

DAFTAR PUSTAKA

- Anifa, N., & Sanaji, S. (2022). Augmented Reality Users: The Effect Of Perceived Ease Of Use, Perceived Usefulness, And Customer Experience On Repurchase Intention. *Journal Of Business And Management Review*, 3(3), 252–274. <https://doi.org/10.47153/Jbmr33.3462022>
- Ardinia, T. (2012). Studi Tentang Pengaruh Persepsi Manfaat Dan Persepsi Resiko Terhadap Sikap Pada Belanja Online Dan Implikasinya Pada Minat Belanja Online Di D'shetwo Boutique. *Jurnal Sains Pemasaran Indonesia*, Xi(1), 51–75.
- Asyiura. (2019). Analisis User Experience Sebagai Kerangka Acuan Untuk Mengukur Kepuasan Pengguna Pada Aplikasi Mobile Whatsapp (Studi Kasus Pada Mahasiswa Pti Ftk Uin Arraniry Banda Aceh). *Sustainability (Switzerland)*, 11(1), 1–14.
http://sciteca.caf.com/bitstream/handle/123456789/1091/red2017-eng-gene.pdf?sequence=12&isallowed=y%0ahttp://dx.doi.org/10.1016/j.regs-ciurbeco.2008.06.005%0ahttps://www.researchgate.net/publication/305320484_sistem_pembetulan_terpusat_strategi_melestari
- Banjarnahor, Y. M. E., & Setyorini, R. (2022). Analisis Faktor-Faktor Yang Mempengaruhi Continuance Intention (Studi Kasus Pada Pengguna Gofood Di Kota Bandung). *Jurisma : Jurnal Riset Bisnis Dan Manajemen*, 12(1), 42–54.
- Bhattacharjee, A. (2001). Ecm Is Model. *Mis Quarterly*, 25(3), 351–370.
- Cebeci, U., Ince, O., & Turkcan, H. (2019). Understanding The Intention To Use Netflix: An Extended Technology Acceptance Model Approach. *International Review Of Management And Marketing*, 9(6), 152–157.
<https://doi.org/10.32479/irmm.8771>
- Chou, C., & Anderson, J. (2023). *Vifada Management And Social Sciences Analisis Dampak Penggunaan Teknologi Augmented Reality Dalam*

- Pemasaran Digital Ikea Terhadap Consumer Engagement. 1(2), 18–26.*
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease Of Use, And User Acceptance Of Information Technology. *Mis Quarterly: Management Information Systems, 13(3)*, 319–339. <https://doi.org/10.2307/249008>
- Dewi, A. S. (2021). Pengaruh Penggunaan Website Brisik.Id Terhadap Peningkatanaktivitas Jurnalistik Kontributor. *Jurnal Komunika, Vol.17 No.2.*
- Elsiyana Johan, A. (2023). *Pengaruh User Experience Dan Kepercayaan Terhadap Kepuasan Pengguna Mobile Application E-Wallet Dana Menggunakan Metode Delone & Mclean Sebagai Salah Satu Syarat Untuk Memperoleh Gelar Sarjana Komputer.*
- Fahrizal, Suherman, & Febrilia, Ika. (N.D.). *Pengaruh Perceived Ease Of Use, Perceived Usefulness Dan Satisfaction Terhadapcontinuance Intention Pengguna Aplikasi Food Delivery Saat Pandemi.*
- Fatma, N., Irfan, N. F., & Latiep, I. F. (2021). Analisis Keputusan Pembelian Produk Menggunakan Persepsi Harga Dan Kualitas Produk. *Seiko: Journal Of Management & Business, 4(2)*, 533–540.
- Ferdianto, R. (2021). *Peran Kegunaan Dan Kemudahan Yang Dirasakan Dalam Meningkatkan Niat Pembelian Kembali (Studi Kasus Belanja Online Melalui Smartphone Di Jawa Tengah).* 1–23.
- George Noveril Hibur, Ronald P.C. Fanggidae, Merlyn Kurniawati, Y. R. B. (2020). Pengaruh Technology Acceptance Model (Tam) Terhadap Minat Beli Di Marketplace Facebook (Studi Pada Generasi Milenial Di Kota Kupang) The Effect Of Technology Acceptance Model On Buying Interest In The Marketplace Facebook (Study On The Millennial Gen. *Glory: Jurnal Ekonomi & Ilmu Sosial, 169–187.*
- Gunarso, L. A., & Setiawan, A. (2022). User Experience Sebagai Variabel Intervening Dalam Purchase Decision Making Model Pengguna Sistem Informasi Penjualan E-Commerce Grup Go-To Selama Pandemi Covid-19.

