

Augmented Reality, Customer Experience, and Repurchase Intention in the Cosmetic Products: Exploring the Mediating Role of Customer Satisfaction

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ABSTRACT

Purpose: This study investigates the mediating role of customer satisfaction (CS) in the relationship between augmented reality (AR), customer experience (CE), and repurchase intention (RI).

Method: Data were collected from 399 Gen Z cosmetic consumers in Cirebon City through Likert-scale questionnaires. Structural Equation Modeling–Partial Least Squares (SEM-PLS) was used for analysis.

Result: This study revealed that all hypotheses were supported. It found that AR positively influences CS, CE significantly impacts CS, and both AR and CE directly affect RI. Additionally, CS was shown to mediate the effects of both AR and CE on RI.

Practical Implications for Economic Growth and Development: The findings offer valuable insights for the cosmetics and digital marketing sectors. Integrating AR features can enhance shopping experiences, reduce product-related uncertainty, and increase consumer confidence. Improved customer experience leads to higher satisfaction and loyalty, driving repeat purchases. These outcomes can help businesses lower customer acquisition costs, foster innovation in digital technologies, and strengthen market competitiveness—contributing to job creation and broader economic development in both retail and tech industries.

Originality/Value: This study contributes a novel perspective by focusing on Gen Z and cosmetic products. This study also integrates AR and customer experience within a unified research model.

Keywords: *Augmented Reality, Customer Experience, Repurchase Intention, Customer Satisfaction, Cosmetic Products*

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INTRODUCTION

In today's digital era, businesses and their target audiences are constantly adapting to new technologies, evolving consumer behaviors, intense competition, and emerging opportunities (Szakal, 2022). The rise of internet media platforms like blogs, social networks, and video-sharing sites has revolutionized global communication and content dissemination, making it easier to engage with a wide audience (Wibawa et al., 2022). Digital media offers significant advantages over traditional advertising methods, such as television, radio, and brochures, by allowing retailers to reach more customers at lower costs. Additionally, digital media enables more precise targeting of specific audiences, tailoring advertising messages to better suit their needs (Fatimah & Curatman, 2024). In this era of ubiquitous digital media, customers heavily rely on social media for product research, which directly influences their purchasing decisions (Barta et al., 2023). Since the COVID-19 pandemic, social media has become the primary



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tool for communication, entertainment, and even shopping, creating an inseparable bond between social media and its users. This shift presents a new opportunity for businesses to engage customers through digital marketing, particularly via influencers. These influencers leverage their fame and utilize innovative technologies like Augmented Reality (AR), which merges virtual and real-world content to enhance customer experiences (Zagorc & Bernik, 2022).

AR technology enables consumers to virtually try products, simulating the experience of shopping in a physical store, which can boost consumer confidence and reduce the risk of unsatisfactory purchases (Niat & Di, 2024). In Indonesia, cosmetic sales have been consistently growing, reaching 2,002 million US dollars in 2023 (Jatim Times, 2023). As consumer demands evolve, particularly among Generation Z, cosmetic companies must innovate to capture attention and remain competitive. Cosmetics have become essential for many women, especially those in Generation Z, who seek to enhance their confidence and appearance for social media (Meylani, 2017). Generation Z is known for being early adopters of technology and is highly engaged in online activities, making e-commerce a significant driver of the cosmetics industry's growth.

Consumers today desire more than just excellent service; they seek enriching experiences that not only satisfy their needs but also encourage them to share their experiences with others (Shifa et al., 2024). A compelling shopping experience enhances customer satisfaction and increases the likelihood of repurchase intentions. Repurchase intention, a crucial metric in marketing, reflects a consumer's strong desire to repurchase products based on previous positive experiences (Intani & Rojuaniah, 2024). For products like skincare, creating memorable experiences is essential to encouraging repeat business (Ardianto et al., 2020). Each interaction, whether positive or negative, shapes the overall customer experience and influences the decision to return (Intani & Rojuaniah, 2024).

This study introduces novel contributions to existing literature by focusing on the role of customer satisfaction as a mediating variable. Previous studies that included trust as a mediating factor found no significant relationship with repurchase intention. By simplifying the model and focusing on a single, more relevant mediating variable—customer satisfaction—this study strengthens the theoretical and practical links between customer experience and repurchase intention.

The objective of this research is to explore the impact of AR technology and customer experience on repurchase intention, with customer satisfaction serving as a mediating variable. This study aims to provide a deeper understanding of how engaging digital experiences can foster customer loyalty by increasing the likelihood of repeat purchases.

Hypotheses Development

Augmented Reality and Customer Satisfaction

The integration of Augmented Reality (AR) technology offers significant value by enabling real-time product visualization, which attracts customers to engage with and purchase products. AR plays a crucial role in delivering an immersive customer experience, allowing users to explore products or services that would otherwise be inaccessible. This is achieved through features such as virtual trials and interactive advertisements (Moharam, 2023). Moreover, AR continues to drive advancements in beauty technology by combining visual computing and facial tracking, thereby delivering realistic results across a diverse range of skin tones (Fenanda et al., 2024).

Customer satisfaction is widely regarded as a key determinant of business success, as satisfied customers are more likely to recommend products to others, thereby contributing to increased sales (Latif et al., 2023). The application of AR in menu systems, for example, provides customers with a distinctive experience that has the potential to enhance their satisfaction (Rorizanda & Suharto, 2024). Previous studies have demonstrated that the use of AR has a significant positive effect on customer satisfaction, accounting for 52.6% of the

variance in satisfaction (Athoillah & Alijoyo, 2023). As such, AR has the potential to alleviate consumer uncertainty by offering a more informed understanding of products prior to purchase. Based on these findings, the following hypothesis is proposed:

H1: There is a positive and significant relationship between Augmented Reality and customer satisfaction.

