



The Effect of Augmented Reality, Online Customer Reviews, and Affiliate Marketing on Purchase Intention for Laneige Skincare Products on Shopee

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Abstract. *This study aims to examine and analyze the effect of Augmented Reality, Online Customer Reviews, and Affiliate Marketing on the Purchase Intention of Laneige skincare products on the Shopee platform. The rapid advancement of digital commerce requires brands to utilize interactive features and social proof to engage potential buyers, making this research highly relevant. This study employs a quantitative approach. Primary data were collected by distributing online questionnaires to respondents who are Shopee users and are familiar with Laneige skincare products. The sample consisted of 385 respondents, selected through a purposive sampling technique. The data were analyzed using Multiple Linear Regression analysis with the assistance of IBM SPSS software. The results of the analysis reveal that: Augmented Reality has a positive and significant effect on purchase intention, emerging as the most dominant factor in this study; Online Customer Reviews have a positive and significant effect on purchase intention; and Affiliate Marketing also has a positive and significant impact on purchase intention. Furthermore, the simultaneous test (F-test) indicates that Augmented Reality, Online Customer Reviews, and Affiliate Marketing collectively have a significant effect on the purchase intention of Laneige products on Shopee. These findings imply that Laneige and Shopee should continue to optimize interactive AR features, manage authentic customer reviews, and collaborate with credible affiliate marketers to maximize consumers' purchasing decisions.*

Keywords: *Augmented Reality; Online Customer Reviews; Affiliate Marketing; Purchase Intention; Laneige; Shopee.*

Abstrak. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Augmented Reality, Online Customer Review, dan Affiliate Marketing terhadap niat beli produk skincare Laneige di platform Shopee. Kajian ini sangat relevan mengingat pesatnya perkembangan transaksi digital saat ini, yang menuntut brand untuk aktif memanfaatkan fitur interaktif serta bukti sosial (social proof) guna menarik minat calon konsumen. Pendekatan yang digunakan dalam penelitian ini adalah metode kuantitatif. Pengumpulan data primer dilakukan melalui penyebaran kuesioner daring kepada para pengguna Shopee yang sudah mengenal produk skincare Laneige. Total sampel yang digunakan berjumlah 385 responden, yang ditarik dengan menggunakan teknik purposive sampling. Seluruh data yang terkumpul kemudian diolah dan dianalisis menggunakan metode Regresi Linear Berganda melalui bantuan perangkat lunak IBM SPSS. The results of the analysis reveal that: Augmented Reality has a positive and significant effect on purchase intention, emerging as the most dominant factor in this study; Online Customer Reviews have a positive and significant effect on purchase intention; and Affiliate Marketing also has a positive and significant impact on purchase intention. Furthermore, the simultaneous test (F-test) indicates that Augmented Reality, Online Customer Reviews, and Affiliate Marketing collectively have a significant effect on the purchase intention of Laneige products on Shopee. These findings imply that Laneige and Shopee should continue to optimize interactive AR features, manage authentic customer reviews, and collaborate with credible affiliate marketers to maximize consumers' purchasing decisions.

Kata kunci: Augmented Reality; Online Customer Reviews; Affiliate Marketing; Purchase Intention; Laneige; Shopee.

1. INTRODUCTION

The digital economy has fundamentally transformed the global and national business landscape. Due to the large size of the digital economy, competition among e-commerce platforms in Indonesia has intensified. All strategic efforts in facing this competition ultimately converge on one subjective individual goal in engaging in specific purchasing behavior: the formation of Purchase Intention (Oktavia, Pradana, Wardhana, & Joviano, 2025). Purchase intention is an initial reflection of consumers' plans in choosing a product, encompassing interest, willingness to seek information, and the desire to own, before ultimately making a real purchase decision (Lisdayanti & Nilasari, 2025).

The rapid development of the digital era has driven a shift in consumer shopping behaviour from conventional methods to e-commerce platforms like Shopee, where the supporting features within become crucial instruments in shaping consumer purchase intention (Umbaseng & Kumalaningrum, 2025). To address the issue of limited experience in skincare shopping, Augmented Reality technology is presented as an innovative solution capable of supporting a more convincing shopping experience (Febryan et al., 2025). This effectiveness is supported by empirical data indicating that stores implementing Augmented Reality experiences can achieve conversion rates up to 94% better than stores without this feature (Akbar, Fadhlul, & Fuadi, 2025).

