

HOW BRAND IMAGE AND AUGMENTED REALITY AFFECT PURCHASE DECISIONS IN ONLINE MARKETPLACE

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Submitted: 02-01-2025, Revised: 27-02-2025, Accepted: 12-04-2025

ABSTRACT

This study aims to examine the influence of brand image and augmented reality on purchase decisions, with brand trust serving as a mediator. The research population includes consumers who have previously purchased Maybelline products through Shopee in DKI Jakarta. A total of 165 respondents were selected as samples, with criteria including age, residency, prior experience purchasing Maybelline products, and an interest in beauty trends. This research utilized purposive sampling using a descriptive method to collect respondent data through an online Google Forms questionnaire distributed via social media. The collected data was then thoroughly examined and analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS4 software. The results indicate that brand image has a positive and significant effect on purchase decisions, and with brand trust playing a partial mediating role between brand image and purchase decisions. Furthermore, augmented reality does not have a positive or significant effect on purchase decisions; however, brand trust plays a partial mediating role between augmented reality and purchase decisions. In addition to contributing to practical implication, this research is anticipated to provide meaningful insights for Maybelline products sold on Shopee to better understand the concepts of brand image and brand trust, as well as the application of augmented reality, in order to enhance purchase decisions.

Keywords: Purchase decisions, brand image, augmented reality, brand trust, online marketplace

1. INTRODUCTION

The worldwide outbreak of COVID-19 has served as a catalyst for the rapid growth of Indonesia's e-commerce sector. This change was propelled by Indonesian consumers who showed a growing preference for e-commerce over traditional shopping methods. According to a report from Statista, online sales increased sharply due to a surge in active e-commerce users, with projections reaching 196 million users by 2023 (Goodstat Data, 2024). E-commerce has now become a primary channel for companies to reach consumers, with Shopee being the largest platform in Southeast Asia (CNBC Indonesia, 2022). The increasingly fierce competition in the market has compelled companies to innovate in their marketing strategies to influence consumers' purchasing decisions.

According to data from Kompas, the beauty and personal care industry has become one of the most competitive sectors within the FMCG (Fast Moving Consumer Goods) market today. The high spending power of Indonesian consumers on three e-commerce platforms—Shopee, Tokopedia, and Blibli—during the Ramadan and Eid season demonstrated impressive sales figures, totaling IDR 6.35 trillion for FMCG products. The cosmetic and personal care category was the top revenue contributor, with sales reaching IDR 2.9 trillion, or 45.7% of the total, followed by food and beverage at IDR 1.8 trillion, health at IDR 1.01 trillion, and mother and baby products at IDR 642.9 billion. The high consumption of cosmetic and personal care items is evident from the significant purchases of cosmetics (CNBC Indonesia, 2024).

Maybelline is an international cosmetic brand founded by T.L. Williams in New York, USA, in 1915 and has been present in Indonesia since 1996 (Maybelline, 2010). According to Kompas data covering the top 10 cosmetic brands sold during Ramadan 2024 on Shopee and Tokopedia, Maybelline ranked first, recording total sales of IDR 28,559,853,156 or equivalent as 439,888 units sold (CNBC Indonesia, 2024). The large volume items offered in the e-commerce marketplace reflects the success of the marketing strategies employed.

According to Kotler et al. (2021), the consumer decision-making process involves five key stages: identifying a problem, searching for information, evaluating alternatives, making a purchase decision, and reflecting on post-purchase behavior. The process initiates when consumers become aware of a need, driven by internal stimuli (for example, a need for personal well-being and self-care.) or external stimuli (such as advertisements). Next, consumers seek information from a range of sources. Once consumers have gathered information, they assess alternatives based on key attributes and make a purchase decision, often using heuristic models. Finally, post-purchase behavior includes an evaluation of satisfaction, influenced by the alignment between expectations and product performance, which is crucial for reducing dissonance and enhancing consumer satisfaction.

