

Analysis of the Influence of the Utilization of Augmented Reality Technology on IKEA Planner on Purchase Decisions through the Technology Acceptance Model (TAM) Approach

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Abstract

The development of digital technology has encouraged companies to present innovations that are able to improve the consumer experience in the purchasing decision-making process. One of the innovations that is growing is the use of Augmented Reality (AR) technology through IKEA Planner, which allows consumers to visualize the placement of furniture products virtually before making a purchase. This research seeks to explore the influence of the use of Augmented Reality technology in IKEA Planner on consumer purchase decisions using the Technology Acceptance Model (TAM) approach. The variables analyzed included Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Behavioral Intention to Use, and Purchase Decision. The study used a quantitative approach with a survey method of IKEA Planner users who met the research criteria. Data was collected through questionnaire dissemination and analyzed using statistical analysis techniques to test the relationship between variables according to the research model. The results show that the use of Augmented Reality technology through IKEA Planner has a positive influence on purchasing decisions. The perception of usability, the perception of ease of use, attitude towards use, and the intention to use technology contribute to increasing consumer confidence in the purchase decision-making process. The findings of this study show that the application of Augmented Reality technology not only improves the digital shopping experience, but also becomes a marketing strategy that is able to strengthen consumer trust and support increased purchasing decisions. This research is expected to be a reference for companies in developing technology-based digital marketing strategies that are oriented towards improving consumer experience and behavior.

INTRODUCTION

Digital transformation has changed the way companies interact with consumers in the marketing process and purchase decision-making. The development of information technology is no longer only used as a communication medium, but has developed into a means to create a more interactive, personalized, and efficient shopping experience. One of the technologies that has developed rapidly in recent years is Augmented Reality (AR). This technology allows virtual objects to be displayed in real-time in a real environment so that consumers are thus able to visualize the product in a more realistic manner before making their purchase decision. Augmented Reality (AR) is an innovative tool in digital marketing for increasing engagement and strengthening customer loyalty. The application of AR has become part of various companies' digital marketing strategies because it is able to improve the consumer experience while reducing uncertainty in the buying process.

Further, the advancements of AR have been facilitated by the growing adoption of technological gadgets and shift in the shopping behavior of consumers that increasingly depend on technology. Augmented Reality (AR) is a form of technological advancement that can overlay

computer-generated filters or images onto real-world objects in the user's surroundings. Modern consumers consider not only the price and quality of the product, but also the knowledge obtained through the search process itself to making a decision about purchasing the product. Therefore, the company has begun to develop various digital innovations that are able to provide a more attractive shopping experience, one of which is through AR technology that allows consumers to try or visualize products virtually before making a transaction.

The furniture industry is one of the sectors that makes intensive use of AR technology. Unlike everyday consumer products, furniture purchase decisions generally involve more complex considerations, such as product size, color, design, and suitability for room conditions. The inability of consumers to imagine how a product will look after being placed at home is often the cause of doubts in the buying process. This condition encourages furniture companies to develop technology that is able to help consumers simulate product placement virtually. AR is currently used more often to blend the virtual world with the real world.

One of the companies that implemented this innovation is IKEA through the IKEA Planner feature, which is a digital platform that utilizes Augmented Reality technology to help consumers visualize the placement of furniture according to the size and layout of the room before making a purchase. Through IKEA Planner, consumers can see a virtual representation of products more realistically so that the product evaluation process becomes easier and purchasing decisions can be made with a higher level of confidence. This innovation shows that technology not only serves as a marketing support tool, or even a strategy used to enhance the quality of experience of the consumers throughout the purchase process.

The use of AR technology in IKEA Planner is inseparable from how consumers receive and use the technology. In the context of user behavior, the acceptance of technology is influenced by the perception of benefits and ease of use that is perceived when interacting with the system. Therefore, research on the successful implementation of AR technology needs to be analyzed using an approach that is able to explain user behavior towards technology. One of the models that have been extensively utilized is the Technology Acceptance Model (TAM), proposed by Davis. The TAM describes how acceptance of technology depends on two major factors: perceived ease of use and perceived usefulness, which ultimately affect attitudes, intentions to use, and actual use of technology.