Recent research has explored the relationship between Augmented Reality and Purchase Intention, indicating that consumers tend to have limitations when shopping online, where they can no longer try products directly (Whang, Hee, Choi, & Lee, 2021). As in the research by Febryan et al. (2025), which found that Interactivity and Vividness of Augmented Reality positively influence Purchase Intention through attitude on Shopee. In the research by Lisdayanti & Nilasari (2025), it was also found that Augmented Reality positively influences Purchase Intention on Sephora. In another study by Whang et al. (2024), it was found that Augmented Reality elements (Immersion and Interactivity) create a flow experience that increases Purchase Intention. This finding was also supported by Gil Ibáñez et al. (2025), who found that the use of Augmented Reality significantly increases Purchase Intention.

In the digital ecosystem, online customer reviews serve as a mechanism of social validation that substitutes for and represents a strategic source of information, significantly shaping product quality perceptions and credibility in the evaluation of potential consumers (Umbaseng & Kumalaningrum, 2025). This finding is also consistent with the research conducted by (Yaacob et al., 2021), which found that online customer reviews influence and effectively increase purchase intention. This result is further supported by the research of Rahayu et al. (2021), which states that online customer reviews have a significant impact on purchase intention on the Blibli website in Indonesia.

Another factor that also impacts the increase in purchase intention is affiliate marketing, a form of digital marketing strategy that utilizes third parties such as influencers, content creators, or bloggers to promote products through links that directly connect to the product being promoted by the third party (Suyanto & Karundeng, 2025). Findings from previous studies examining the relationship between affiliate marketing and purchase intention have shown inconsistent results. As in the study by Oktavia et al. (2025), which stated that the relationship between Affiliate Marketing and Purchase Intention had a negative result. However, in the study by Suyanto & Karundeng (2025) it was stated that the relationship between Affiliate Marketing and Purchase Intention was positive and significant.

Following the highly competitive e-commerce landscape in Indonesia, Shopee has

solidified its position as the dominant market leader, becoming the primary platform for the majority of consumers to meet their lifestyle needs (APJII, 2025). The platform's advantages lie not only in its product variety but also in the integration of innovative feature ecosystems such as the Augmented Reality-based Shopee BeautyCam and the massive Shopee Affiliate program to facilitate consumer interaction (Seller.Shopee.co.id). However, for premium skincare brands like Laneige operating within this ecosystem, real challenges still lie ahead. On-the-ground phenomena indicate that the implementation of advanced features like Augmented Reality on Shopee is still limited to certain categories and has not been fully integrated with local consumer behaviour, leaving its impact on purchasing decisions uncertain. Furthermore, despite the widespread availability of affiliate programs and customer reviews, recent empirical evidence suggests that the presence of these features does not always guarantee a significant increase in purchase intention, creating a fascinating phenomenon gap that warrants further investigation in the context of Laneige products (Oktavia et al., 2025; Suyanto & Karundeng, 2025; Umbaseng & Kumalaningrum, 2025; Wahab & Abdel, 2021).

This phenomenon is exacerbated by the characteristics of online shopping for premium products like Laneige, where consumers face higher financial and psychological risks (Osman & Ying, 2022). They hesitate to complete transactions (check out) due to the inability to physically try the product's texture or fit (Whang et al., 2021), an obstacle not experienced with lower-priced products that are easier to purchase impulsively (Wahab & Abdel, 2021). This gap between Laneige's premium image and the reality of low sales conversion on Shopee is what necessitates new intervention strategies through technological and social features.

Given the crucial role of purchase intention as the main gateway for business sustainability in the digital age, a deep understanding of how the three predictor variables of technology, reviews, and affiliation work simultaneously becomes extremely crucial for brand strategies like Laneige. Therefore, the researcher is interested in conducting further research, which is presented in the thesis titled: "The Effect of Augmented Reality, Online Customer Reviews, and Affiliate Marketing on Purchase Intention for Laneige Skincare Products on Shopee".

2. LITERATURE REVIEW

A. Theory of Planned Behavior (TPB)

This study adopts the theory proposed by Ajzen, (1991) on Netemeyer and Ryn, (1991) Theory of Planned Behavior (TPB), where TPB is an extension of the Theory of Reasoned Action (TRA), designed to address the limitations of the previous theory in predicting individual behavior that is not entirely under volitional control. The main key of the TPB theory states that intention serves as a motivational factor indicating how hard someone is willing to try or how much effort they will exert to perform a behavior, assuming that the stronger the intention, the greater the probability that the behavior will be carried out. Within the framework of the Theory of Planned Behavior (TPB), the formation of behavioral intention is determined by three independent conceptual determinants. The first determinant is attitude toward the behavior, which refers to the degree of positive and negative evaluation individuals have regarding performing the behavior. The second determinant is subjective norm, which is an individual's perception of social pressure to perform or not perform the behavior associated with this research variable. The third determinant, which is the main distinction between the TPB and the TRA, is perceived behavioral control, which can reflect an individual's perception of the

ease or difficulty in performing the behavior, considering past experiences and anticipation of potential obstacles.

