

ABSTRACT

The Influence Of Immersive Experiences From Augmented Reality And Product Quality On Consumer Purchase Intention On The Ikea Place Application

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This study aims to determine whether Augmented Reality and product quality affect consumer buying interest. This study uses a quantitative approach and primary data collection using a questionnaire. Because the population in the study is not known the exact number and uses purposive sampling technique as a sampling method with a total of 133 respondents who are IKEA consumers. Data analysis in this study used the SPSS version with multiple linear regression testing. The results of this study indicate that augmented reality, product quality and purchase intention have a significant effect on purchase intention. Data analysis in this study using the SPSS 27 programme, testing the T test and F test with the results of augmented reality on purchase intention is not significant. The results of this study indicate that product quality has a significant effect on purchase intention. While augmented reality and product quality on purchase intention

Keywords : Augmented Reality, Product Quality, Purchase Intention, IKEA