Augmented reality (AR) technology refers to an engaging technology that overlays virtual objects onto the user's real environment, allowing flexible access without time or space constraints. This technology began to be used in the early 2000s (Caliskan et al., 2023). With rapid developments in hardware and software, AR has continued to evolve and expand in use since the 2010s. Today, AR technology is widely used in various fields, including education, medicine, military, tourism, personal information systems, museums, as well as marketing and advertising (Bilgili et al., 2019). Companies are increasingly adopting AR as a marketing strategy, particularly in cosmetics through the virtual try-on feature, which allows customers to test whether a product suits their preferences without trying it physically. Maybelline also provides this feature on certain products sold on Shopee, displaying how the product appears on the face when the camera is directed at it, thereby visualizing the product's effect through the phone's camera without needing to try the physical product.

Brand image is a key element in marketing that can influence consumers' perceptions of a product. Therefore, every company strives to create a solid, positive, as well as a unique brand image (Kotler et al., 2021). A study examining the effect of brand image on purchasing decisions was conducted by Mahri et al. (2023), which examined Korean skincare products in Indonesia. This study, involving 202 respondents from across Indonesia, revealed a positive and significant impact of brand image on purchasing decisions.

Brand trust has an essential role in shaping consumer buying decisions, as it reflects consumer's perception that a particular brand will meet their promises and expectations. This factor significantly affects purchase decisions. Within the framework of e-commerce, most consumers tend to choose brands they trust, where brand reputation and user experience are highly influential. For instance, Maybelline's reputation on Shopee is considered positive, as seen from its large follower base and high customer ratings.

Contributions of the Study

Through this research, a deeper understanding is offered regarding the interplay between brand image, augmented reality, brand trust, and purchase decisions, particularly within the scope of e-commerce platform. By focusing on the products, the study addresses existing gaps in how augmented reality can influence consumer trust and ultimately drive purchasing behavior.

Additionally, the findings provide actionable insights for companies to improve their marketing strategies. By grasping the significance of brand image and trust, as well as the potential of augmented reality, brands like Maybelline can better engage consumers and improve their purchase decisions. This study serves as both a source for academic exploration and a practical resource for optimizing digital marketing practices.

Theoretical Framework

According to Ajzen (1991), the main factor of the Theory of Planned Behavior is the attention of an individual on carrying out a specific behavior. Intention is considered to reflect incentives factors that can influence behavior and shows the level of effort an individual intends to put into carrying out that behavior. This theory helps to understand purchasing decisions influenced by three main factors: a positive attitude toward the product, social norm influence, and perceived control over the purchase. When these three factors strengthen the consumer's intention, the likelihood of a purchase decision will also grow.

Brand Image

Brand image refers to the way consumers perceive a brand, which is based on past experiences and associations organized into meaning and can influence how the brand is viewed (Aaker, 1996). Brand image reflects the brand's position compared to its competitors in the eyes of consumers, which is influenced by the level of consumer involvement (Baker, 2003). Brand image also reflects the authenticity values of the organization, which can influence loyalty and brand equity (Albrecht et al., 2023). Therefore, brand image is a perceptual information that plays a key part in reflecting the quality and vision of a organization, distinguishing it from other organization.

Augmented Reality

Augmented reality is a form of virtual environments (VE), closely related to virtual reality (VR) that can take digital information and displaying it in real-time (Rampolla and Kipper, 2012). According to Schmalstieg and Höllerer (2016), AR allows individuals to view and connect with digital elements that appear to be integrated into the real environment. This technology can enhance the user experience by allowing them to see and feel more than the physical world and receive relevant real-time information (Peddie, 2017). Thus, AR is an engaging technology that integrates virtual objects into the user's real environment, enabling flexible access without the limitation of time and space.

Brand Trust

Kotler et al. (2021) describe brand trust as a brand's capacity to consistently meet customer needs over the long term, thereby creating an understanding that the brand is trustworthy. Brand trust reflects past perceptions that support brand loyalty and preference in the long run (Aaker, 1996). Brand trust can significantly influence customer commitment, particularly in high-involvement situations, making it essential to build brand trust through honest communication and maintaining a good reputation to foster long-term relationships with customers (Dalgado-Ballester and Munuera-Aleman, 2001). Thus, brand trust is the consumer's belief in a brand's ability to meet their needs, formed through reputation, information, and product performance.