B. Technology Acceptance Model (TAM)

This research uses the first Technology Acceptance Model theory introduced by (Davis, 1989) This theory is used to explain individual acceptance of technology use. The model of this theory is influenced by two main constructs: perceived usefulness, which refers to the extent to which technology is perceived as beneficial in improving performance or helping users achieve their goals, and perceived ease of use, which describes the extent to which the technology is considered easy to use without requiring significant effort. These two perceptions shape users' attitudes toward technology and subsequently influence their intention to use or utilize that technology.

3. RESEARCH METHOD

This research employs a quantitative approach. This research was conducted in Indonesia from February 2026 to March 2026. The population in this study consists of Shopee e-commerce users in Indonesia who are familiar with the Laneige skincare brand, aged 17-40. Sample Considering the exact population size in this study is unknown (infinite population), the sample size determination procedure was carried out by referring to the guidelines proposed by (Cochran, 2005). The respondents were rounded up to 385 by the researcher. The technique used in this research is non-probability sampling with the purposive sampling method. In this study, data sources are classified into two categories, namely primary data that were obtained through a survey method and secondary data that were obtained through literature studies from relevant documents, books, scientific articles, and previous journals. Data collection in this study used an online survey through the Google Forms platform with a closed and structured questionnaire containing questions tailored to the research criteria. This research uses a five-point Likert scale as a data measurement tool. The applied analytical procedures include descriptive statistics, classical assumption tests as a prerequisite, and linear regression analysis to identify causal relationships between variables.

4. RESULT AND DISCUSSION

A. Results of Validity Test and Reliability Test

Results of Validity Test

Table 1 Validity Results of Augmented Reality

Augmented Reality			
Variable	r_{value}	r_{critical}	Results
X1.1	0,788	0,3	Valid
X1.2	0,777	0,3	Valid
X1.3	0,774	0,3	Valid
X1.4	0,801	0,3	Valid
X1.5	0,827	0,3	Valid

Source: Compiled by Researcher, 2026

The Augmented Reality variable in this study has a calculated r_{value} ranging from 0,774 to 0,827. When compared to the critical $r_{critical}$ (0,3), it can be concluded that all items in the Augmented Reality variable accurately measure the Augmented Reality construct and can be used as a measurement instrument for the Augmented Reality variable in this study.

Table 2 Validity Results of Online Customer Reviews

Online Customer Reviews

Variable	r _{value}	r _{critical}	Results
X2.1	0,823	0,3	Valid
X2.2	0,823	0,3	Valid
X2.3	0,836	0,3	Valid
X2.4	0,836	0,3	Valid

Source: Compiled by Researcher, 2026

The Online Customer Reviews variable in this study has a range of calculated r_{value} from 0,823 to 0,836. When compared to the r_{critical} (0,3), it can be concluded that all items in the Online Customer Reviews variable accurately measure the construct of the Online Customer Reviews variable and can be used as a measurement instrument for the Online Customer Reviews variable in this study.

Table 3 Validity Results of Affiliate Marketing

Affiliate Marketing			
Variable	r _{value}	r _{critical}	Results
X3.1	0,807	0,3	Valid
X3.2	0,791	0,3	Valid
X3.3	0,791	0,3	Valid
X3.4	0,795	0,3	Valid

Source: Compiled by Researcher, 2026

The test results for the Affiliate Marketing variable in this study yielded calculated r_{value} ranging from 0,791 to 0,807. When compared to the r_{critical} (0,3), it can be concluded that all items in the Affiliate Marketing variable accurately measure the Affiliate Marketing construct and can be used as a measurement instrument for the Affiliate Marketing variable in this study.

Table 4 Validity Results of Purchase Intention

Purchase Intention			
Variabel	r _{value}	r _{critical}	Results
Y.1	0,807	0,3	Valid
Y.2	0,819	0,3	Valid
Y.3	0,811	0,3	Valid
Y.4	0,818	0,3	Valid

Source: Compiled by Researcher, 2026

The results of the test for the Purchase Intention variable in this study showed a range of calculated r_{value} from 0,807 to 0,819. When compared to the r_{critical} (0,3), it can be concluded that all items in the Purchase Intention variable accurately measure the construct of Purchase Intention and can be used as a measurement instrument for the Purchase Intention variable in this study.