Business Management Analysis Journal (Bmaj), 5(2), 189–209.

<https://doi.org/10.24176/Bmaj.V5i2.7905>

Guo, C., & Zhang, X. (2024). The Impact Of Ar Online Shopping Experience On Customer Purchase Intention: An Empirical Study Based On The Tam Model. *Plos One*, 19(8), E0309468.

<https://doi.org/10.1371/Journal.Pone.0309468>

Hantono, H., Tjong, W., & Jony, J. (2023). Pengaruh Technology Acceptance Model Terhadap Intention To Use Dengan Kinerja Sebagai Variabel Moderasi Dalam Menggunakan Sistem Informasi Akuntansi. *Owner*, 7(2), 1815–1830. <https://doi.org/10.33395/Owner.V7i2.1583>

Hariguna, T., Ruangkanjanases, A., Madon, B. Bin, & Alfawaz, K. M. (2023). Assessing Determinants Of Continuance Intention Toward Cryptocurrency Usage: Extending Expectation Confirmation Model With Technology Readiness. *Sage Open*, 13(1). <https://doi.org/10.1177/21582440231160439>

Hasnain, S., Kazmi, A., Ahmed, R. R., Soomro, K. A., E, A. R. H., Akhtar, H., & Parmar, V. (2021). *Role Of Augmented Reality In Changing Consumer Behavior And Decision Making : Case Of Pakistan*. 1–28.

Hauff, S., Richter, N. F., Sarstedt, M., & Ringle, C. M. (2024). Importance And Performance In Pls-Sem And Nca: Introducing The Combined Importance-Performance Map Analysis (Cipma). *Journal Of Retailing And Consumer Services*, 78(August 2023), 103723.

<https://doi.org/10.1016/J.Jretconser.2024.103723>

Hermawan, V. K., & Paramita, E. L. (2021). Faktor Yang Mempengaruhi Keberlanjutan Minat Pengguna Dalam Menggunakan Aplikasi Mhealth Melalui Variabel Satisfaction. *Jurnal Bisnis Dan Manajemen*, 8(1), 150–167.

<https://doi.org/10.26905/Jbm.V8i1.5652>

Hukama, Y., Rifaldi, R., & Giri, W. (2023). Yume : Journal Of Management Analisis Faktor-Faktor Yang Membentuk Digital Skill Pada Penggunaan

Mobile Banking Di Kota Medan. *Yume : Journal Of Management*, 6(2), 39–63.

Iisnawati, I., Marwa, T., Shihab, M. S., Yuliani, Y., Yunita, D., & Daud, I. (2023). Could The Implementation Of Augmented Reality Influence Consumers' Purchase Intention In E-Commerce? *Jurnal Manajemen Dan Kewirausahaan*, 11(1), 12–19. <https://doi.org/10.26905/jmdk.v11i1.9561>

Imanuella, G. Della, & Ferdinand, A. T. (2021). Pengaruh Perceived Usefulness, Service Quality, Dan Customer Engagement Terhadap Repurchase Intention Dengan Customer Experience Sebagai Mediasi (Studi Pada Pengguna Netflix). *Diponegoro Journal Of Management*, 10(2021), 1–12.