Purchase Decision

According to Schiffman and Wisenblit (2019), purchase decision is the mental process a consumer undergoes before deciding to buy a product or service, involving factors such as need, experience, information, and perceptions of the brand or company. This process includes

several stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Purchase decisions are influenced by different factors, including psychological, social, cultural, and personal factors (Kotler et al., 2021), as well as sales promotions and repeat purchase behavior (Albrecht et al., 2023). Therefore, purchase decision is the process where consumers select, acquire, and evaluate products from several alternatives, influenced by marketing factors and the environment.

The relationship between brand image, brand trust, and purchase decision

Brand image and brand trust are two important elements in building a strong relationship between a product and its consumers. The relationship between these two variables has been studied by Wijaya and Annisa (2020), Bernarto et al. (2020), and Maulana and Marista (2021). The research findings show that brand trust is positively and significantly affected by brand image.

Brand image is regarded as one of the factors which can affect purchase decision, as a favorable view of a brand that often becomes a crucial driving force in the decision-making process. According to the study carried out by Amron (2018) and also Maulana and Marista (2021), brand image shows a positive and significant influence on purchase decision. Meanwhile, in the study by Wijaya and Annisa (2020), brand image had no significant effect on purchase decision. It suggests that brand image is not necessarily the primary factor in purchasing decisions.

Based on the explanation above, the hypotheses that can be formulated are:

H1: Brand image has a positive effect on purchase decision.

H2: Brand image has a positive effect on purchase decision through brand trust.

The relationship between augmented reality, brand trust, and purchase decision

Augmented reality has rapidly developed in recent times and is beginning to be used across various sectors, including e-commerce. The application of augmented reality technology in marketing has attracted the attention of researchers in recent years. This technology is believed to strengthen the relationship between a brand and consumers by enhancing interaction and consumer experience. Bilgili et al. (2019) and Konopka et al. (2024) conducted research on the connection between the use of augmented reality and brand trust. The research findings show that augmented reality has a significant and positive effect on brand trust.

The implementation of augmented reality allows consumers to have a more enjoyable and interactive shopping experience, which is ultimately considered to influence purchase decisions. According to the study conducted by Pantano et al. (2017), Zhang et al. (2019), and Sengupta and Cao (2022), augmented reality technology has a positive and significant impact on purchase decision.

According to the explanation above, the following hypotheses can be formulated:

H3: Augmented reality has a positive effect on purchase decision.

H4: Augmented reality has a positive effect on purchase decision through brand trust.

The relationship between brand trust and purchase decision

Brand trust is considered as one of the important factors influencing purchase decision. A consumer's trust in a brand often serves a crucial purpose in enhancing purchase decisions. Amron (2018), Wijaya and Annisa (2020), and Maulana and Marista (2021) conducted studies on the connection between brand trust and purchase decision, with the research findings indicating that brand trust significantly affects purchase decision. These results highlight the significance of establishing brand trust in influencing consumer purchasing decisions.

According to the framework described, the research model can be depicted as follows.

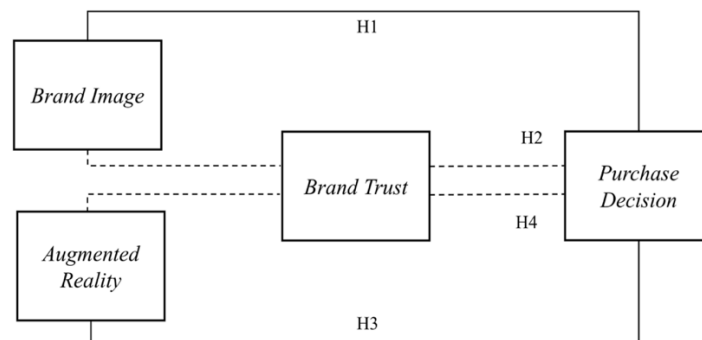


Figure 1. Research Model

2. RESEARCH METHOD

The research in this study employs a quantitative method with a descriptive technique, focusing on data exploration and relationships between variables that represent the population as a whole. This type of research typically uses a large, representative sample that is well-structured (Malhotra et al., 2020). The population of this research is focused on Maybelline product consumers on Shopee who reside in DKI Jakarta. The sampling technique applied is purposive sampling. The sample criteria for this study include women aged above 17 years, who have purchased Maybelline products on Shopee, and who follow beauty trends. Respondents' answers are assessed using a Likert scale with five response categories, asking them to indicate their degree of agreement with each statement associated to the research subject (Malhotra et al., 2020).