Results of Reliability Test

Table 5 Reliability Result

Variable	Cronbach Alpha	Cross of Value	Results
Augmented Reality (X1)	0,853	0,70	Reliable
Online Customer Reviews (X2)	0,849		Reliable
Affiliate Marketing (X3)	0,807		Reliable
Purchase Intention (Y)	0,830		Reliable

Source: Compiled by Researcher, 2026

The test results show that the Cronbach's Alpha values for the Augmented Reality variable are 0,853, for Online Customer Reviews 0,849, for Affiliate Marketing 0,807,

and for Purchase Intention 0.830. These results were obtained from data analysis using IBM SPSS 25. According to Ghazali (2021), a variable can be considered a valid instrument if its Cronbach's Alpha value is $\geq 0,70$. Thus, based on the calculations and existing references, all statement instruments within each variable in this study can be considered consistent as measurement tools; therefore, it can be concluded that they are reliable and suitable for use in the measurement process of each respective variable.

B. Results of Classical Assumption Test

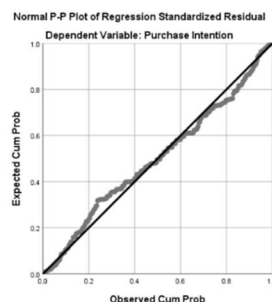
Results of Normality Test

Table 6 Normality test with Kolmogorov-Smirnov

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,85744830
Most Extreme Differences	Absolute	0,081
	Positive	0,066
	Negative	-0,081
Test Statistic		0,081
Asymp. Sig. (2-tailed)		0,000 ^c

Source: Compiled by Researcher, 2026

Based on the results of the Kolmogorov-Smirnov test, a test statistic of 0,081 was obtained with an Asymp. Sig. (2-tailed) of 0,000. This significance value is smaller than the set significance level of 0,005, which statistically indicates that the residual data are not normally distributed. However, this condition does not automatically invalidate the suitability of the data for analysis using parametric statistics. This is explained through the Central Limit Theorem. According to Rahmadani et al., 2021, even if the normality test results indicate that the data are not normally distributed, if the sample size exceeds 30, then in accordance with the Central Limit Theorem, the data can still be considered normally distributed. Referring to this provision, this study used a sample size of 385 respondents, which far exceeds the minimum threshold required by the Central Limit Theorem; therefore, hypothesis testing in this study can proceed.



Source: Compiled by Researcher, 2026

Figure 1 Results P-P Plot of Regression Standardized Residual

The results of the statistical tests are supported by a graphical analysis using the Normal P-Plot of Standardised Regression Residuals. Based on the graph obtained, it can be seen that the data points are scattered along and close to the diagonal line, although there are slight deviations at some points towards the ends of the graph. Overall, the pattern of the data points' distribution still follows the diagonal line well. This visually

assumes that the residual data in the regression model tends to be normally distributed.

Results of Multicollinearity Test

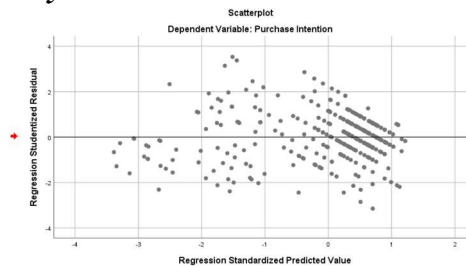
Table 7 Multicollinearity Test Result

Variable		Colinearity Statistic	
		Tolerance (> 0,10)	VIF (< 10)
1	Augmented Reality	0,669	1,495
	Online Customer Reviews	0,715	1,399
	Affiliate Marketing	0,673	1,485

Source: Compiled by Researcher, 2026

Based on the test results presented in the Coefficients table, it is evident that all independent variables in this study meet the statistical tolerance criteria. The Augmented Reality variable has a tolerance value of 0,669, Online Customer Reviews has a tolerance value of 0,715, and Affiliate Marketing has a tolerance value of 0,673. Thus, the tolerance values in this study are all above 0,10. Furthermore, the Variance Inflation Factor (VIF) values are well below 10.00, with Augmented Reality having a VIF of 1,495, Online Customer Reviews having a VIF of 1,399, and Affiliate Marketing having a VIF of 1,485. Therefore, it can be concluded that there is no evidence of multicollinearity or strong correlation between the independent variables within the regression model.

