliable. The reliability test of the variables in the textile questionnaire purchase intention has a loading factor value of > 0.6 and a composite reliability value of > 0.7. So, all variable on questionnaire Which used reliable.

The results of the multicollinearity analysis test the correlation between variables in the reference model, VIF not enough from 5 can showing that correlation between variables in study said Good. In Table 2 it can be seen that this study did not have multicollinearity between variables free.

Table 2. Results Test Multicollinearity

Variable	Mark	Information
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PI= f (CS, VR, WQ) CS V R WQ	VIF = 4.193 VIF = 4.096 VIF = 2.886	No There is multicollinearity No multicollinearity No There is multicollinearity
CS = f (VR, WQ) V R WQ	VIF = 2.501 VIF = 2.501	No multicollinearity No There is multicollinearity

Source: output PLS-SEM

Test the hypothesis using the p-value, if the p-value is less than 0.05 then there is a relationship significant variable and the hypothesis is supported. Whereas if p-value is more than 0.05 then variable relationship is not significant and not supported. The results of hypothesis testing can be seen in Table 3.

Table 3. Hypothesis Test Results

Hypot hesis	Variable	β value	p-values	Information	Results
H1	WQ → PI	0.176	0.119	No significant	Rejected
H2	VR → PI	0.007	0.014	No significant	Rejected
H3	WQ → CS	0.303	0.000	Significant	Accepted
H4	VR → CS	0.617	0.000	Significant	Accepted
H5	CS → PI	0.296	0.026	Significant	Accepted

Source: output PLS-SEM

Results test hypothesis state website quality own influence Which No significant to purchases intention sec test statistics. Mark p-values Which obtained as big 0.119 Which state that mark the is at in on limit maximum as big 0.05 (<0.05), so that it can be concluded that H1 is not supported. Thus, website quality does not improve purchase intention consumer in purchase textiles.

The results of the hypothesis test stated that Augmented reality had an insignificant effect to purchases intention sec test statistics. Mark p-values Which obtained as big 0.956 Which state that mark the is at in on limit maximum as big 1.05 (<0.05), so that it can be concluded that H2 is not supported. Thus, Augmented reality does not improve purchase intention consumer in purchase textiles.

The results of the hypothesis test stated that website quality has a significant effect and positive on satisfaction in statistical tests and has a moderate capital effect on purchase intention . The p-value obtained is 0.000 which states that the value is below the maximum limit of 0.05 (<0.05), so it can be concluded H3 is supported. Thus,

website quality can increase consumer satisfaction cognitively And affective in purchase textiles.

The results of the hypothesis test stated that Augmented reality had a significant effect and positive on satisfaction in statistical tests and has a moderate capital effect on purchase intention . The p-value obtained is 0.000 which states that the value is below the maximum limit of 0.05 (<0.05), so it can be concluded H4 is supported. Thus, Augmented reality can increase consumer satisfaction cognitively And affective in purchase textiles.

The results of the hypothesis test stated that satisfaction has a significant effect and positive on purchase intention in a statistical test on purchase intention . p-value value Which obtained as big 0.056 Which state that mark the is at in on limit maximum amount 0.05 (<0.05), so that it can concluded H5 is not supported.

Discussion

Website quality own influence Which positive However No significant to purchase intention by statistical test. Relationship between website quality and purchase intention positive However No significant, matter This can explained that connection they No significant directly. Through this it can be said that there is a mediating relationship between each other website quality and purchase intention . Augmented reality relationship with purchase intention positive However No significant, matter This can explained that connection they No significant directly. Through this it can be said that there is a mediating relationship between each other Augmented reality and purchase intention . In previous studies, research on the use of VR on purchase intention based on the SOR theory (MJ Kim et al., 2020; Pleyers & Poncin, 2020). Theory This explain that stimulus influence attitude consumer, response And circumstances emotional (organism), Which resulted response customer, where Augmented reality is the situation and purchase intention is the response. (Pleyers & Poncin, 2020). Furthermore, the relationship between VR and purchase intention is positive and significant by no means direct (is variable mediation).

Augmented reality has a positive and significant impact on customers satisfaction in a manner cognitive And affective . On research previously Lui et al. (2007) learned that overall VR has a positive impact on customers satisfaction in a manner cognitive And affective . kindly cognitive , user get information deeper in three dimensions. This is reinforced by previous research that prove that VR can give understanding Which more rich And can influence customers satisfaction in a manner cognitive (Pleyers & Poncin, 2020; Tussyadiah et al., 2019). kindly affective , VR give flavor enjoyment And playfulness from feature interactive. In previous studies proved that playfulness and enjoyment obtained because the VR features are interactive and have an important role in attracting interest user And concentration user (Ahn et al., 2007; M. J. Kim et al., 2020; Tussyadiah et al., 2019; Moon & Kim, 2001). Furthermore, website quality has a significant influence positive And significant to customers satisfaction in a manner cognitive And affective. On study previously Tandon et al. (2020) studied that overall website quality own impact Which positive to customers satisfaction cognitively _ and affective .

customers satisfaction own influence Which positive And significant to purchases intention . On study previously Already Lots learn that customers satisfaction can increase purchases intention (Pleyers & Poncin, 2020; Tank et al., 2020). Through the fifth hypothesis, it can be learned that Augmented reality and website quality have an impact which is significant indirectly (by mediation) on purchase intention . This matter in line with previous research studying Augmented reality and website quality has a significant relationship to purchase intention indirectly (Pleyers & Poncin, 2020; Tandon et al., 2020). This can also be explained in SOR theory where, stimulus affects the organism, the organism affects the response. which result in customer response, where Augmented reality and website quality as a site, customer satisfaction as an organism and purchase intention as a response. SOR theory is used on study previously Which augmented reality And website quality own influence to customers satisfaction , And customers satisfaction own influence to purchases intention (Pleyers & Poncin, 2020; Tandon et al., 2020; Tussyadiah et al., 2019).

Conclusion

The results of this study, it can be seen that two hypotheses were rejected and three hypotheses were rejected accepted. Through results study can seen that webstie quality And augmented reality choose no significant effect on purchase intention directly. It is necessary mediation between website quality And augmented reality to purchases intention . Matter This also stated on the basis of the theory used in this study, namely SOR, where stimulus is website quality And augmented reality, organisms is customers satisfaction And response is purchases intention. Furthermore Website quality And augmented reality have influence Which significant to customers satisfaction , And customers satisfaction own influence Which significant to purchases intention . So that, connection Which significant on purchase intention indirectly or by mediating customer satisfaction. On study in period Which upcoming, recommended For add And complicate variables Which used other. Besides That, need exists study more carry on about strategy marketing or factor other Which can influence purchases intention like positioning, brands image, And etc.

The managerial implications of this research are useful for property companies to start implementing online promotions. Website quality and Augmented reality are wrong a media that can be used by the marketing team to increase interest and provide information in a more pleasant way. Both of these things can too increase one's purchase intention . But keep in mind, that these two things are just is Wrong One from various kinds of media marketing which can used. So that necessity for A company For combine media Which There is For increase interest purchase consumer to product.

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