Indahsari, S. (2023). *Pengaruh Technology Acceptance Model (Tam) Terhadap Minat Menggunakan Aplikasi Expressbahari Mobile Di Kota Banda Aceh*.

Indra Riztyawan, I., Surachman, & Rahayu, M. (2023). The Effect Of Perceived Usefulness And Perceived Ease Of Use On Continuance Intention With Mediation Of Perceived Value And Customer Satisfaction: Study On Netflix Application Users. *The International Journal Of Social Sciences World*, 5(1), 368–380. <https://doi.org/10.5281/zenodo.8012094>

Jansen. (2019). *Pengaruh Service Attributes Terhadap Overall Satisfaction Dan Membership Renewal Intention Member Knockout Boxing Camp Surabaya*.

Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored And Explained. *British Journal Of Applied Science & Technology*, 7(4), 396–403. <https://doi.org/10.9734/bjast/2015/14975>

Kabir, Z. S. (2024). *The Impact Of Augmented Reality Through User-Platform Interactions Towards Continuance Intention With The Effect Of User Generation*.

Khaerunnisa, G., Mulyana, R., & Abdurrahman, L. (2023). *Pengujian Pengaruh Tata Kelola Ti Terhadap Transformasi Digital Dan Kinerja Asuransi A Menggunakan Structural Equation Modeling*. 8(2), 381–392.

- Kim, K., Hwang, J., & Zo, H. (2016). Understanding Users' Continuance Intention Toward Smartphone Augmented Reality Applications. *Information Development*, 32(2), 161–174. <https://doi.org/10.1177/0266666914535119>
- Kordina, L., Putra, W. H. N., & Herlambang, A. D. (2019). Evaluasi Keadaan Continuance Intention To Use Dan Citizen Support Pada Implementasi Layanan Website Pusat Pelayanan Pengaduan Masyarakat (P3m) Kabupaten Sidoarjo. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 3(5), 4951–4960.
- Kurniawan, M., Restianita, O., & Normasyhuri, K. (2024). *Perceived Usefulness , Perceived Enjoyment , Trust Dan Continuance Intention Dalam Mobile Sharia Banking : Bagaimana Kekuatan Kepuasan Nasabah ?* 20(3), 640–657.
- Li, M., & Liu, L. (2023). Students' Perceptions Of Augmented Reality Integrated Into A Mobile Learning Environment. *Library Hi Tech*, 41(5), 1498–1523. <https://doi.org/10.1108/Lht-10-2021-0345>
- Liao, Y. K., Wu, W. Y., Le, T. Q., & Phung, T. T. T. (2022). The Integration Of The Technology Acceptance Model And Value-Based Adoption Model To Study The Adoption Of E-Learning: The Moderating Role Of E-Wom. *Sustainability (Switzerland)*, 14(2). <https://doi.org/10.3390/Su14020815>
- Lombu, W., & Wardana, I. M. (2024). *The Role Of Satisfaction In Mediating The Influence Of Perceived Usefulness And Perceived Ease Of Use On The Intention To Reuse Ovo E-Wallet In Badung Regency. 4.*
- Mantik, J., Nulhaq, T. W., Rosa, A., & Maulana, A. (2023). The Influence Of Perceived Usefulness And E-Service Quality On Continuance Intention With User Satisfaction As A Mediating Variable (Study On Local Startup Payoprint Palembang). *Jurnal Mantik*, 7(3), 2685–4236.
- Mariati Tirta Wiyata, Elisya Pramana Putri, & Ce Gunawan. (2020). Pengaruh Customer Experience, Ease Of Use, Dan Customer Trust Terhadap

Repurchase Intention Konsumen Situs Jual Beli Online Shopee. *Cakrawala Repositori Imwi*, 3(1), 11–21. <https://doi.org/10.52851/Cakrawala.V3i1.36>

Mariska Purwaamijaya Student, B. I. (2019). *Technology Acceptance Model (Tam) On Augmented Reality Affecting The Education Of Children (Case Study Octagon Studio)*.