Results of Heteroscedasticity Test



Source: Compiled by Researcher, 2026

Figure 2 Heteroscedasticity Test with Scatterplot

Based on Figure above, the scatterplot of standardised residuals (SRESID) against standardised predicted values (ZPRED) shows that the residual points are randomly and evenly distributed; furthermore, there is no discernible pattern such as a curve or a widening followed by a narrowing in the residual points around the horizontal line. From these results, it can be assumed that there is no heteroscedasticity in this study, indicating that the regression model used fully satisfies the specified classical assumptions.

C. Multiple Linear Regression Analysis Results

Table 8 Output SPSS Coefficients Table

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-,627	0,571		-1,099
	Augmented Reality	0,385	0,028	0,464	13,565
	Online Customer Reviews	0,377	0,031	0,399	12,051
	Affiliate Marketing	0,158	0,035	0,154	4,527
a. Dependent Variable: Y					

Source: Compiled by Researcher, 2026

Table above shows that all independent variables in this study have a positive and

significant effect on the dependent variable, namely Purchase Intention. This is evidenced by significance values (Sig.) below 0,05, which means that the regression model constructed can be used to statistically explain the relationship between the variables in this study. The unstandardised coefficients B show that Augmented Reality has the highest coefficient value of 0,385, followed by Online Customer Reviews at 0,377, and Affiliate Marketing at 0,158. This indicates that Augmented Reality is the variable that contributes most significantly to changes in Purchase Intention.

The standardised coefficients yield similar results, with Augmented Reality having the strongest correlation at 0,464, followed by Online Customer Reviews at 0,399, and Affiliate Marketing at 0,154. These findings reinforce the conclusion that Augmented Reality is the dominant factor in this model.

The multiple linear regression equation used is as follows:

$$Y = -0,627 + 0,385X_1 + 0,377X_2 + 0,158X_3 + e$$

Keterangan:

- Y : Purchase Intention
- X_1 : Augmented Reality
- X_2 : Online Customer Reviews
- X_3 : Affiliate Marketing
- α : Konstanta
- $\beta_1, \beta_2, \beta_3$: Koefisien Regresi
- e : Error

The constant value in this study is -0,627. This figure means that if all independent variables are zero or absent, the value of Purchase Intention is -0,627. Furthermore, the regression coefficient for the Augmented Reality variable (X_1) is 0,385. This positive value indicates a positive correlation. This means that if the application of Augmented Reality increases by one unit (assuming all other variables remain constant), consumers' Purchase Intention will increase by 0,385. Based on this coefficient value, Augmented Reality is the variable with the most dominant influence on purchase intention.

The coefficient value for the next variable, Online Customer Reviews (X_2), is 0,377. This positive coefficient indicates that if customer reviews improve by one unit, prospective customers' Purchase Intention will also increase by 0,377, provided that all other variables remain constant. Finally, the regression coefficient for the Affiliate Marketing variable (X_3) is 0,158. This figure indicates that for every one-unit increase in the use of Affiliate Marketing, Purchase Intention will increase by 0,158, assuming all other variables remain constant. Of the three independent variables examined in this study, all three increased consumers' purchase intention towards Laneige products on Shopee. Of these three variables, Augmented Reality had the greatest and most dominant influence in this study.

Coefficient of Determination (R^2)

Table 9 Coefficient Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,838 ^a	0,702	0,699	1,865

- a. Predictors: (Constant), Affiliate Marketing, Online Customer Reviews, Augmented Reality
- b. Dependent Variable: Purchase Intention

Source: Compiled by Researcher, 2026

Based on the findings, the R-squared (R^2) value is 0,702 and the adjusted R-squared value is 0,699. These findings indicate that the variation in the Purchase Intention variable

(Y) can be explained by the variables in this study, namely Augmented Reality (X1), Online Customer Reviews (X2) and Affiliate Marketing (X3). The adjusted R-squared value of 0,699 in this study indicates that, after adjusting for the number of independent variables in the model, 69,9% of the variation in purchase intention can be explained by the three independent variables in this study. Meanwhile, 30,1% is explained by other research variables outside this study's model, such as Social Media Advertising, Influencer Endorsement (Yaacob et al., 2021), and Live Streaming (Umbaseng & Kumalaningrum, 2025). The Adjusted R² value of 69,9% indicates that the constructed regression model possesses very high explanatory power and strong predictive capability in explaining the Purchase Intention variable for Laneige skincare products on Shopee.