In this study, the TAM approach was advanced by linking AR technology in IKEA Planner to purchasing decisions through variables "*Perceived Usefulness (PU)*, *Perceived Ease of Use (PEOU)*, *Attitude Toward Using (ATU)*, and *Behavioral Intention to Use (BI)*." The rationale behind adopting such a research paradigm is that it can adequately explain the association between technology features and customer behaviors in the decision-making process for purchase. Then, this study not only examines the technical aspects of the use of AR, but also how consumer perception of the technology influences purchasing decisions for IKEA furniture products.

From the outcome of preliminary observation, most of the respondents had already used IKEA Planner as a medium for helping them to choose furniture. From the outcome of descriptive analysis, it is found that the perception of the respondents towards AR technology is classified as good. Respondents assessed that AR technology helps increase confidence before buying, reduce doubts about product suitability, and help produce more informed purchasing decisions. In addition, the perception of the ease of use of IKEA Planner and the intention to continue using the platform also shows a positive assessment. This condition shows that AR technology has been well received by most IKEA Planner users.

Previous studies have shown that AR technology has the potential to improve consumer experience and digital marketing effectiveness. Research by Jenisa Laras Galuh Safitri (2022) shows that the application of AR is able to increase technology acceptance by consumers through the Technology Acceptance Model approach. Another study on AR-based IKEA applications also shows that virtual product visualization can increase consumer engagement, trust, and loyalty. In addition, the development of digital technology encourages companies to integrate AR as one

element of the marketing strategy that helps to enhance the customer experience and improve the competitiveness of the organization.

However, in most studies, the acceptance of technology or the user experience in relation to AR applications has been studied more extensively. Research that specifically integrates the use of AR in IKEA Planner with the Technology Acceptance Model approach to explain consumer purchasing decisions is still relatively limited. In addition, most previous studies have only examined the direct relationship between variables without examining the role of TAM constructs more comprehensively in explaining the mechanism of purchasing decision formation. This condition shows that there is still room to develop studies on the use of AR in the context of digital marketing.

The research gap of this research lies in the integration between Augmented Reality technology and the use of the TAM to describe consumers' purchasing behavior in the context of the furniture industry. Whereas existing literature emphasized mainly either the technological acceptance aspect or overall user experience aspect, this study analyzed how perceptions of benefits, ease of use, attitudes towards use, and intention to use technology contribute to purchasing decisions through the use of IKEA Planner as a product visualization medium.

What makes this research novel is the use of IKEA Planner as an object of study that represents the implementation of Augmented Reality technology in digital marketing. Moreover, the study provides a theoretical framework that connects the application of augmented reality technology to the Technology Acceptance Model construct to understand consumer purchase decisions. It is anticipated that the research will make a theoretical contribution towards the study of digital marketing as well as a guide for firms in formulating technology-oriented strategies that are able to enhance consumer experience and purchasing decision-making process effectiveness.

From the above description, this research seeks to evaluate the effect of AR on purchase decision making, the effect of IKEA Planner on purchase decision making, the effect of AR and IKEA Planner on the TAM, and finally the effect of Technology Acceptance Model on purchase decision making. The findings from this study will help to shape the development of digital marketing science, particularly concerning the application of Augmented Reality technology to assist customers in making purchasing decisions, as well as being a consideration for companies in developing digital innovations that are oriented towards improving customer experience.

METHODS

In the present research, quantitative research methodology along with explanatory survey technique is employed. The choice of quantitative research methodology is due to the fact that the objective of the current research is to analyze the causation between the variables using hypothesis testing, which makes use of numerical data provided by the respondents. Explanatory survey technique was utilized to get the information about consumers' perception towards the application of AR technology in IKEA Planner, TAM and purchase decision making.

The object of the research is IKEA Planner, which is IKEA's digital platform that utilizes Augmented Reality (AR) technology to help consumers visualize the placement of furniture virtually before making a purchase. The study was conducted on consumers who had used IKEA Planner and had purchased IKEA products. Data collection procedure was done online utilizing a Google Form, which was disseminated on various social media among those meeting the research requirements.

The population under this research consists of all users of IKEA Planner who have used this service while purchasing furniture. Since the population in this research cannot be determined, the sampling procedure will employ non-probability sampling with purposive sampling approach. The respondents' criteria include: (1) having used IKEA Planner, (2) having

bought IKEA products, and (3) being willing to fill out a research questionnaire. Based on the data collection process, 100 respondents were obtained who met the criteria so that all data could be used in the analysis process.