Millah, A. S., Apriyani, Arobiah, D., Febriani, E. S., & Ramdhani, E. (2023). Analisis Data Dalam Penelitian Tindakan Kelas. *Jurnal Kreativitas Mahasiswa*, 1(2), 140–153.

Monica, C., & Briliana, V. (2020). Faktor-Faktor Yang Mempengaruhi Continuance Intention Pengguna Go-Food Di Jakarta. *Jurnal Wira Ekonomi Mikroskil*, 9(2), 115–126. <https://doi.org/10.55601/Jwem.V9i2.624>

Muhammad Noor Rokhim. (2023). Skripsi Analisis Continuance Use Intention Pada Bni Mobile Banking Menggunakan Expectation- Confirmation Model (Ecm). *Repository.Uinjkt.Ac.Id*.

Muliadi, M. L., & Japarianto, E. (2021). Analisa Pengaruh Perceived Ease Of Use Terhadap Behavior Intention Melalui Perceived Usefulness Sebagai Media Intervening Pada Digital Payment Ovo. *Jurnal Manajemen Pemasaran*, 15(1), 20–27. <https://doi.org/10.9744/Pemasaran.15.1.20-27>

Musa, H. G., Fatmawati, I., Nuryakin, N., & Suyanto, M. (2024). Marketing Research Trends Using Technology Acceptance Model (Tam): A Comprehensive Review Of Researches (2002–2022). *Cogent Business And Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2329375>

Nada, J. Z., & Raden, B. F. H. (2024). Pengaruh Jumlah Usaha Industri Dan Jumlah Nilai Investasi Terhadap Jumlah Tenaga Kerja Di Sleman Menggunakan Analisis Regresi Linear Berganda. *Emerging Statistic And Data Science Journal*, 2(2), 238–249. <https://journal.uui.ac.id/esds/article/view/33635/16825>

Nahas, M. L. S., Mitang, B. B., Huda, N., & Manek, A. (2023). Pengaruh

Perceived Ease Of Use Dan Experience Shopping Terhadap Intention To Buy Dengan Perceived Usefulness Sebagai Variabel Mediasi. *Takuana: Jurnal Pendidikan, Sains, Dan Humaniora*, 2(2), 126–138.
<https://doi.org/10.56113/Takuana.V2i2.82>

Naufaldi, I., & Tjokrosaputro, M. (2020). Pengaruh Perceived Ease Of Use, Perceived Usefulness, Dan Trust Terhadap Intention To Use. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 715.
<https://doi.org/10.24912/Jmk.V2i3.9584>

Noviarini, D., & Syaefudin, E. A. (2022). Sni Standard Freight Software Design With Social Platform Media For Cost Efficiency And Effectiveness For Product Advantages For Cooperative Found Msme Products. *Aip Conference Proceedings*, 2668(October). <https://doi.org/10.1063/5.0113102>

Olivia, M., & Marchyta, N. K. (2022). The Influence Of Perceived Ease Of Use And Perceived Usefulness On E-Wallet Continuance Intention. *Jurnal Teknik Industri*, 24(1), 13–22. <https://doi.org/10.9744/Jti.24.1.13-22>

Palullungan, D. (2022). Pemodelan Continuance Intention Dalam Kasus Penggunaan Dompot Digital Di Kalangan Mahasiswa. *Jiems (Journal Of Industrial Engineering And Management Systems)*, 15(2), 111–119.
<https://doi.org/10.30813/Jiems.V15i2.3768>

Peng, H., Liu, Y. L., Chang, P. Y., & Wu, C. L. (2016). Understanding Continuance Intention Of Augmented Reality For Mobile Learning. *International Journal Of Simulation: Systems, Science And Technology*, 17(23), 7.1-7.7. <https://doi.org/10.5023/Ijsst.A.17.23.07>

