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E-Customer Satisfaction And Consumer Attitudes Toward Mobile Augmented Reality Advertisements In The Indonesian Cosmetics Market

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Abstract

This study aims to measure e-customer satisfaction through e-customer experience, and consumer attitudes towards mobile augmented reality ads (MARA) in the cosmetics marketplace in Indonesia. The research design uses a descriptive verification approach with a survey method. To obtain data, an online questionnaire was employed for cosmetics marketplace consumers in Indonesia who had made purchases after seeing MARA. It was determined that 214 people were taken randomly using a convenience sampling technique. The Smart-PLS program is used to process and analyses the data using path analysis. The results show that the level of consumer perceptions about e-customer satisfaction, e-customer experience, and consumer attitudes towards MARA is excellent. In addition, the positive effects of the e-customer experience and consumer attitudes toward e-customer satisfaction can be confirmed. This study is expected to contribute theoretically and practically by presenting factors that can encourage consumers to have good experiences and perspectives towards advertisements in the cosmetic marketplaces they visit by utilizing MARA.

Keywords: *Advertising, e-customer satisfaction, e-customer experience, Mobile Augmented Reality*

Introduction

Information technology is currently snowballing, especially in Indonesia. It is evident from the annual increase in the number of Internet users in Indonesia(Suarsa, 2020). The Internet is essential and helpful. The Internet can be used as a means of promotion(Ahyuna; Hamzah, M. Djabir; HM Najib, 2013; Kusnadi, 2020) for business, as a reference (Komalasari, Bakti; Naumi, 2018; Setiyani, 2010) and to make the right decisions (Saputra, 2016; Yuliana, 2000).

Today, people buy and sell goods and services online using information and communication technologies. Electronic commerce, also known as e-Commerce, is this phenomenon. With the release of the XIV Economic Policy Package for e-Commerce, the government has begun to pay attention to the phenomena of e-Commerce, which offers consumers a variety of shopping options without forcing them to visit the store in person. It supports the government's goal of making Indonesia the Southeast Asian country with the broadest digital economy capabilities by 2020 while simultaneously encouraging future generations to innovate, create, and create new economic activity.

Ninety-six percent of internet use in e-commerce activities in Indonesia is used to search for goods or services to be purchased. In contrast, internet use for online shopping purposes is 90% (Kemp & Moey, 2019).The growth of Indonesia's e-commerce industry is also dominated by retail sales consisting of several categories, such as furniture, fashion, consumer goods, as well as beauty and health products.

There is a change in consumer shopping behaviour patterns that have shifted from traditional to digital. Marketers also need to keep up with these changes and developments, for example, by updating the technology used in advertising through digital advertising. Improve features on their website or application in the hope that their e-commerce will experience growth by presenting attractive and interactive digital advertising media. According to (Janto, 2019), one of the digital advertising trends that will become a digital advertising trend in 2020 and will continue to grow is Augmented Reality (AR).

AR is a digital technology where this media combines real, virtual, interactive, and real-time information in a three-dimensional (3D) environment (Azuma, 1997; Craig, 2013; Kipper & Rampolla, 2013) where users can manipulate models, for example, by zooming in, out, rotating, or moving (Poushneh & Vasquez-Parraga, 2017). AR provides valuable and informative content to end users in different situations(Irshad & Rambli, 2017); presentation content can be text(Fan, Chai, Deng, & Dong, 2020), images, information, videos(Brengman, Willems, & Van Kerrebroeck, 2019), sound, graphics or GPS data (Dacko, 2017)that align virtual objects with physical objects(Höllerer & Feiner, 2004). Thus, AR can enhance a person's sensory perception (Daponte, Vito, Picariello, & Riccio, 2014) through increased interactivity

(Milgram & Kishino, 1994; Poushneh & Vasquez-Parraga, 2017)because AR can enhance the user's visual, auditory, and tactile information, among other aspects(Fan et al., 2020). Therefore, AR has considerable potential to attract consumers' attention, such as in marketing.

In marketing, AR is widely used for advertising needs, both in online and on-air advertising content (Wassom, 2015). Applications for AR are typically used to add interactive material to print and digital product information, as well as to provide information for in-store or online marketing. (Mauroner, Le, & Best, 2016; Spreer & Kallweit, 2014), virtual furniture placement (Rese, Schreiber, & Baier, 2014), or virtual try-outs of clothing, make-up and sunglasses (Pantano & Naccarato, 2010; Verhagen, Vonkeman, Feldberg, & Verhagen, 2014) to help customers find the products they like best (Mekni & Lemieux, 2014). Thus, this technology can increase product tangibility (i.e., the mental image of the product, its attributes, and the sense of physical presence)(Verhagen, Vonkeman, & Dolen, 2016)and improve digital shopping processes (Brengman et al., 2019), which are expected to support consumer purchasing decisions (Adhani, 2012; Javornik, 2016). Researchers use it to increase productivity, effectiveness and efficiency as well as entertainment media (Purwidiatmaka & Hariadi, 2010).