The measurement of the brand image variable is adapted from Wijaya and Annisa (2020), Arlwashdeh et al. (2019), and Bernarto et al. (2020). Meanwhile, the assessment for the augmented reality variable is modified from Pantano et al. (2020) and Kusuma et al. (2024). Furthermore, the assessment indicators for the brand trust variable are adapted from Wijaya and Annisa (2020) and Ruslim et al. (2023). The measurement of the independent variable, namely purchase decision, is adapted from Wijaya and Annisa (2020), Arlwashdeh et al. (2019), as well as Mbete and Tanamal (2020). The measurements of these variables are presented in the following table.

Table 1. Operational Variables

Variable	Items	Outer Loading
<i>Brand Image</i>	The Maybelline brand is quite familiar to me.	0.328
	The Maybelline brand has a good reputation for quality.	0.725
	Maybelline is a prestigious brand to me.	0.808
	Overall, Maybelline offers better benefits than other competitor brands.	0.748
	Maybelline has more special characteristics compared to other brands.	0.808
	Maybelline is the best brand in the beauty industry sector.	0.776
<i>Augmented Reality</i>	Augmented reality can display the information I expect.	0.576
	Augmented reality is visually appealing.	0.707
	I recommend the application of augmented reality for online shopping.	0.770
	I can imagine the application of cosmetic products through augmented reality.	0.736
	I feel happy and comfortable doing virtual try-ons through augmented reality.	0.771

<i>Brand Trust</i>	I believe Maybelline products can help enhance my aesthetics.	0.728
	I am confident that Maybelline products promise satisfaction.	0.749
	I can fully trust Maybelline products.	0.758
	In the beauty industry sector, I rely on Maybelline products.	0.724
	I feel safe when purchasing Maybelline products.	0.648
<i>Purchase Decision</i>	I have purchased Maybelline products on Shopee.	0.697
	I enjoy shopping for Maybelline products on Shopee.	0.754
	I will repurchase Maybelline products through Shopee in the future.	0.804
	I prefer buying Maybelline products over other brands on Shopee.	0.742

3. RESULTS AND DISCUSSIONS

Table 2 below displays the respondent characteristics based on age, occupation, domicile, and interest in beauty trends. This study involved 165 respondents as the sample.

Table 2. Respondents' Characteristics

	Characteristics	Total	Percentage
Age	18–24 years old	92	55.76%
	25–35 years old	55	33.33%
	36–45 years old	8	4.85%
	> 45 years old	10	6.06%
Occupation	Students	89	53.95%
	Private Sector Employee	48	29.09%
	Government Employee	8	4.85%
	Entrepreneur	10	6.06%
	Freelancer	1	0.60%
	Housewife	9	5.45%
Domicile	Jakarta Barat	80	48.48%
	Jakarta Utara	19	11.51%
	Jakarta Timur	16	9.70%
	Jakarta Selatan	32	19.40%
	Jakarta Pusat	18	10.91%
Following Beauty Trends	Very Active	97	58.79%
	Occasionally	68	41.21%

According to the findings of the outer model analysis, 19 indicators employed to assess the variables in this research are considered valid and reliable. However, one indicator on brand image did not pass the validity and reliability tests, so this indicator was removed and will not be used in subsequent tests. The outcome of the convergent validity analysis (AVE values and outer loadings), discriminant validity (cross loadings), as well as the composite reliability and Cronbach's alpha values, indicate that the 19 indicators in this study meet the minimum requirements of the measurement method used.

Table 1 shows the outcomes of the reliability test for the indicators in this research, which indicate that all 19 indicators are valid.

Table 3 below shows the results of the convergent validity test. The AVE value is considered acceptable if it is greater than 0.50 (Hair et al., 2019). According to the testing results, the AVE value for each variable meets the requirement as it is greater than 0.50.