Pibriana, D. (2020). Technology Acceptance Model (Tam) Untuk Menganalisis Penerimaan Pengguna Terhadap Penggunaan Aplikasi Belanja Online Xyz. *Jatisi (Jurnal Teknik Informatika Dan Sistem Informasi)*, 7(3), 580–592.
<https://doi.org/10.35957/Jatisi.V7i3.382>

Pradana, W. Y., & Yolanda, M. (2024). Pengaruh Perceived Usefulness Terhadap

Continuance Intention To Use Pada Pengguna Mobile Payment Dana Dengan Satisfaction Sebagai Variabel Mediasi. *Jurnal Ilmu Manajemen Retail Universitas Muhammadiyah Sukabumi*, 5(1), 1–12.
<https://doi.org/10.37150/jimat.v5i1.2615>

Puspita Sari, S., Sukma Widita, C., Sekar Larasati, B., Isna Kurnia, U., Alfina, A., Sosial Dan Bisnis, F., & Aisyah Pringsewu, U. (2023). *Yumary: Jurnal Pengabdian Kepada Masyarakat Peran Augmented Reality Dan Mobile Marketing Dalam Meningkatkan Promosi Bisnis (The Role Of Augmented Reality And Mobile Marketing In Enhancing Business Promotion) Riwayat Artikel*. 3(4), 191–199. <https://doi.org/10.35912/jpm.v3i4.1725>

Putra, A. D. (2023). Pengaruh Perceived Ease Of Use Dan Perceived Usefulness Terhadap Repurchase Intention Pada Pengguna Aplikasi Wings Online Di Tanjungpinang (Studi Pada Outlet General Trade Tanjungpinang). *At-Tawassuth: Jurnal Ekonomi Islam*, VIII(I), 1–19.

Putra, D. A. (2021). The Qualitative Study Of Ncp In Hospital Hope And Prayer Of Bengkulu City. *Jpp (Jurnal Kesehatan Poltekkes Palembang)*, 16(1), 7–14. <https://doi.org/10.36086/jpp.v16i1.489>

Putra, M. N. R. K. S., A., F. M., Amrozi, Y., Ilham, I., & Ananto, P. K. F. (2024). Adopsi Technology Continuance Theory, Extend Technology Proficiency, Dan Social Influence Untuk Menganalisis Continuance Intention Pada Aplikasi Travel. *Jurnal Teknologi Sistem Informasi Dan Aplikasi*, 7(3), 1140–1150. <https://doi.org/10.32493/jtsi.v7i3.40680>

Putri Pertami, N. P. A., & Sukaatmadja, I. P. G. (2021). The Role Of User's Attitude Mediating The Effect Of Perceived Ease Of Use And Social Influence Towards The Continuance Usage Intention Of Tiktok. *International Journal Of Economics And Management Studies*, 8(1), 98–104. <https://doi.org/10.14445/23939125/ijems-v8i1p110>

Rahayu, W. I., & Shafina, M. R. (2022). Aplikasi Analisis Kelayakan Sistem Untuk Pengukuran Usability Dengan Menerapkan Metode Use

Questionnaire. *Jurnal Teknik Informatika*, 14(3), 2022.

Ramadhan, D. (2019). *Pengaruh Perceived Usefulness, Perceived Ease Of Use, Dan Subjective Norm Terhadap Purchase Intention Melalui Attitude Sebagai Mediasi (Studi Kasus Pada Konsumen Gudang Digital Online Yogyakarta)* *Ibn Udayana Articles Information Abstract E B B A N K* (Vol. 10, Issue 2).

Ratnasari, D., Utaminingsih, A., & ... (2024). The Influence Of Customer Experience On Intention To Reuse Qris With Perceived Ease Of Use And Perceived Usefulness As Intervening Variables. ... *International Journal Of ...*, 5(4), 795–804.