The development of the cosmetics business in Indonesia has increased. The Ministry of Industry noted that in 2017 the cosmetic industry reached more than 760 companies (Taqwa, 2020). Indonesia has a population of 267 million people, with 130 million of them being women and around 68% women of reproductive age, making Indonesia a potential market for cosmetic products (Andriani, 2019). According to data from the Indonesian Statistics Agency, the chemical pharmaceutical and traditional medicine sectors, which include the cosmetics industry, performed pretty well in the first quarter of 2020, increasing by 5.59%(Gareta, 2020). Revenue from the beauty and body care market in Indonesia contributed nearly US$6.9 billion in 2019, and it is predicted that 10% of the total revenue will be generated from online sales (Andriani, 2019). It shows the tremendous public interest in the product.

This vast market potential provides opportunities for cosmetic business players to develop their businesses in Indonesia through online media. Especially during the current Covid-19 pandemic. Consumers tend to be more comfortable shopping for cosmetics online than coming directly to the store. The cosmetics business is a resilience business because everyone tends to want to look beautiful and attractive, even if it is just at home (Anna, 2020a). In the new normal order, cosmetics are still essential when everyone must wear a mask when leaving the house. Psychologically, cosmetics increase self-confidence and make users more attractive (Korichi, Pelle-De-Queral, Gazano, & Aubert, 2008), so that they can foster a sense of joy and happiness which helps maintain positive energy that is good for health and development. Mental and much needed during a pandemic like this(Hadyan, 2020).

The focus of her make-up has changed a bit. For example, eye makeup is more important than lipstick. It means that cosmetic products such as mascara, eye shadow, eyeliner, and eyebrow pencils will be more sought after (Anna, 2020b). Offline cosmetic shops no longer sell sample products in their offline stores but are starting to use virtual technology. This technology will make it easier for consumers to find solutions to beauty problems. Namely, consumers do not have to bother going to physical stores to buy cosmetics, consumers only need to click on an online shopping application or e-commerce platform, and then they can buy the cosmetics they want. The obstacle consumers face when buying cosmetics online is the emergence of doubts about product authenticity, transaction security, and compatibility or suitability between virtual images and the reality of the products they buy. For this reason, AR offers a solution to the problems mentioned above. Through this technology, consumers can try whether a lipstick or foundation colour can match the colour on the skin according to what consumers want or find out what shade of blush or eyeliner they are trying.

Based on data (iPrice Indonesia, 2020) states that in the Q2 2020 quarter, there were fifty e-commerce sites in Indonesia which were sorted based on average visitors each quarter, application rankings, social media followers, and the number of employees. However, only three e-commerce sites have adopted AR technology in selling their cosmetic products, namely Shopee, JD.ID, and Sephora.

Many Internet-focused research have been driven by the rise of AR as a new medium for communication and advertising (Papacharissi & Rubin, 2000). It encourages the study of attitudes toward Augmented Reality Advertising (ARA) in a mobile-based environment. Attitudes towards ARA were adopted from several previous studies regarding attitudes towards advertising, where several factors, including advertising value, influenced these attitudes (Arora & Agarwal, 2019; Haghirian & Madlberger, 2005; Kim, 2019; Liu, Sinkovics, Pezderka, & Haghirian, 2012; Suarsa, 2022), attention to advertising and curiosity (S. Yang, Carlson, & Chen, 2020), interest (Aramendia-Muneta & Olarte-Pascual, 2019; Cheung & To, 2017; Tsang, Ho, & Liang, 2004), motivation (Souiden, Chaouali, & Baccouche, 2019), consumer control (Al Khasawneh & Shuhaiber, 2013; Haghirian, Madlberger, & Tanuskova, 2005), brand familiarity (Al Khasawneh & Shuhaiber, 2013; ALhrezat, 2012), clarity and relevance (Al Khasawneh & Shuhaiber, 2013), acceptance of technology (B. Yang, Kim, & Yoo, 2013), affective and cognitive reactance (Fachryto & Achyar, 2018), and social influence (Al Khasawneh & Shuhaiber, 2013; Cheung & To, 2017; M. Kim, 2019; McLean, Osei-Frimpong, Al-Nabhani, & Marriott, 2020; Mohd Noor, Sreenivasan, & Ismail, 2013; Muk & Chung, 2015).However, the study's shortcomings include that it solely focuses on the attitude element regarding MARA. For that, this research has a purpose; to measure e-customer satisfaction through e-customer experience and attitude toward MARA in the cosmetics marketplace in Indonesia.

