

## ABSTRACT

# ANALYSIS OF AUGMENTED REALITY BEAUTYCAM SHOPEE FEATURES USING THE TECHNOLOGY ACCEPTANCE MODEL STUDY IN 3CE OFFICIAL SHOP

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This research aims to determine the effect of perceived ease of use on perceived usefulness Shopee BeautyCam, to determine the effect of perceived usefulness on attitude toward use Shopee BeautyCam, to determine the effect of perceived ease of use on attitude toward using Shopee BeautyCam, to determine the effect of enjoyment on attitude toward using Shopee BeautyCam, to determine the effect of attitude toward using on behavioral intention to use Shopee BeautyCam. The population in this research was Shopee application users 3CE Official Store as many as 132,900. The sampling technique in this research was non-probability sampling with a purposive technique with a sample size of 100 respondents. The data analysis method and hypothesis testing used SmartPLS ver.3. The results of this research were perceived ease of use affect perceived usefulness of Shopee BeautyCam, perceived usefulness does not have a significant effect on attitude toward using Shopee BeautyCam, perceived ease of use has a significant effect on attitude toward using Shopee BeautyCam, Enjoyment has a significant effect on attitude toward using Shopee BeautyCam, and attitude toward using did not affect BeautyCam's Shopee behavioral intention.

**Keywords:** Augmented Reality, Perceived Ease of Use, Perceived Usefulness, Enjoyment, Attitude Toward Using, Behavior Intention To Use.

## ABSTRAK

### ANALISIS FITUR *AUGMENTED REALITY BEAUTYCAM* SHOPEE DENGAN MENGUNAKAN *TECHNOLOGY ACCEPTANCE MODEL* STUDI PADA 3CE OFFICIAL SHOP

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Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Ease of Use* terhadap *Perceived Usefulness* BeautyCam Shopee, mengetahui pengaruh *Perceived Usefulness* terhadap *Attitude Toward Use* BeautyCam Shopee, mengetahui pengaruh *Perceived Ease Of Use* terhadap *Attitude Toward Use* BeautyCam Shopee, mengetahui pengaruh *Enjoyment* terhadap *Attitude Toward Use* BeautyCam Shopee, mengetahui pengaruh *Attitude Toward Use* terhadap *Behavioral Intention to Use* BeautyCam Shopee. Populasi dalam penelitian ini adalah pengguna aplikasi Shopee pada 3CE Official Store sebanyak 132.900. Teknik pengambilan sampel dalam penelitian ini *nonprobability sampling* dengan teknik purposive dengan jumlah sampel 100 responden. Metode analisis data yang digunakan dalam penelitian ini adalah dengan menggunakan metode SmartPLS ver.3 dan pengujian Hipotesa. Hasil penelitian ini *Perceived Ease of Use* berpengaruh signifikan terhadap *Perceived Usefulness* BeautyCam Shopee, *Perceived Usefulness* tidak berpengaruh signifikan terhadap *Attitude Toward Using* BeautyCam Shopee, *Perceived Ease of Use* berpengaruh signifikan terhadap *Attitude Toward Using* BeautyCam Shopee, *Enjoyment* berpengaruh signifikan terhadap *Attitude Toward Using* BeautyCam Shopee dan *Attitude Toward Using* tidak berpengaruh terhadap *Behavior Intention* BeautyCam Shopee.

**Kata Kunci:** *Augmented Reality* , *Perceived Ease of Use*, *Perceived Usefulness*, *Enjoyment*, *Attitude Toward Using*, *Behavior Intention To Use*