<https://search.ebscohost.com/login.aspx?direct=true%5c&profile=ehost%5c&scope=site%5c&authtype=crawler%5c&jrnl=2715419x%5c&an=178324439%5c&h=N3i3lt8sxphb6jy94r7m7h1np%2ftqy3gg9hgs89nxtfitdkkt6ppfhtqg78gwxs4dx%2ftqdgnlf2qffucrauyybg%3d%3d%5c&crl=C>

Ratri, S. K., Hanggara, B. T., & Mursityo, Y. T. (2022). Analisis Pengalaman Pengguna (User Experience) Pada Website E-Commerce Di Indonesia Menggunakan Metode Scenario Testing Dan Supr-Q (Studi Kasus: Tokopedia Dan Bukalapak). *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 6(6), 2573–2583. <http://j-ptiik.ub.ac.id>

Rauschnabel, P. A., Felix, R., & Hinsch, C. (2019). Augmented Reality Marketing: How Mobile Ar-Apps Can Improve Brands Through Inspiration. *Journal Of Retailing And Consumer Services*, 49, 43–53. <https://doi.org/10.1016/j.jretconser.2019.03.004>

Reano Pandrika Parikesit, R., & Permana, D. (2023). Recognizing Consumer Behavior From The Perspective Of Continuance Intention Theory: A Proposed Framework. *Dinasti International Journal Of Management Science*, 5(1), 15–21. <https://doi.org/10.31933/dijms.v5i1.2011>

Rosalyn Gracya. (2023). Analisis Penggunaan Aktual Sistem Informasi Manajemen Barang Milik Daerah Dengan Pendekatan Technology Acceptance Model Di Pemerintah Daerah Kabupaten Kepulauan Yapen.

Journal Of Social And Economics Research, 5(1), 078–090.

<https://doi.org/10.54783/jser.v5i1.72>

Rosita, E., Hidayat, W., & Yuliani, W. (2021). Uji Validitas Dan Reliabilitas Kuesioner Perilaku Prososial. *Fokus (Kajian Bimbingan & Konseling Dalam Pendidikan)*, 4(4), 279. <https://doi.org/10.22460/fokus.v4i4.7413>

Sakina, U. R., Studi, P., Bisnis, M., Ekonomi, F., Bisnis, D. A. N., Islam, U., Raden, N., & Said, M. A. S. (2023). *Pengaruh Perceived Ease Of Use Dan Perceived Usefulness Terhadap Continuance Intention Melalui Satisfaction Sebagai Variabel Intervening Pada Pengguna Flip.Id.*

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook Of Market Research* (Issue July).

https://doi.org/10.1007/978-3-319-57413-4_15

Sati, R. A. S., & Ramaditya, M. (2020). *Pengaruh Persepsi Manfaat, Persepsi Kemudahan Penggunaan, Kepercayaan Dan Persepsi Risiko Terhadap Minat Menggunakan E-Money (Studi Kasus Pada Konsumen Yang Menggunakan Metland Card).*

Setiawan, D. (2024). Analisis Sistem E-Dimas Universitas Jambi Dengan Pendekatan Hot-Fit Model. *Jurnal Sistem Informasi Bisnis*, 14(1), 1–11.

<https://doi.org/10.21456/vol14iss1pp77-87>

Setiobudi, A., Sudyasjayanti, C., & Danarkusuma, A. A. (2021). Pengaruh Pengalaman Pelanggan, Kualitas Layanan Dan Kepercayaan Pelanggan Terhadap Kesiapan Untuk Membayar. *Jbmi (Jurnal Bisnis, Manajemen, Dan Informatika)*, 17(3), 238–252.