Literature Review

Attitudes Toward Ads

Fishbein and Ajzen (1975) in (Arora & Agarwal, 2019)define attitude as "the tendency of human learning." Attitudes (Kotler & Armstrong, 2015)are described as "evaluations and individual feelings towards something." Regarding advertising, an attitude has been defined as "a learned tendency to respond in a consistently favourable or unfavourable way to advertising in general" (MacKenzie & Lutz, 1989). In general, opinions about the advertisement influence how one assesses an organization's advertising message (Greyser & Bauer, 1966; Ha & McCann, 2008; Mehta & Purvis, 1995; Suarsa, 2022).

The consumer attitude toward ads can be defined as "the tendency to respond favourably or unfavourably to a particular

advertising stimulus during a given exposure opportunity" (MacKenzie & Lutz, 1989). This idea has long piqued the interest of marketers and is high on academics' priority list. The reason for this fascination is that attitude is thought to be a predictor of customer behaviour(MacKenzie & Lutz, 1989). Customer attitudes about advertising, for example, have been identified as one of the most important predictors of advertising efficacy and consumer behaviour(Mehta, 2000; Tsang et al., 2004). Shimp (1981) and Mitchell and Olson (1981) were among the first authors in the marketing literature to emphasize the importance of the idea of customer attitudes regarding advertising. They argue that consumers' attitudes about advertising impact their attitudes toward brands by changing how marketed brands are seen. These studies are reinforced by research demonstrating that unfavourable consumer perceptions of advertising can cause consumers to avoid them, which is congruent with unfavourable perceptions of marketed brands (Speck & Elliott, 1997).

Attitudes toward advertising are described as "the inclination to respond in a like or dislike the behaviour toward an advertisement under particular situations" (MacKanzie, Lutz, & Belch, 1986) in(Putri, 2015). Regarding the advertising business, Bauer and Greyser (1968) regard advertising as a technique for studying customer behaviour in reaction to an advertisement (Putri, 2015).

e-Customer Experience (CSX)

Management of the customer experience is crucial for (Rawson, Duncan, & Jones, 2013; Teixeira et al., 2012). Management, market research, promotion, and advertising are all examples of marketing duties (Barnes, 2016). Integration of technology is crucial because firms may deliver a value-added solution to their customers by combining virtual and physical touchpoints to generate optimal customer experiences (Breidbach, Brodie, & Hollebeek, 2014; Kumar, Dixit, & Javalgi, 2016; Patricio, Fisk, & Cunha, 2008; Thorfiani, Suarsa, & Oscar, 2021).

As a result, the use of virtual reality technology provides customers with a more dynamic and independent participation in their experience (Ostrom, Parasuraman, Bowen, Patricio, & Voss, 2015), resulting in a stronger impression of value (Patricio, Fisk, Cunha, & Constantine, 2011). As a result, end-user industries (e.g., fashion, automotive, retail, tourism, entertainment, and services) can provide a better customer experience using this cutting-edge virtual reality technology. In a pre-purchase scenario, for example, shoppers can use an AR software to preview what a living room would look like with new decor, try on items before visiting to a store, or anticipate a roller coaster ride experience with a VR HMD.

e-Customer Satisfaction (eCS)

Companies must understand and study customers' needs, expectations, and wants when consuming a service or product(Suarsa, Anggraeni, & Aritonang, 2022). Customers will have feelings of Satisfaction or dissatisfaction. Customer satisfaction arises from the fulfilled desires and expectations of consumers. Consumer satisfaction is an individual problem that is very subjective because it depends on everyone to feel and know it. This Satisfaction is tough to measure; if it is attempted to be measured, this site will contain many subjective elements to assume that satisfaction measures can be expressed ordinal, namely dissatisfied, dissatisfied, quite satisfied, satisfied, and very satisfied.

Marketing activities carried out by communicating and offering goods or services from their companies are to create Satisfaction for their customers. The following is the definition of consumer or customer satisfaction according to some experts:

According to (Tjiptono, 2014), Consumer satisfaction is an emotional appraisal of consumers after they have used products that meet their expectations and demands. Meanwhile, the notion of consumer satisfaction according to (Hasan, 2018), Consumer satisfaction is a sense of pleasure or discontent that arises from comparing the performance of a product (results) to the expected performance (results). Another understanding (Kotler & Keller, 2016) states that "customer satisfaction is a person's feeling of displeasure or dissatisfaction as a result of comparing the product's perceived performance to results concerning expectations." Based on several definitions of consumer satisfaction above, the authors understand that Consumer satisfaction can refer to either pleasure or dissatisfaction for a person or consumer about what is produced by the product or service that is consumed or used based on the expectations given to the product or service.