This research consists of four main constructs. The Augmented Reality (AR) variable acts as an exogenous variable that describes consumer perception of the use of AR technology in IKEA Planner. The IKEA Planner variable also acts as an exogenous variable that describes consumer perception of the use of the IKEA Planner platform in the furniture purchase process. The mediator variable in the Technology Acceptance Model (TAM) framework is gauged using the following constructs: "Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Towards Using (ATU), and Behavioral Intention to Use (BI)." The Purchase Decision variable is an endogenous variable that describes consumer decisions after utilizing AR technology through IKEA Planner.

The instrument used was that of a survey form based on the five-point Likert scale from 1 being "*strongly disagree*" to 5 being "*strongly agree*." The construction of statements was done according to the indicators of each variable adopted from other theories and studies such that the data gathered were able to represent the constructs under investigation. The data gathered were then analyzed using statistical analysis to test the correlation among the variables involved in the study.

Data analysis was conducted using SmartPLS. Data analysis starts with descriptive analysis where the characteristics of the respondents and their perception towards each variable in the research were described. Further analysis is conducted on the measurement model test (outer model), involving convergent validity, discriminant validity, and composite reliability to measure the validity and reliability of the research constructs. Once the measurement model fulfills the criteria, the inner model is then validated utilizing the analysis of determination coefficient (R^2), effect size (F^2), predictive relevance (Q^2), and Standardized Root Mean Square Residual (SRMR) as the indicator of *goodness of fit model*. The hypothesis testing is done using the bootstrap approach by analyzing the value of path coefficient, t-statistics, and p-value at a significant level of 5% ($\alpha = 0.05$). If t-statistic > 1.96 and p-value < 0.05 , the hypothesis is accepted.

RESULTS AND DISCUSSION

RESULTS

Testing Measurement Model (*Outer Model*)

The test of the external model is carried out in order to prove that the indicators used in the research can measure the studied concepts effectively and consistently. The assessment of the *outer model* involves the tests of **convergent validity**, **discriminant validity**, and **construct reliability**.

Convergent Validity

Convergent validity is assessed based on the outer loading of each indicator concerning its construct. When the outer loading of an indicator is greater than **0.70**, it means that the indicator meets the requirements of convergent validity.

Table 1. Outer Loading Value

Variable	Outer loadings	Critical Values	Remarks
X1_1	0.872	>0.70	Valid
X1_2	0.883	>0.70	Valid
X1_3	0.719	>0.70	Valid
X2_1	0.850	>0.70	Valid
X2_2	0.778	>0.70	Valid
X2_3	0.890	>0.70	Valid
Y_1	0.848	>0.70	Valid
Y_2	0.801	>0.70	Valid
Y_3	0.826	>0.70	Valid
Z_1	0.798	>0.70	Valid
Z_2	0.745	>0.70	Valid
Z_3	0.758	>0.70	Valid
Z_4	0.758	>0.70	Valid
Z_5	0.761	>0.70	Valid
Z_6	0.820	>0.70	Valid

Based on Table 1, it is known that all indicators in the **Augmented Reality (AR)**, **IKEA Planner**, **Technology Acceptance Model (TAM)**, and **Purchase Decision** variables have an *outer loading* value above the required minimum limit. Thus, all indicators are declared **valid** and able to represent the measured construct.

Table 2. Average Variance Extracted (AVE) Value

Variable	AVE	Critical Values	Remarks
Augmented Reality (AR)	0.685	>0.50	Valid
Planner IKEA	0.706	>0.50	Valid
Purchase Decision	0.681	>0.50	Valid
Technology Acceptance Model (TAM)	0.599	>0.50	Valid

According to Table 2, it is clear that the **AVE** of all constructs is greater than **0.50**. It is concluded from the result that all constructs are successful in meeting the requirements of *convergent validity* so that it can explain the variance of its indicators.

Discriminant Validity

The discriminant validity test is carried out to determine if there is sufficient discrimination between each construct and other constructs. The tests were conducted using “**Cross Loading**, **Fornell-Larcker Criterion**, and **Heterotrait-Monotrait Ratio (HTMT)**.”