<https://doi.org/10.26487/jbmi.v17i3.12442>

Shah Kabir, Z., Kang, K., Sohaib, O., Khaimah, A., & Al Khaimah, R. (N.D.). *Explaining Source Of Information In Perceiving User Experience On Continuance Intention: An Augmented Reality Mobile Platform Perspective.*

<https://ssrn.com/abstract=4783030>

- Sholiha, E. U. N., & Salamah, M. (2015). Structural Equation Modeling-Partial Least Square Untuk Pemodelan Derajat Kesehatan Kabupaten/Kota Di Jawa Timur (Studi Kasus Data Indeks Pembangunan Kesehatan Masyarakat Jawa Timur 2013). *Jurnal Sains Dan Seni Its*, 4(2), 169–174.
[Http://Ejurnal.Its.Ac.Id/Index.Php/Sains_Seni/Article/View/10443](http://ejournal.its.ac.id/index.php/sains_seni/article/view/10443)
- Stratton, S. J. (2024). Purposeful Sampling: Advantages And Pitfalls. In *Prehospital And Disaster Medicine* (Vol. 39, Issue 2, Pp. 121–122). Cambridge University Press. [Https://Doi.Org/10.1017/S1049023x24000281](https://doi.org/10.1017/S1049023x24000281)
- Subagio, H., & Jessica, J. (2020a). *Pengaruh Perceived Usefulness, Perceived Ease Of Use, Subjectivenorm, Dan Customer Experience Terhadap Intention To Usemytelkomsel (Studi Kasus Pada Mahasiswa Universitas Kristenpetra Surabaya)*.
- Subagio, H., & Jessica, J. (2020b). Pengaruh Perceived Usefulness, Perceived Ease Of Use, Subjective Norm, Dan Customer Experience Terhadap Intention To Use My Telkomsel (Studi Kasus Pada Mahasiswa Universitas Kristen Petra Surabaya). *Jurnal Strategi Pemasaran (Petra.Ac.Id)*, 7(1), 1–12.
- Sun, J., Wang, Y., Miao, W., Wei, W., Yang, C., Chen, J., Yang, F., Ren, L., & Gu, C. (2023). A Study On How To Improve Users' Perceived Playfulness In And Continuance Intention With Vr Technology To Paint In Virtual Natural Landscapes. *Heliyon*, 9(5), E16201.
[Https://Doi.Org/10.1016/J.Heliyon.2023.E16201](https://doi.org/10.1016/j.heliyon.2023.e16201)
- Suntara, A. A., Widagdo, P. P., & Kamila, V. Z. (2023). Analisis Penerapan Model Unified Theory Of Acceptance And Use Of Technology (Utaut) Terhadap Perilaku Pengguna Sistem Informasi Uang Kuliah Tunggal Universitas Mulawarman. *Kreatif Teknologi Dan Sistem Informasi (Kretisi)*, 1(1), 1–8. [Https://Doi.Org/10.30872/Kretisi.V1i1.275](https://doi.org/10.30872/kretisi.v1i1.275)
- Taherdoost, H. (2022). *Data Collection Methods And Tools For Research ; A Step-By-Step Guide To Choose Data Collection Technique For Academic*

*And Business Research Projects Hamed Taherdoost To Cite This Version :
Hal Id : Hal-03741847 Data Collection Methods And Tools For Resea.*

Tan, Y. C., Chandukala, S. R., & Reddy, S. K. (2022). Augmented Reality In Retail And Its Impact On Sales. *Journal Of Marketing*, 86(1), 48–66.
<https://doi.org/10.1177/0022242921995449>

Tekaqnetha, G., & Rodhiah, R. (2020). Faktor Yang Mempengaruhi Continuance Intention Go-Pay Di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 2(1), 173. <https://doi.org/10.24912/Jmk.V2i1.7457>

Tripathi, S. (2023). Determinants Of Continuance Intention To Use Mobile Wallets Technology In The Post Pandemic Era: Moderating Role Of Perceived Trust. *Journal Of International Technology And Information Management*, 31(3), 128–170. <https://doi.org/10.58729/1941-6679.1570>

Utami, F. N., Yossinomita, & Rahayu, N. (2022). Pengaruh Perceived Usefulness Dan Perceived Ease Of Use Terhadap Continuance Intention To Use Mobile Banking Dengan Trust Sebagai Variabel Intervening Pada Pengguna Aplikasi Bank Jambi Mobile. 1, 57–67.