Model Fit Test (F Test)

Table 10 Results of Model Fit Test with ANOVA

Model		F	Sig.
1	Regression	298,783	.000 ^b

- a. Dependent Variable: Purchase Intention
- b. Predictors: (Constant), Affiliate Marketing, Online Customer Reviews, Augmented Reality

Source: Compiled by Researcher, 2026

The results of the F-test in this study, show a calculated F-value of 298,783 with a p-value of 0,000. Since this p-value is less than 0,05, that this research model is suitable to be continued to the next phase. These findings indicate that the multiple linear regression model developed in this study is significant and suitable for explaining the relationship between the independent variables (Augmented Reality, Online Customer Reviews, and Affiliate Marketing) and the dependent variable (Purchase Intention). It can therefore be concluded that the model developed for this study meets the criteria for model fit (Goodness of fit) and can thus be used as the basis for proceeding with partial hypothesis testing using the t-test.

Hypothesis Testing Using the t-Test Approach

Table 11 t-test Results

Relations	t - value	Sig.	Results
Augmented Reality → Purchase Intention	13,565	0,000	Positive and Significance
Online Customer Reviews → Purchase Intention	12,051	0,000	Positive and Significance
Affiliate Marketing → Purchase Intention	4,527	0,000	Positive and Significance

Source: Compiled by Researcher

The Augmented Reality variable yielded a regression coefficient (B) of 0,385, with a calculated t-value of 13,565 > the critical t-value of 1,966 and a significance level of 0,000 < 0,05; therefore, Hypothesis 1 is accepted. A positive coefficient indicates that the higher the application of Augmented Reality, the greater the increase in consumers' Purchase Intention. Thus, Augmented Reality has been proven to have a positive and significant effect on Purchase Intention for the Laneige brand on Shopee.

The variable 'Online Customer Reviews' yielded a regression coefficient (B) of 0,377, with a calculated t-value of 12,051 and a significance level of 0,000. These results indicate that the calculated t-value of 12,051 is greater than the critical t-value of 1,966, and the significance level of 0,000 is less than 0,05; therefore, Hypothesis 2 is accepted.

A positive coefficient indicates that an increase in the quality and quantity of online customer reviews contributes to an increase in consumer purchase intention. Therefore, Online Customer Reviews are proven to have a positive and significant effect on Purchase Intention.

The Affiliate Marketing variable in this study yielded a regression coefficient (B) of 0,158, with a calculated t-value of 4,527 and a significance level of 0,000. Based on the established criteria, the calculated t-value of 4,527 is greater than the critical t-value of 1,966 and the significance level of 0,000 is less than 0,05; therefore, Hypothesis 3 is accepted. The positive direction of the coefficient reflects that a higher intensity of Affiliate Marketing implementation drives an increase in consumer Purchase Intention. Thus, Affiliate Marketing is proven to have a positive and significant effect on Purchase Intention.

Based on the overall test results, the three independent variables, namely Augmented Reality, Online Customer Reviews, and Affiliate Marketing, were each found to have a positive and significant effect on Purchase Intention. Judging by the t-statistic values, Augmented Reality has the most dominant influence with a t-statistic of 13,565, followed by Online Customer Reviews at 12,051, and Affiliate Marketing at 4,527. These findings indicate that Augmented Reality is the variable that contributes most strongly to shaping consumer purchase intention compared to the other two variables.

D. Discussion

The Effect of Augmented Reality on Purchase Intention

Based on data analysis, the findings of this study are Augmented Reality have positive and significant results. These results also demonstrate that Augmented Reality technology is not merely an additional feature, but a key driver that significantly influences consumers' purchase intentions regarding Laneige skincare products on Shopee. In practice, the AR feature successfully bridges the limitations of online shopping by providing the sensation of trying the product in person. This interactive virtual experience has proven highly effective in dispelling potential buyers' doubts, thereby strengthening their intention and confidence to make a purchase.

Furthermore, augmented reality was the strongest variable influencing purchase intention in this study, with a t-value of 13.565. The measurement item with the strongest average effect in influencing purchase intention was the informativeness of visual information; this indicates that the clearer the information about a product, the more likely consumers are to have a purchase intention. This finding suggests that skincare brands, particularly Laneige, should develop their existing information so that the clearer the product information is, the greater the likelihood of consumers having a purchase intention. Furthermore, the indicator with the lowest average score was 'new look when trying the product for the first time'; although this still falls within a reasonably good range, it suggests that a small proportion of consumers still believe that the use of Augmented Reality features does not provide them with a fresh impression, which may consequently affect their purchase intention regarding Laneige products.