Many studies have revealed that AR focuses on creating digital affordances for customer experiences, namely helping consumers to do something, as research conducted by(Chylinski et al., 2020). Besides that, research conducted by (Poushneh & Vasquez-Parraga, 2017) shows that AR affects product quality and customer experience (UX), which affects customer satisfaction and purchase intent. UX is based on pragmatic, aesthetic, hedonic via stimulation, and hedonic by identification. Likewise, research conducted by(J. Kim & Forsythe, 2008)showed that Technology anxiety and innovativeness moderated the association between attitude and the use of virtual try-on technology. However, gender did not affect the adoption process. Although the experience is not 100% the same, AR technology allows potential buyers to try the product as if they were in a physical store. Therefore, this feature can increase consumer satisfaction during online shopping(Thorfiani, 2023).

Several prior studies examine the relationship between customer satisfaction and consumer attitudes. Previously, the study investigated the influence of consumer attitude on customer satisfaction(Chen Ying, Chih-Hsuan, & Wan-Chuan, 2015; Mohsin Butt & Aftab, 2013). However, it has not discussed the relationship between e-customer satisfaction and consumer attitude. In addition, another study finds that e-satisfaction can be concluded as a user's attitude in evaluating purchase experience while creating customer satisfaction(Juwaini et al., 2022).

Based on relevant phenomena, theoretical reviews, and previous research, the following research models and hypotheses were developed:

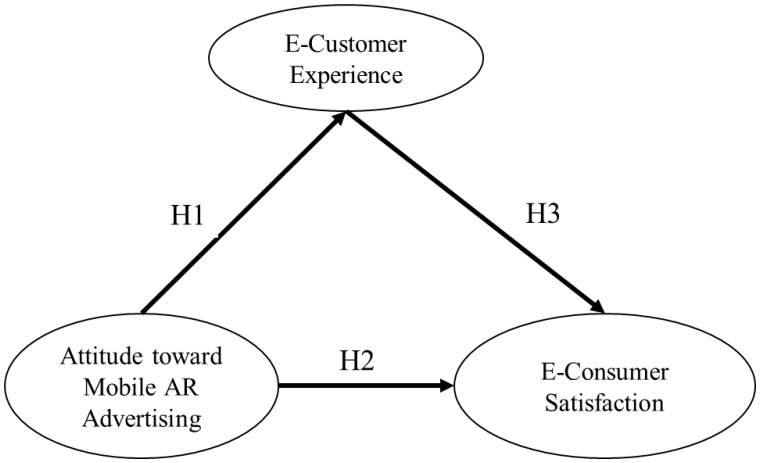

Figure 1. Research Paradigm

The methodology described above can be used to generate three sets of hypotheses:

H1: Attitudes toward Mobile AR have a beneficial impact on attitudes toward e-Customer Experience.
H2: Attitudes toward mobile augmented reality have a beneficial effect on e-customer satisfaction.
H3: E-Customer Experience Influences E-Customer Satisfaction

Method

This study is classified as explanatory research, namely the type of research to explain the link discovered in this study between the factors, namely Attitude toward Mobile Augmented Reality Ads, e-Customer Experience, and e-Customer Satisfaction. The research design used was a survey and convenience sampling as the sampling technique; the goal is to get the unit or person that is most easily accessible(Suhartanto, 2014). This study's population consists of the number of consumers who have made purchases at cosmetic marketplaces that provide MARA, namely Shopee, JD.ID, and Sephora, the number of which is unknown. The reason is unknown because there is no definite number of buyers in the marketplace whether consumers make purchases due to MARA or not. This cosmetic marketplace was selected considering that it could represent the existing cosmetic marketplace. The sample selection was carried out because the researcher understood that the required information could be obtained from a population capable of providing the desired information. After all, the targeted sample was those thought to have information that could meet the criteria determined by the researcher. These criteria include the following: the respondent has at least purchased cosmetics in one of the marketplaces that have used MARA in marketing their cosmetic products and have used MARA.

A structural equation model (Structural Equation Modelling/SEM) is used in this investigation. According to (Hair Jr, Black, Babin, & Anderson, 2014), the number of samples is in the range of 100-200 or a minimum sample size of five observations for the estimated parameter. It can be determined that the number of samples is as many as 241 respondents.

Results and Discussion

Respondent Profile

In this study, the demographic data of respondents only focused on several aspects such as gender, age, occupation, the marketplace where transactions were made, the frequency of making purchases with MARA and the types of cosmetic products used, as seen in table 1 below.