Table 3. Cross Loading Value

Indicator	X1	X2	Y	Z
X1_1	0.872	0.547	0.211	0.346
X1_2	0.883	0.368	0.299	0.402
X1_3	0.719	0.370	0.284	0.113
X2_1	0.400	0.850	0.310	0.285
X2_2	0.467	0.778	0.289	0.250
X2_3	0.431	0.890	0.267	0.444
Y_1	0.250	0.275	0.848	0.282
Y_2	0.264	0.250	0.801	0.176
Y_3	0.268	0.312	0.826	0.310
Z_1	0.276	0.242	0.132	0.798
Z_2	0.321	0.386	0.239	0.745
Z_3	0.205	0.287	0.209	0.758
Z_4	0.171	0.213	0.180	0.758
Z_5	0.316	0.319	0.275	0.761
Z_6	0.376	0.339	0.356	0.820

According to Table 3, the facts that each of these indicators displays maximum loading value within the constructs they measure can be deduced. Hence, the **Cross Loading** criterion is satisfied by all indicators, making them possess good discriminant ability.

Table 4. Fornell-Larcker Criterion Value

Indicator	X1	X2	Y	Z
X1	0.828			
X2	0.511	0.840		
Y	0.316	0.340	0.825	
Z	0.376	0.399	0.313	0.774

As can be seen from Table 4, the value of the square root of AVE of all constructs is more than the correlation with other constructs. It means that all constructs satisfy the **Fornell-Larcker Criterion** and, therefore, discriminant validity is achieved.

Table 5. Value Heterotrait-Monotrait Ratio (HTMT)

Indicator	X1	X2	Y	Z
X1				
X2	0.663			
Y	0.414	0.439		
Z	0.401	0.449	0.363	

From Table 5, it is clear that all values of **HTMT** values are lower than the required threshold. In such a way, **all constructs have discriminant validity**, which means that all variables can discriminate between the construct measured and others.

Construct Reliability Test

The construct's reliability was assessed via the use of **Composite Reliability** and **Cronbach's Alpha** scores.

Table 6. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's alpha	Value Critical	Composite reliability	Value Critical	Remarks
Y	0.776	>0.70	0.837	>0.70	Reliable
X1	0.792	>0.70	0.815	>0.70	Reliable
X2	0.766	>0.70	0.769	>0.70	Reliable

Z	0.868	>0.70	0.879	>0.70	Reliable
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Table 6 shows that the construct as a whole has a **Composite Reliability** of more than **0.70** and a **Cronbach's Alpha** of more than 0.70. It is clear from the results that the construct as a whole has a high reliability and thus can be used in further analysis.

Structural Model Testing (*Inner Model*)

Following the fulfillment of the conditions for validity and reliability, **structural modeling is conducted**. Evaluation was carried out through **the determination coefficient (R^2)**, **effect size (F^2)**, **predictive relevance (Q^2)**, and **goodness of fit model**.

Coefficient of Determination (R^2)

Table 7. R-Square Value

R-square	
Y	0.143
Z	0.199

From Table 7, it can be said that **the R-Square value** signifies the amount of influence of the exogenous variable on the endogenous variable in the research model. This is because it indicates the level of influence of the endogenous construct that could be explained based on the determined coefficient of determination in the analysis result of SmartPLS.

Effect Size (F^2)

Table 8. F-Square Value

X1	X2	Y	Z
X1		0.032	0.050
X2		0.050	0.072
Y			
Z			

From Table 8, it can be determined that there is **an F-Square (F^2)** associated with each of the relationships among variables, indicating the degree of contribution of each of the exogenous variables to the endogenous variable in the research model. The value is used to see the effect size of each relationship path being tested.

Predictive Relevance (Q^2)

Table 9. Q-Square Value

Q ² predict	
Z	0.092
Y	0.143

From the Table 9, it is clear that **the value of Q-Square (Q^2)** represents the predictive ability of the research model for the endogenous variables. This result suggests that the research model does have predictive relevance from the result of the processing done using SmartPLS.

Hypothesis Testing (*Bootstrapping*)

Testing of the hypotheses was done through **bootstrapping test** on SmartPLS through the **values of path coefficient**, **t-statistic** and **p-value**. The hypothesis was said to be accepted if the **t-statistic >1.96** and **p-value < 0.05**.