The results from the respondents in this study indicate that consumers find the Augmented Reality feature extremely helpful, particularly as they wish to explore more in-depth information about Laneige products. Respondents also felt that this feature helped to alleviate their doubts. Based on these results, it can be seen that users of Laneige products are those who desire more detailed information about the products, prefer realistic visualisations even when shopping online, and seek more unrestricted interaction.

These findings align with the research by Whang et al. (2021), which confirms that the primary advantage of Augmented Reality technology in beauty products lies in providing visual information that triggers consumers' cognitive control. With the virtual simulation feature, consumers can evaluate products more thoroughly without having to physically touch them. This is also supported by the argument by Lisdayanti & Nilasari (2025), who state that the dimensions of vividness (visual clarity) and interactivity in Augmented Reality marketing within the beauty retail industry have been proven to effectively build consumer engagement, which ultimately leads to purchasing decisions.

Furthermore, this significant effect also confirms the findings of Febryana et al. (2025), which highlight that consumers' positive perceptions of Shopee's Augmented Reality features have a direct impact on information satisfaction and purchase intent. Augmented Reality technology acts as a tool to mitigate the uncertainty often experienced by online skincare buyers. In the context of Laneige, Augmented Reality ability to project a product's appearance onto the user's face helps consumers validate their expectations regarding the product's final results. Although some studies on specific demographic groups, such as Gil-Ibañez et al., 2025, found mixed results, this study demonstrates that for Shopee users in Indonesia, the immersive experience through AR is a crucial driving factor in shaping their digital shopping preferences.

The Effect of Online Customer Reviews on Purchase Intention

Based on data analysis, the findings of this study reveal an intriguing story about how modern consumers build trust when shopping online. Online customer reviews have proven to be a positive and significant factor in acting as a virtual advisor that triggers consumers' purchase intent for Laneige skincare products on Shopee. Reading honest experiences from fellow users successfully breaks down physical barriers and provides a sense of social proof. It is this effect that gradually fosters a sense of security, alleviates anxiety, and ultimately builds consumers' confidence to make purchases naturally and with conviction.

Furthermore, the variable 'online customer reviews' in this study was the second strongest variable influencing the 'purchase intention' variable, with a t-value of 12.051. In this study, the measurement item with the strongest indicator in bridging purchase intention is 'reviews available as a resource of information'. This proves that the presence of customer reviews can trigger an increase in purchase intention for Laneige skincare products, and if there are only a few reviews, this can trigger a decline in consumer purchase intention; therefore, the Laneige skincare brand must develop ways to ensure that every Laneige product has a large number of reviews so that consumer purchase intention can increase. Meanwhile, the item with the weakest influence on purchase intention for Laneige skincare products on Shopee is the 'credibility of online product reviews'. Although the average results indicate a positive trend, a small proportion of respondents considered that the credibility of a product does not significantly influence their purchase interest. It is therefore concluded that the volume of reviews is more important than the credibility of reviews in this study.

The results from respondents in this study indicate that consumers agree that online customer reviews can help increase purchase intent. Reviews from other buyers here serve as a key virtual advisor. In this study, reading reviews from other buyers specifically to assess whether the quality of skincare products truly meets their expectations reveals that Laneige users, in terms of product recommendations, are consumers who are critical of the credibility of reviews and rely heavily on social proof.

The significance of the influence of online customer reviews in this study can be

understood through the role of reviews as a credible form of Electronic Word-of-Mouth (eWOM). This finding aligns with the argument by Wahab & Nagaty (2021), who explain that online customer reviews provide information based on direct experience that is highly effective in influencing consumers' cognitive control. In the context of premium beauty products such as Laneige, consumers tend to face higher uncertainty risks regarding product suitability for their skin. Therefore, detailed reviews regarding the product's texture, scent, and effectiveness serve as a source of external validation capable of mitigating such risk perceptions.

Furthermore, the dominant influence of online customer reviews in shaping purchase intent also confirms the findings of Osman & Ying (2022), who emphasize that review valence and review volume are strong predictors of purchase intent, particularly among young adults who are highly active on social media. The high level of respondent agreement regarding the usefulness of reviews on Shopee demonstrates that consumers rely on "social proof" to ensure their quality expectations will be met. This is reinforced by the findings of Rahayu et al. (2021), who state that within the marketplace ecosystem, the credibility of information sources in customer reviews directly contributes to the formation of stronger purchase intent. Thus, the availability of transparent and honest information from other buyers serves as the primary catalyst that transforms consumer interest into actual purchasing actions.