Characteristics		Frequency	%
Gender	Male	10	5
	Female	204	95
Age	12-16 yo	11	5,14
	17-25 yo	25	11,68
	26-35 yo	67	31,31
	36-45 yo	86	40,19
	46-55 yo	25	11,68
Occupation	Housewife	13	6,07
	College Student	9	4,21
	Civil Servant	31	14,49
	Private Employees	124	25
	Student	11	5,14
	Entrepreneur	26	11,21
Marketplace for transactions	JD.ID	48	22,43

Characteristics		Frequency	%
	Sephora	66	30,84
	Shopee	100	46,73
The frequency of making purchases on Marketplace using MARA	First time	51	23,83
	Second time	54	25,23
	More than second time	109	50,93
Types of Cosmetic Products Purchased	Lip Care	19	8,88
	Hair Care	9	4,21
	Body Care	1	0,47
	Face Treatment	25	11,68

Table 1. Respondents' Demographics
Source: Primary data processing, 2022

95% of respondents are women, 40.19% are aged between 36-45 years, and 25% are private employees. The marketplace where most transactions are made is at Shoppe, which is 46.73%, with a frequency of more than 2 transactions of 50.93%, and the most purchased type of cosmetics is facial care, which is 11.68%.

Variable Measurement

The attitude dimension is measured with likes, pleasure, and quality indicators. It can be concluded that the average respondent's achievement of this dimension is in the high category. Respondents like and enjoy MARA that they find in the marketplace where they make purchases, in line with what was conveyed by(Ahmed, El-Shamandi; Khaled; Ambika; Anupama; Belk, 2023; Yim & Park, 2019). besides that, they also consider that the quality of MARA in the marketplace is suitable.

e-Customer Experience (CSX)'s description of consumer cosmetics marketplaces in Indonesia is measured using four dimensions: quality of information, interactivity, response time, and aesthetic quality. The results of respondents' responses to the dimensions of quality of information. The results show that the average respondent's achievement of this dimension is in the high category, meaning that the information provided by MARA is delivered in detail, completely, and following expectations. Likewise, with the interactivity dimension, the average respondent's achievement is in the high category. That is, services in the form of detailed information about products on MARA are reasonable and under consumer needs and expectations. The results of the Response Times dimension show that the average respondent's achievement is in the high category. That is, customer experience in waiting for time and speed of the access process helps respondents make decisions.

In comparison, the Aesthetic Quality dimension shows that the average results of the respondents' achievements are in the high category. It means that visually, MARA in the marketplace is considered attractive, in addition to the design with contrasting colours and a layout that is displayed professionally, so that aesthetically the appearance of MARA in the marketplace is beneficial for respondents in making product purchasing decisions. From the calculation results, the recapitulation of respondents' responses to the CSX variable has an average achievement of 85.08% and is in the high category. All CSX dimensions are considered reasonable, and the aesthetic quality dimension has the highest achievement. In contrast, the interactivity dimension has the lowest achievement percentage among the measured dimensions. It is in line with research conducted by(Ahmed, El-Shamandi; Khaled; Ambika; Anupama; Belk, 2023; Poushneh, 2018).

The description of e-Customer Satisfaction **(**eCS) on consumer cosmetics marketplaces in Indonesia is measured using four dimensions: performance, usability, design, and merchandising. The results for the performance dimension show that the average respondent's achievement is in the high category. That is, respondents rated MARA in the marketplace as accessible quickly, easy to use, able to function correctly, and comfortable, as well as being flexible or usable according to the needs of its users. At the same time, the results for the usability dimension show that the average achievement of respondents to this dimension is in the high category. That is, by using the MARA application, the time spent shopping or selecting products becomes efficient; the MARA application is proper and helps respondents choose various colours, shapes, and types. The results for the design dimension show that the average respondent's achievement is in the high category. It means that the appearance of products through MARA is considered more accurate, follows the original, is more attractive, more aesthetic, and can be adapted to user needs. The design dimension shows that the average respondent's achievement is in the high category. That is, respondents considered that the products displayed through the MARA application were varied, there were more of them, and the quality of the information presented was also higher. The amount of product information displayed was greater. Recapitulation of respondents' responses to the eCS variable has an average of 85.22% and is in the high category. All eCS dimensions are considered reasonable, and the performance dimension has the highest achievement, while the design dimension has the lowest percentage of achievement among the measured dimensions.

Full Model Analysis Results

In the Full Model of measurement, the correlation between constructs with the p-value as the level of significance can be seen. More clearly can be seen in Figure 1.