Table 10. Hypothesis Testing Results (*Bootstrapping*)

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Remarks
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Augmented Reality (AR) → Purchase Decision	0.311	0.308	0.098	3.163	0.002	Accepted
Augmented Reality (AR) → Technology Acceptance Model (TAM)	0.468	0.465	0.062	7.530	0.000	Accepted
IKEA Planner → Purchase Decision	0.100	0.091	0.111	0.898	0.369	Rejected
IKEA Planner → Technology Acceptance Model (TAM)	0.464	0.455	0.074	6.250	0.000	Accepted
Technology Acceptance Model (TAM) → Purchase Decision	0.484	0.477	0.115	4.196	0.000	Accepted
Augmented Reality (AR) → Technology Acceptance Model (TAM) → Purchase Decision	0.226	0.221	0.060	3.796	0.000	Accepted
IKEA Planner → Technology Acceptance Model (TAM) → Purchase Decision	0.224	0.220	0.070	3.222	0.001	Accepted

From the outcome of the hypothesis testing presented in Table 10, the following results emerged.

1. “The relationship of **Augmented Reality to the Technology Acceptance Model (TAM)** shows *t-statistical* and *p-value* values according to the test results, so that the hypothesis decision follows the results in the *bootstrapping table*.
2. **The relationship** of IKEA Planner to the Technology Acceptance Model (TAM) *shows* *t-statistical* and *p-values* according to the test results, so that *hypothetical decisions follow the results in the bootstrapping table*.
3. The relationship **between the Technology Acceptance Model (TAM) and the Purchase Decision** shows *t-statistical* and *p-value* values according to the test results, so that the hypothetical decision follows the results in the *bootstrapping table*.
4. The direct relationship of **Augmented Reality to the Purchase Decision** shows the *t-statistical* and *p-value* according to the test results, so that the hypothetical decision follows the results in the *bootstrapping table*.
5. The **direct relationship of IKEA Planner to the Purchase Decision** shows the *t-statistical* and *p-value* according to the test results, so that the hypothetical decision follows the results in the *bootstrapping table*.”

DISCUSSION

The Influence of Augmented Reality on Purchasing Decisions

In light of the findings from the study, one could say that Augmented Reality (AR) positively affects the decision to buy something. The results from testing the hypothesis have proven that there was a statistical *t* value of 3.163 with a *p* value of 0.002; therefore, the hypothesis was proved to be true. This indicates that using the AR technology in IKEA Planner can positively affect consumers' confidence while making purchase decisions regarding furniture items.

AR technology enables consumers to experience a realistic visual impression since they will have a chance to view the product in a realistic environment through simulation. This ability helps consumers reduce uncertainty about the size, color, and suitability of the product to the room they have. The better the experience gained through AR technology, the higher the confidence consumers have in making purchasing decisions.

The use of AR in digital marketing can help expand consumers' knowledge of the products being offered and is useful for comparing products; AR can help consumers make better and more informed purchasing decisions. Therefore, the use of AR in digital marketing can serve as an innovative marketing strategy for businesses to gain a competitive edge in a market that is becoming increasingly competitive due to rapid technological advancements.

These findings are in line with the concept of digital marketing which states that interactive technology is able to improve customer *experience* and reduce perceived risk during the purchase process. The findings from this study further confirm some of the past research findings that have found that Augmented Reality can help increase consumer trust, engagement, and purchases in digital spaces.

This means that it is important for IKEA to keep on developing AR elements that are becoming more and more realistic, accurate, and easy to use so that the consumer experience in evaluating products is better so that it can improve purchasing decisions.

The Influence of Augmented Reality on Technology Acceptance Model (TAM)

From the findings, it has been found out that there exists a positive correlation between the utilization of augmented reality and TAM which stands for 7.530 and 0.000. This shows that the more effectively AR is used, the more acceptance of technology among consumers.

Through AR technology, consumers feel that the process of choosing furniture becomes easier, more rewarding, and provides a pleasant experience. This condition increases the perception of *Perceived Usefulness* and the perception of *Perceived Ease of Use*, which are the main constructs in TAM.

The findings of this research support the TAM theory in the sense that the adoption of technology is dependent on its perceived usefulness and ease of use. The more beneficial the technology is perceived by the consumers, the higher is the favorable attitude towards the usage of this technology.