Venkatesh, V. (2000). Determinants Of Perceived Ease Of Use: Integrating Control, Intrinsic Motivation, And Emotion Into The Technology Acceptance Model. *Information Systems Research*, 11(4), 342–365.
<https://doi.org/10.1287/isre.11.4.342.11872>

Venkatesh, V., & Davis, F. D. (2000). Theoretical Extension Of The Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>

Wandira, R., Fauzi, A., & Nurahim, F. (2024). Analysis Of Factors Influencing Behavioral Intention To Use Cloud-Based Academic Information System Using Extended Technology Acceptance Model (Tam) And Expectation-Confirmation Model (Ecm). *Journal Of Information Systems Engineering And Business Intelligence*, 10(2), 179–190.

<https://doi.org/10.20473/jisebi.10.2.179-190>

Wibowo, E. P. E., & Prapanca, A. (2022). Analisis User Experience Terhadap Tingkat Kepuasan Pelanggan Pada Aplikasi Mubeat. *Jurnal Education And Development*, 10(2), 596–602.

Wijaya, J., & Nawawi, M. T. (2023). Pengaruh Perceived Quality Dan Usefulness Terhadap Continuance Usage Intention Melalui Customer Satisfaction (Studi Kasus Pada Grabfood). *Jurnal Manajerial Dan Kewirausahaan*, 5(3), 658–667. <https://doi.org/10.24912/jmk.v5i3.25402>

Wilson, N., Keni, K., & Tan, P. H. P. (2021). The Role Of Perceived Usefulness And Perceived Ease-Of-Use Toward Satisfaction And Trust Which Influence Computer Consumers' Loyalty In China. *Gadjah Mada International Journal Of Business*, 23(3), 262–294. <https://doi.org/10.22146/gamaijb.32106>

Wongso, D. A. (2020). Analisa User Experience Terhadap Customer Loyalty Dengan Trust Sebagai Variabel Intervening Pada Aplikasi Ovo Digital Payment. *Jurnal Strategi Pemasaran*, 7(1), 1–11.

Wulandari, A. A., Rasyid Ohorella, N., & Nurhaipah, T. (2024). Perceived Ease Of Use And User Experience Using Chat Gpt. In *Jurnal Ilmu Komunikasi Andalan* | (Vol. 7, Issue 1).

Yaldi, E., Pasaribu, J. P. K., Suratno, E., Kadar, M., Gunardi, G., Naibaho, R., Hati, S. K., & Aryati, V. A. (2022). Penerapan Uji Multikolinieritas Dalam Penelitian Manajemen Sumber Daya Manusia. *Jurnal Ilmiah Manajemen Dan Kewirausahaan (Jumanage)*, 1(2), 94–102. <https://doi.org/10.33998/jumanage.2022.1.2.89>

Yim, M. Y. C., Chu, S. C., & Sauer, P. L. (2017). Is Augmented Reality Technology An Effective Tool For E-Commerce? An Interactivity And Vividness Perspective. *Journal Of Interactive Marketing*, 39, 89–103. <https://doi.org/10.1016/j.intmar.2017.04.001>

Zare Ebrahimabad, F., Yazdani, H., Hakim, A., & Asarian, M. (2024). Augmented Reality Versus Web-Based Shopping: How Does Ar Improve User Experience And Online Purchase Intention. *Telematics And Informatics Reports*, 15. <https://doi.org/10.1016/j.teler.2024.100152>

Binus. (2022, April). *Pemanfaatan Augmented Reality Untuk Komunikasi Pemasaran*. Binus University. Diakses Dari <https://binus.ac.id/2022/04/pemanfaatan-augmented-reality-untuk-komunikasi-pemasaran/>