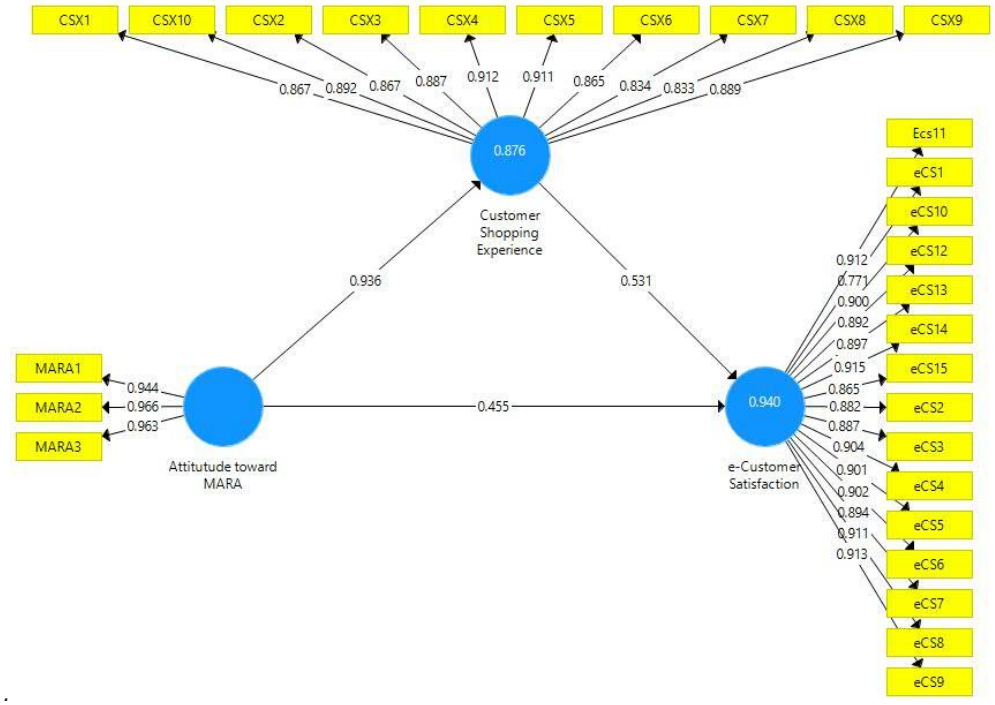

Figure 2. Outer Loading Value in the Measurement Model
Source: Primary data processing, 2022

The MARA variable measurement model explains that the manifest variable correlates with the construct (outer loading), and the p-value is the significance level.

Latent Variables	Indicator	Outer Loading Indicator←Latent Variables	AVE	CR	Cronbach's Alpha	Valid (V) or Not Valid (NV)	Reliable (R) or Not Reliable(NR)
Mobile Augmented Reality Advertising (MARA)	MARA1	0,944	0,917	0,971	0,955	V	R
	MARA2	0,966				V	R
	MARA3	0,963				V	R

Table 2. Outer Loading Value in the MARA Variable Measurement Model
Source: Primary data processing, 2022

The table shows that the MARA variable's convergent validity for all indicators has an outer loading value of >0.708 and an AVE value of 0.917 (>0.5). It indicates that the manifest variable is highly correlated or valid. The results demonstrate that all values of the outer loading indicators are more important than all MARA variable cross-loading values, so they are declared valid. Meanwhile, to assess the reliability of the MARA variable, it can be seen from the CR value, which is equal to 0.971 (> 0.708), meaning that the MARA variable is reliable or reliable. The reliability test can also be carried out by looking at the CR Alpha value; if the CR Alpha value is > 0.70, it can be declared reliable(Hair, Hult, Ringle, & Sarstedt, 2014). declared reliable.

	CSX	eCS	MARA
MARA1	0,889	0,903	0,944
MARA2	0,907	0,923	0,966
MARA3	0,893	0,908	0,963

Table 3. Cross Loading Value in the MARA Variable Measurement Model
Source: Primary data processing, 2022

The CSX variable measurement model explains that the manifest variable is correlated with the construct (outer loading), and the p-value is the significance level.