Table 3. Average Variance Extracted

Variable	AVE
Brand Image	0.599
Augmented Reality	0.512
Brand Trust	0.522
Purchase Decision	0.563

Discriminant validity is employed to assess the degree to which constructs are not related with one another (Hair et al., 2019). The outcome of the Heterotrait-Monotrait Ratio (HTMT) analysis in Table 4 illustrates that each variable in this study meets the discriminant validity requirement, as the HTMT values are less than 0.90.

Tabel 4. Heterotrait-Monotrait Ratio

Variable	Augmented Reality	Brand Image	Brand Trust
Augmented Reality			
Brand Image	0.533		
Brand Trust	0.673	0.652	
Purchase Decision	0.360	0.550	0.795

High loading factor values are expected to accurately represent the construct. The anticipated loading factor value is above 0.70, but a value of 0.50 is still regarded as acceptable (Hair et al., 2019). Table 5 below reveals that each indicator for each variable has a value greater than 0.50, meaning that each variable can be trusted to represent the construct well.

Table 5. Loading Factor

	AR	BI	BT	PD
AR1	0.576	0.304	0.311	0.162
AR2	0.707	0.293	0.353	0.166
AR3	0.770	0.283	0.313	0.151
AR4	0.736	0.352	0.392	0.238
AR5	0.771	0.276	0.514	0.253
BI2	0.307	0.725	0.371	0.279
BI3	0.286	0.808	0.442	0.376
BI4	0.277	0.748	0.390	0.393
BI5	0.344	0.808	0.411	0.310
BI6	0.418	0.776	0.394	0.310
BT1	0.615	0.312	0.728	0.433
BT2	0.481	0.328	0.749	0.386
BT3	0.297	0.468	0.758	0.407
BT4	0.252	0.453	0.724	0.465
BT5	0.283	0.327	0.648	0.477
PD1	0.330	0.239	0.515	0.697
PD2	0.232	0.290	0.443	0.754
PD3	0.145	0.402	0.414	0.804
PD4	0.133	0.373	0.424	0.742

Internal consistency reliability is assessed using composite reliability values to assess the reliability of a construct. Composite reliability values are considered acceptable if they range from 0.70 to 0.90 (Hair et al., 2019). Table 6 below shows that each variable is reliable and can be trusted.

Table 6. Internal Consistency Reliability

Variable	Cronbach's Alpha	rho a	rho c
Brand Image	0.832	0.836	0.882
Augmented Reality	0.763	0.781	0.839
Brand Trust	0.770	0.772	0.845
Purchase Decision	0.740	0.739	0.837

The coefficient of determination value represents the impact of exogenous variables on endogenous variables. Table 7 below shows that 40% of the brand trust variable can be clarified through the brand image and augmented reality variables, while the other 60% is clarified by variables that are not investigated in this research. Additionally, 38.8% of the purchase decision variable can be clarified through the brand image and augmented reality variables, and the other 61.2% is explained by variables not examined in this research.

Table 7. Coefficient of Determination

Variable	R ²	Result
<i>Brand Trust</i>	0.400	Moderate
<i>Purchase Decision</i>	0.388	Moderate

The effect size of a construct removed for a specific endogenous construct. It can be determined by values of 0.02, 0.15, and 0.35, which respectively represent small, medium, and large effects (Hair et al., 2019). Hypotheses H1 to H4 can be considered supported if the path coefficients fall within the range of -1 to +1 and the p-value is less than 0.05.

Table 8. Effect Size (f²)

Variable	f ²	Result
Brand Image → Purchase Decision	0.040	Small Effect
Brand Image → Brand Trust	0.173	Moderate Effect
Augmented Reality → Purchase Decision	0.011	No Effect
Augmented Reality → Brand Trust	0.215	Moderate Effect
Brand Trust → Purchase Decision	0.305	Big Effect

The aim of the hypothesis testing in this study is to assess whether each hypothesis can be supported or not. Hypotheses 1 to 4 can be supported if the path coefficients have values between -1 and +1 and the p-value is less than 0.05 (Hair et al., 2019).