The Influence of IKEA Planner on Purchase Decisions

The findings show that there is no effect of IKEA Planner on buying decision making. The results of the bootstrapping test showed a *t*-statistic value of 0.898 with a *p*-value of 0.369, therefore rejection of the hypothesis.

These findings show that the use of IKEA Planner as a digital platform has not been able to drive direct purchase decisions. Consumers are likely not only considering the existence of an app or platform, but paying more attention to the tangible benefits obtained when using the available features, specifically Augmented Reality technology.

This study shows that the presence of IKEA Planner is insufficient on its own to be a determinant factor in influencing purchase decisions unless it is complemented by an experience that adds value to customers. Thus, the platform serves as a supporting medium, while the benefits of technology that users feel are more decisive factors in the decision-making process.

The Influence of IKEA Planner on the Technology Acceptance Model (TAM)

The findings indicated that the effect of IKEA Planner on TAM was statistically significant with t-statistics of 6,250 and p-value of 0,000. It can be seen from the findings that the usage of IKEA Planner will have an impact of enhancing the acceptance of technology by consumers.

The IKEA Planner platform makes it easy for consumers to plan furniture placement, try out various room design alternatives, and get product overviews before buying. This convenience increases the perception that technology is easy to use and provides benefits during the buying process.

These findings reinforce the TAM theory that an easy-to-use system that provides real benefits will increase user acceptance of the technology.

The Influence of Technology Acceptance Model (TAM) on Purchase Decisions

The findings of the research indicate that there was an effect of Technology Acceptance Model (TAM) on purchase decisions that was positive and significant at $t = 4.2$ and $p < .000$, and the hypothesis was therefore accepted.

In view of this discussion, it can thus be seen that the higher the acceptance of technology by the consumers, the more likely the purchase of the IKEA products. The belief that the technology is useful, usable, and has a positive attitude toward using the technology is one of the essential factors affecting the purchase decision.

These research results corroborate the hypothesis put forward by Davis that describes the impact of acceptance of technology on the users' intentions and actions. In the case of IKEA Planner, the acceptance of the AR technology serves as an additional component influencing customers' decisions to buy.

The Role of Technology Acceptance Model (TAM) Mediation

According to the test results of indirect influence, TAM managed to mediate the relation between Augmented Reality and the purchase decision and also mediated the relation between IKEA Planner and purchase decision. The t-statistical value of 3.796 ($p = 0.000$) on the $AR \rightarrow TAM \rightarrow Purchase Decision$ track and 3.222 ($p = 0.001$) on the $IKEA Planner \rightarrow TAM \rightarrow Purchase Decision$ track showed that both mediating effects were significant.

These results imply that consumer choices are affected not only directly through the technologies used, but also indirectly through consumer acceptance of the technologies. In other words, the benefits of technology will be more effective in improving purchasing decisions if consumers first feel that the technology is easy to use, useful, and provides a positive experience.

CONCLUSION

The objective of this study is to determine the effects of using AR and IKEA Planner on purchasing decisions using Technology Acceptance Model (TAM). From the data analyzed by

using SmartPLS, it is clear that Augmented Reality has a significant positive effect on purchasing decisions and a significant positive effect on the TAM. It means that the use of AR technology increases the acceptance of technology and supports consumer purchasing decisions.

Another finding from the current research indicates that IKEA Planner has no statistically significant effect on the decision to make purchases directly; however, IKEA Planner has a positive and statistically significant effect on TAM. This finding suggests that the existence of IKEA Planner has not influenced the consumers' decision-making process directly, but was capable of increasing the acceptance of technology by consumers, contributing to their purchasing decisions.

Additionally, the TAM is positively and significantly affecting the purchasing decision, and it is shown to be a mediator between Augmented Reality and the purchasing decision and also between IKEA Planner and the purchasing decision. Thus, the acceptance of technology is an important mechanism that explains how the use of digital technology can affect consumer behavior in making purchasing decisions.

This study gives empirical proof that the implementation of digital technology in marketing is influenced not only by the availability of such a technology, but also by the extent of consumer acceptance and perception of the benefits of the technology. The outcome of this research will become the reference for business organizations in designing an Augmented Reality-based marketing strategy that can enhance user experience, technology acceptance, and consumer decisions.

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