

ABSTRAK

Nama : Cut Dhea Fidela
Program Studi : Manajemen
Judul : Pengaruh Penggunaan Teknologi *Augmented Reality* (AR),
Advertising Appeals, *Live Shopping*, dan *Influencer Marketing*
Terhadap Keputusan Pembelian Produk *Lipstick* Hanasui (Studi
Kasus Pada Mahasiswi di Kota Lhokseumawe)

Penelitian ini bertujuan untuk mengetahui Pengaruh Penggunaan *Teknologi Augmented Reality (AR)*, *Advertising Appeals*, *Live Shopping*, dan *Influencer Marketing* Terhadap Keputusan Pembelian Pada Produk *Lipstick* Hanasui (Studi Kasus Pada Mahasiswi di Kota Lhokseumawe). Metode yang digunakan dalam pengambilan sampel yaitu *Non-Probability sampling* dengan pendekatan *purposive sampling*, dengan jumlah responden 120 orang. Data primer dalam penelitian ini diambil dengan cara membagikan kuesioner secara online (*google form*). Teknik analisis data yang digunakan adalah metode analisis regresi linear berganda dengan bantuan *software* program SPSS versi 21. Hasil pengujian ini menunjukkan bahwa *Augmented Reality*, *Advertising Appeals*, *Live Shopping* berpengaruh positif dan signifikan terhadap keputusan pembelian lipstick Hansui pada mahasiswi di kota Lhokseumawe, sedangkan *Influencer Marketing* tidak berpengaruh signifikan terhadap keputusan pembelian lipstick Hanasui pada mahasiswi di kota Lhokseumawe. Implikasi manajerial dalam penelitian ini menunjukkan bahwa perusahaan Hanasui dapat meningkatkan *Augmented Reality (AR)*, *Advertising Appeals*, *Live Shopping*, dan *Influencer Marketing* produk Hanasui di kota Lhokseumawe. Perusahaan Hanasui harus memanfaatkan *Augmented Reality (AR)*, *Advertising Appeals*, *Live Shopping*, dan *Influencer Marketing* artinya semakin tinggi *Augmented Reality (AR)*, *Advertising Appeals*, *Live Shopping*, dan *Influencer Marketing* maka semakin banyak konsumen yang membeli produk lipstick Hansui Kota Lhokseumawe.

Kata Kunci: Keputusan Pembelian, *Augmented Reality (AR)*, *Advertising Appeals*, *Live Shopping*, *Influencer Marketing*.

ABSTRACT

Name : Cut Dhea Fidela

Study Program : Management

Title : The Influence of Augmented Reality (AR), Advertising Appeals, Live Shopping, and Influencer Marketing on Purchase Decisions of Hanasui Lipstick Products (A Case Study of Female Students in Lhokseumawe City)

This study aims to investigate the influence of Augmented Reality (AR), Advertising Appeals, Live Shopping, and Influencer Marketing on the purchase decisions of Hanasui lipstick products, with a case study of female university students in Lhokseumawe City. The sampling technique used was non-probability sampling with a purposive sampling approach, involving 120 respondents. Primary data were collected through an online questionnaire (Google Form). The data were analyzed using multiple linear regression with the assistance of SPSS version 21. The results indicate that Augmented Reality (AR), Advertising Appeals, and Live Shopping positively and significantly affect the purchase decisions of Hanasui lipstick among female students in Lhokseumawe City. However, Influencer Marketing does not have a significant impact on purchase decisions. The managerial implications of this study suggest that Hanasui should enhance its use of Augmented Reality (AR), Advertising Appeals, and Live Shopping as effective marketing tools to increase consumer engagement and drive sales. Although Influencer Marketing did not show a significant effect in this context, continuous evaluation and integration with other promotional strategies may still be beneficial.

Keywords: Purchase Decisions, Augmented Reality (AR), Advertising Appeals, Live Shopping, Influencer Marketing.