

## ABSTRAK

Penelitian ini bermaksud untuk menguji pengaruh pengalaman pelanggan (EXP) pada aktivitas pemasaran *Augmented Reality* (ARM) yang diterapkan merek produk kosmetik dan peran pemasaran *Augmented Reality* pada keterlibatan pelanggan (ENG), niat beli kembali (RI), dan niat lanjutan (CI) konsumen produk kosmetik. Data dikumpulkan dari 300 responden yang pernah membeli produk kosmetik secara mandiri dan pernah mencoba fitur *Augmented Reality* merek kosmetik. Data dianalisis menggunakan model persamaan SEM-PLS (Structural Equation Modelling-Partial Least Square). Temuan pada penelitian ini menunjukkan bahwa pengalaman pelanggan memiliki pengaruh positif pada aktivitas pemasaran *Augmented Reality* dan aktivitas pemasaran *Augmented Reality* memiliki pengaruh positif pada keterlibatan pelanggan, niat beli kembali, dan niat lanjutan.

Kata Kunci: Aktivitas Pemasaran *Augmented Reality*, Keterlibatan Pelanggan, Niat Beli Kembali, Niat Lanjutan, Pengalaman Pelanggan

### ***ABSTRACT***

*This study aims to investigate the influence of customer experience (EXP) on Augmented Reality marketing activities (ARM) applied to cosmetic brands and the role of Augmented Reality marketing activities on customer engagement (ENG), repurchase intention (RI), and continuance intention (CI) of consumers of cosmetic products. Data was collected from 300 respondents who had purchased cosmetic products independently and had tried cosmetic brands' Augmented Reality features. The data was analyzed using the SEM-PLS (Structural Equation Modeling-Partial Least Square) equation model. The research findings show that customer experience has a positive influence on Augmented Reality marketing activities and Augmented Reality marketing activities has a positive influence on customer engagement, repurchase intention, continuance intention.*

*Keywords: Augmented Reality Marketing Activities, Customer Engagement, Repurchase Intention, Continuance Intention, Customer Experience*