The Effect of Affiliate Marketing on Purchase Intention

Based on data analysis, the findings of this study present an intriguing narrative regarding the shift in marketing strategies in the digital age. Affiliate marketing has proven to be a driving force that triggers consumers' purchase intent for Laneige products on Shopee. Affiliates are no longer merely standard advertising channels; they have transformed into highly effective sources of personal validation. Through content that is more honest and closely aligned with users' daily lives, affiliates have successfully built a bridge of trust capable of eroding potential buyers' doubts. The narrative constructed by these third parties has successfully created a natural impulse to buy, as consumers feel they are receiving genuine recommendations, rather than merely rigid marketing pitches.

Furthermore, affiliate marketing is a variable that exerts a significant influence on purchase intention in this study, with a t-value of 4.527. The measurement item with the strongest average effect in bridging purchase intention is the attractiveness of financial incentives (such as special discount offers); this indicates that the more attractive the promotions offered via affiliate links are, the more they can increase consumers' purchase intention. This finding suggests that skincare brands, particularly Laneige, must continue to optimise their promotional strategies with their partners; the more advantageous the offers provided through affiliates, the greater the likelihood of consumers having a purchase intention. Furthermore, the indicators with the lowest average scores were clarity of product details and affiliate credibility (clear product information and credibility), although the results were still within a reasonably good range; this suggests that a small proportion of consumers still believe that content from affiliates sometimes lacks in-depth educational value and that their level of trustworthiness remains questionable, which may consequently affect purchase intent for Laneige products.

The results from respondents in this study indicate that consumers agree that affiliate marketing can help increase purchase intent. Recommendations from affiliates serve as a key source of personal validation for consumers. In this study, consumers specifically engage with affiliate content to assess the specific benefits of skincare products and to seek financial offers that meet their expectations. Here, the characteristics

of Laneige users in terms of product recommendations can be seen as consumers who demand clear educational content, are critical of the credibility of affiliates, and are highly motivated by promotional offers or special discounts.

The success of affiliate marketing strategies in boosting the likelihood of transactions is fully consistent with the findings of Oktavia et al. (2025). In their study on the e-commerce ecosystem, they noted that affiliate campaigns run by trusted partners, supported by relevant (tailored) content, have been shown to drastically increase consumer trust and purchasing motivation. Affiliates essentially have full control over translating product specifications into personalised, experience-based reviews that are far more readily accepted by the target market. This argument is further reinforced by the literature from Brilianita & Sulistyowati (2023), which highlights that amidst the massive digitalisation of media, affiliate content creators have evolved into highly effective marketing communication agents capable of capturing consumer attention whilst reducing information gaps prior to the purchase process.

Moreover, the main appeal of affiliate marketing also lies in the practicality of the customer journey and the rational incentives it offers. This confirms the postulate put forward by Suyanto & Karundeng (2025), which explains that affiliate marketing is highly effective in converting passive interest into active purchase intent because consumers are provided with direct links that shorten the product search process. Furthermore, affiliate content is often accompanied by information regarding special offers, such as discounts or exclusive vouchers, which act as an additional incentive to act. Therefore, for modern consumers, affiliate links are not merely promotional displays, but value-based recommendations that tangibly reduce hesitation and accelerate the formation of financial commitment.

5. CONCLUSION

Augmented Reality has a positive and significant effect on purchase intention for Laneige skincare products on Shopee. This finding indicates that any enhancement or increased use of Augmented Reality technology will directly elevate consumers' willingness to buy. Furthermore, Augmented Reality emerges as the most dominant variable contributing to Purchase Intention in this study, demonstrating its crucial role as the primary driver in convincing consumers to make a purchase. Online customer reviews have a positive and significant influence on purchase intention for Laneige skincare products on Shopee. This finding implies that any improvement in the quality or quantity of reviews left by customers online will be accompanied by a tangible increase in consumer purchase intention. Consequently, it can be concluded that customer reviews are a highly effective tool for strengthening confidence and encouraging potential buyers to make a purchase on the Shopee platform. Affiliate Marketing has a positive and significant impact on purchase intention for Laneige skincare products on Shopee. This finding signifies that the higher the intensity and effectiveness of affiliate marketing implementation, the greater the increase in consumers' purchase intention. Therefore, it can be concluded that the affiliate marketing strategy plays a crucial role in driving consumer interest by providing trusted and accessible product recommendations.

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