Latent Variables	Indicator	Outer Loading Indicator ← Latent Variables	AVE	CR	Cronbach's Alpha	Valid (V) or Not Valid (NV)	Reliable (R) or Not Reliable (NR)
e-Customer Shopping Experience(CSX)	CSX1	0,867	0,767	0,971	0,966	V	R
	CSX2	0,867				V	R
	CSX3	0,887				V	R
	CSX4	0,912				V	R
	CSX5	0,911				V	R
	CSX6	0,865				V	R
	CSX7	0,834				V	R
	CSX8	0,833				V	R
	CSX9	0,889				V	R
	CSX10	0,892				V	R

Table 4. Outer Loading Value in the CSX Variable Measurement Model
Source: Primary data processing, 2022

The table shows that the convergent validity of the CSX variable for all indicators has an outer loading value of >0.708 and an AVE value of 0.767 (>0.5). It indicates that the manifest variable is highly correlated or valid. Furthermore, the discriminant validity test is carried out by comparing the value of the outer loading indicator, which must be of more excellent value than all the variable cross-loading values. The results show that all the values of the outer loading indicators are more significant than all the cross-loading values of the CSX variable, so they can be declared valid. Meanwhile, to assess the reliability of the CSX variable, it can be seen from the CR value, which is equal to 0.971 (> 0.708), meaning that the CSX variable is reliable. The reliability test can also be carried out by looking at the CR Alpha value; if the CR Alpha value is > 0.70, it can be declared reliable (Hair et al., 2014).

	MARA	eCS	CSX
CSX1	0,832	0,839	0,867
CSX2	0,834	0,850	0,867
CSX3	0,829	0,847	0,887
CSX4	0,869	0,885	0,912
CSX5	0,853	0,898	0,911
CSX6	0,808	0,842	0,865
CSX7	0,760	0,779	0,834
CSX8	0,738	0,780	0,833
CSX9	0,825	0,816	0,889
CSX10	0,841	0,834	0,892

Table 5. Cross Loading Value in the CSX Variable Model
Source: Primary data processing, 2022

The eCS variable measurement model explains that the manifest variable is correlated with the construct (outer loading), and the p-value is the significance level.

Latent Variables	Indicator	Outer Loading Indicator ← Latent Variables	AVE	CR	Cronbach's Alpha	Valid (V) or Not Valid (NV)	Reliable (R) or Not Reliable (NR)
e-Customer Satisfaction (eCS)	eCS1	0,771	0,793	0,983	0,981	V	R
	eCS2	0,882				V	R
	eCS3	0,887				V	R
	eCS4	0,904				V	R
	eCS5	0,901				V	R
	eCS6	0,894				V	R
	eCS7	0,894				V	R
	eCS8	0,911				V	R
	eCS9	0,913				V	R

Latent Variables	Indicator	Outer Loading Indicator ← Latent Variables	AVE	CR	Cronbach's Alpha	Valid (V) or Not Valid (NV)	Reliable (R) or Not Reliable (NR)
	eCS10	0,900				V	R
	eCS11	0,912				V	R
	eCS12	0,892				V	R
	eCS13	0,897				V	R
	eCS14	0,915				V	R
	eCS15	0,865				V	R

Table 6. Outer Loading Value in the eCS Variable Measurement Model
Source: Primary data processing, 2022

The table shows that the eCS variable's convergent validity for all indicators has an outer loading value of >0.708 and an AVE value of 0.793 (>0.5). It indicates that the manifest variable is highly correlated or valid. Furthermore, the discriminant validity test is carried out by comparing the value of the outer loading indicator, which must be of more excellent value than all the variable cross-loading values. The results show that all the values of the outer loading indicators are more significant than all the cross-loading values of the eCS variable, so they can be declared valid. Meanwhile, to assess the reliability of the eCS variable, it can be seen from the CR value, which is equal to 0.983 (> 0.708), meaning that the eCS variable is reliable. The reliability test can also be carried out by looking at the CR Alpha value; if the CR Alpha value is > 0.70, it can be declared reliable (Hair et al., 2014).

	MARA	CSX	eCS
eCS1	0,671	0,715	0,771
eCS2	0,838	0,825	0,882
eCS3	0,845	0,846	0,887
eCS4	0,851	0,868	0,904
eCS5	0,862	0,871	0,901
eCS6	0,858	0,870	0,902
eCS7	0,845	0,862	0,894
eCS8	0,874	0,872	0,911
eCS9	0,888	0,896	0,913
eCS10	0,862	0,864	0,900
eCS11	0,878	0,877	0,912
eCS12	0,863	0,853	0,892
eCS13	0,864	0,851	0,897
eCS14	0,870	0,877	0,915
eCS15	0,817	0,813	0,865

Table 7. Cross Loading Value of the eCS Variable Measurement Model
Source: Primary data processing, 2022

Structural Model Analysis Results

Sub Struktur I

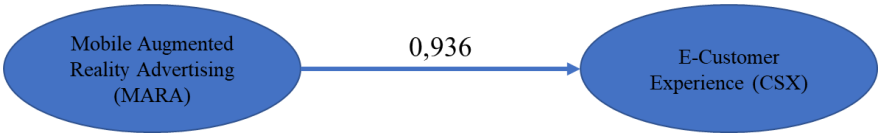

Figure 3. Sub Structure I

The sub-structural model I has the power to predict; this is validated by a variety of structural model assessment values (inner model), which refers to the rule of growth as follows:

Based on the opinion (Hair et al., 2014), R2 values of 0.67, 0.33, and 0.19 denote a strong, moderate, and weak model, respectively. So that the Sub Structure Model II belongs to a strong category with a value of R2 = 0.875; Thus, CSX can explain 87.5% of the variation in the MARA.