Table 9. Hypotheses Testing

Variable	Path Coefficient	p-value	Result
H1 Brand Image → Purchase Decision	0.187	0.022	Supported
H2 Brand Image → Brand Trust → Purchase Decision	0.198	0.001	Supported
H3 Augmented Reality → Purchase Decision	0.101	0.287	Not Supported
H4 Augmented Reality → Brand Trust → Purchase Decision	0.221	0.001	Supported

4. CONCLUSIONS AND SUGGESTIONS

According to the outcome of the first hypothesis test, a positive and significant effect is exerted by brand image with a small effect size, on purchase decision. This suggests that consumer perceptions of Maybelline as a brand with a high-quality reputation, a prestigious brand, offering superior benefits and characteristics compared to its competitors, and as a leader in the beauty industry, can enhance purchase decisions for Maybelline.

The outcome of the data analysis examining the impact of brand image on purchase decision through brand trust, shows that brand trust serves as a partial mediator, enhancing the association between brand image and purchase decision. To put it differently, brand trust has a function in amplifying the effect of brand image on purchase decisions, but brand image also has a direct and significant impact on purchase decision.

According to the third hypothesis test, augmented reality does not significantly impact on purchase decision, with an insignificant effect. This suggests that consumer perceptions of augmented reality, which can display expected information, offer attractive visuals, facilitate online shopping recommendations, enable consumers to imagine cosmetic product applications, and create a sense of enjoyment and comfort during virtual try-ons, do not significantly enhance purchase decisions.

The results of the fourth analysis show partial mediation that strengthens the connection between augmented reality and purchase decision. This implies that brand trust plays a role in reinforcing the effect of augmented reality on purchase decision, but augmented reality still has a significant direct impact on purchase decision without fully depending on brand trust.

Based on respondent feedback, the majority of respondents find Maybelline to be a well-known brand. Respondents also perceive Maybelline as having a good reputation for quality and consider it a prestigious brand. Overall, respondents feel that Maybelline offers superior benefits compared to other competitor brands, and its characteristics are seen as more special. Most respondents also stated that Maybelline is the best brand in the beauty industry sector. From the responses, it can be concluded that Maybelline has a favorable image in the perception of consumers as an excellent beauty brand. In addition to being widely recognized, Maybelline is viewed as having a strong reputation for quality, with benefits and characteristics that set it apart from its competitors. This indicates that Maybelline has successfully maintained its position as a top choice for consumers in the beauty industry.

Furthermore, augmented reality was rated positively for being able to display expected information and provide an engaging visual experience. This technology was also recommended for use in online shopping, especially in the cosmetics sector. Respondents felt comfortable using virtual try-ons through AR, which helped them better visualize the application of cosmetic products. It can be concluded that augmented reality met consumer expectations and has the potential to increase brand trust. However, based on the hypothesis testing results, augmented reality was determined to have no significant impact on the intention to purchase products online.

According to the analysis results findings based on the data above, it is clear that Maybelline has successfully built strong brand trust among its consumers. Consumers' confidence in Maybelline products' ability to enhance personal aesthetics, deliver satisfaction, and maintain quality reflects a strong level of trust in the brand. Respondents also feel secure and rely on Maybelline to meet their beauty needs, showing that the brand has become a trusted primary choice in the beauty industry. It can be concluded that Maybelline products have successfully built consumer trust and satisfaction, particularly in terms of enhancing aesthetics and the promised quality. This strong level of trust in the brand makes consumers feel secure and inclined to rely on Maybelline to meet their beauty needs, further solidifying the brand's position as the top choice in the cosmetics industry.

In terms of online shopping, respondents shared positive experiences when purchasing Maybelline products on Shopee. They felt happy and satisfied shopping through this platform and expressed a strong intention to make repeat purchases in the future. Many respondents also preferred Maybelline products over other brands when shopping on Shopee, indicating strong loyalty to the brand on the e-commerce platform. It can be inferred that the positive experience and satisfaction respondents had when purchasing Maybelline products on Shopee have fostered strong loyalty to the brand on the e-commerce platform. The high interest in making repeat purchases and a greater preference for Maybelline over other brands indicate that Maybelline has successfully maintained and strengthened its position in the online market.

Overall, a positive brand image can enhance consumer trust in the brand, which in turn can drive purchase intentions. Similarly, the use of engaging and informative augmented reality strengthens consumer trust and influences purchase decisions by offering a more tangible and interactive experience.

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