The value of the effect side f2 in the sub-structure model II obtained a value of f2 = 7.068. This suggests that the

predictor variable MARA has a strong impact on CSX. It is consistent with the theory (Hair et al., 2014), which states that if the effect size f2 from the rule of thumb (inner model) is 0.02, 0.15, or 0.35, it is regarded small, moderate, or large.

Sub Struktur II

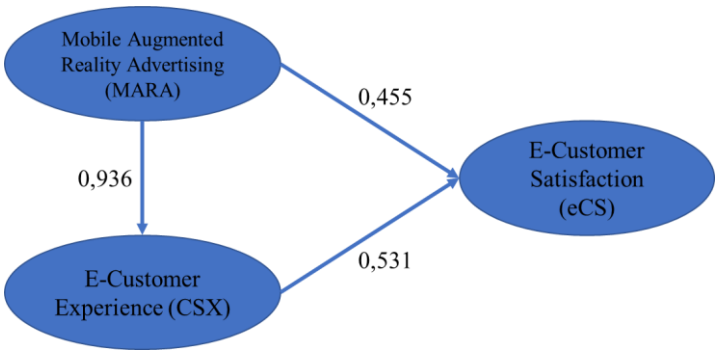

Figure 4. Sub Structure II

The test results for the substructure II model show that:

The MARA variable has an immediate impact on CSX. The Tstat value of 75.319 (higher than 1.650) with a p-value of 0.000 demonstrates this (greater than 0.05), meaning that the MARA variable can generate CSX of 93.6%

The MARA variable has an immediate impact on the eCS variable. The TStat value of 9.223 (higher than 1.650) with a p-value of 0.000 demonstrates this (greater than 0.05), meaning that the MARA variable can generate an eCS of 45.5%

The CSX variable has an immediate impact on the eCS variable. The TStat value of 10.920 (higher than 1.650) with a p-value of 0.000 demonstrates this (greater than 0.05), meaning that the CSX variable can directly bring up eCS of 53.1%.

Hypothesis Test Results

Based on the findings of the structural model's overall analysis, researchers can answer the hypotheses proposed in this study, including:

H1: Attitudes toward Mobile AR have a beneficial impact on attitudes toward e-Customer Experience.

The test results prove a positive influence between the MARA and CSX variables, namely 93.6% (path coefficient value of 0.936). It is clear from the t-count value obtained, which is greater than the t-table (5% significance level), namely 75,319> 1,650, with a p-value of 0.000 (greater than 0.05).

H2: Attitudes toward mobile augmented reality have a beneficial effect on e-customer satisfaction.

The test results prove a positive influence between the MARA and eCS variables, namely 45.5% (path coefficient value of 0.455). The resultant t-count value is more than the t-table (5% significance threshold), specifically 75,319> 1,650, with a p-value of 0.000. (Greater than 0.05).

H3: E-Customer Experience Influences E-Customer Satisfaction

The test results prove a positive influence between the CSX and eCS variables, namely 53.1% (path coefficient value of 0.531). The resultant t-count value is more than the t-table (5% significance threshold), specifically 75,319> 1,650, with a p-value of 0.000. (Greater than 0.05).

Conclusion

The following conclusions may be derived from the findings of this study's analysis:

Description of the MARA variable consists of the dimensions of a positive attitude and a negative attitude, with three indicators: likes, pleasure and quality. Based on the recapitulation results in the descriptive analysis for each dimension, the MARA variable is in the high category. The e-Customer Experience (CSX) variable description is measured using four dimensions: quality of information, interactivity, response time, and aesthetic quality. Based on the recapitulation for each dimension, the CSX variable is in the high category. It is measured using four dimensions: performance, usability, design, and merchandising. Based on the recapitulation results in the descriptive analysis for each dimension, the eCS variable is in the high category.

The MARA variable has a favorable impact on consumer CSX in the cosmetics marketplace in Indonesia.
The CSX variable has a favorable impact on consumer eCS in the cosmetics marketplace in Indonesia.
The MARA variable has a favorable impact on consumer eCS in the cosmetics marketplace in Indonesia.
The MARA variable through CSX variable has a favorable impact on consumer eCS in the cosmetics marketplace in Indonesia.

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