Customer Experience and Customer Satisfaction

Customer experience encompasses cognitive, emotional, sensory, and environmental components, which are shaped across various customer touchpoints (Chi et al., 2024). A positive customer experience, such as the ability to virtually try a product before purchase, increases consumer confidence and influences the decision to make a purchase (Fikri & Silvianita, 2022). Customer satisfaction, on the other hand, refers to the outcome felt during the purchase process, with consumers evaluating whether a product or service has met or exceeded their expectations (Yesitadewi & Widodo, 2024).

Consumer satisfaction or dissatisfaction is often experienced after the consumption of a product or service. Consumers are likely to feel satisfied when they experience positive disconfirmation, which occurs when the perceived performance of a service or product surpasses their expectations (Saputra et al., 2023). Previous studies have similarly indicated that customer experience has a direct and significant impact on customer satisfaction, where positive interactions with products or services foster satisfaction and the intention to recommend to others (Suharto & Yuliansyah, 2023). Based on this understanding, the following hypothesis is proposed:

H2: There is a positive and significant relationship between customer experience and customer satisfaction.

Augmented Reality and Repurchase Intention

Augmented Reality (AR) is regarded as an experiential marketing dimension because it allows individuals to engage with products or services in innovative ways. Through AR, users or potential consumers can examine, discover, interact with, and compare a product's appearance to its real-world counterpart (Eru et al., 2022). In application settings, AR also facilitates various forms of real-time collaboration among users, regardless of their geographical locations. This capability is particularly significant for enhancing the effectiveness and efficiency of field-based services (Aquino et al., 2023).

Repurchase intention refers to consumer behavior that reflects a willingness to repurchase a specific product or service and is influenced by the consumer's preference for the product. Repurchase intentions have been conceptualized through two primary factors: the intention to repurchase and the desire to engage in promotional activities, both virtually and through positive word-of-mouth (Zhang & Nuangjamnong, 2022). Furthermore, previous research suggests that while AR features do not directly influence repurchase intention, they have a significant indirect effect through the mediating role of customer satisfaction (Aristantia & Liu, 2023). Based on this understanding, the following hypothesis is proposed:

H3: There is a significant and positive relationship between Augmented Reality and repurchase intention.

Customer Experience and Repurchase Intention

Customer experience begins when the customer interacts with a product, leading to an internal and subjective response (Zandi & Sekhavat, 2024). When consumers have a positive experience with a product or service, they are more likely to trust the brand and feel satisfied with their purchase. This phenomenon, known as customer experience, is critical for

businesses to leverage in order to drive sales (Imaroh, 2024). One of the key factors influencing repurchase intention is a satisfying and pleasant experience during previous purchases (Ramantyo & Dhewi, 2022).

This finding aligns with the results of research by Nasution and Adnans (2024), which indicates that customer experience has a positive and significant impact on repurchase intention. Specifically, the better the customer experience, the more likely consumers are to repurchase the product. Based on this insight, the following hypothesis is proposed:

H4: There is a positive and significant relationship between customer experience and repurchase intention.

Customer Satisfaction and Repurchase Intention

When a company's performance meets or exceeds consumer expectations, it results in customer satisfaction. Conversely, if the company's performance fails to meet expectations, the customer may still experience a sense of happiness (Fatimah, 2020). The level of satisfaction directly influences purchase intention, particularly in the context of online shopping, where satisfaction stems from meeting expectations, while dissatisfaction arises when expectations are unmet (Oktaviani, 2024).

Customers are more likely to repurchase a product from the same brand after having a positive experience, a behavior referred to as repurchase intention. This occurs when consumers are satisfied with the product or service, leading them to consider purchasing it again (Tufahati et al., 2021). This is supported by research conducted by Iskandar et al. (2024), which identified a positive and significant correlation between customer satisfaction and repurchase intention. The higher the satisfaction experienced by consumers, the greater their intention to make repeat purchases. Based on these findings, the following hypothesis is proposed:

H5: There is a positive and significant influence between customer satisfaction and repurchase intention.

Customer Satisfaction as a Mediator between Augmented Reality and Customer Experience with Repurchase Intention

The term "consumer satisfaction" refers to the subjective evaluation that consumers make of a service or product after comparing their actual purchase experience with their expectations. If consumers are satisfied with the purchase, they are more likely to repurchase from the same provider (Latif et al., 2023). Customer satisfaction with the services received during transactions plays a crucial role in determining repurchase intentions, which reflect the likelihood that consumers will make repeat purchases (Christine & Berlianto, 2022).

Augmented Reality (AR) is a technology that blends the virtual and real worlds. AR technology delivers information in the form of visual or audio images and videos that provide details about a marketed product. It also offers an interactive experience, allowing customers to virtually try products via content that can be shared on social media platforms such as TikTok, Instagram, YouTube, and various online marketplaces. The impact of these interactions involves user engagement with AR applications, enhancing the overall user experience (Kabir, 2024). This immersive experience not only makes the purchasing process more engaging but can also leave a positive impression of the brand. Consumer experience is associated with eliciting specific responses from consumers (Chi et al., 2024).

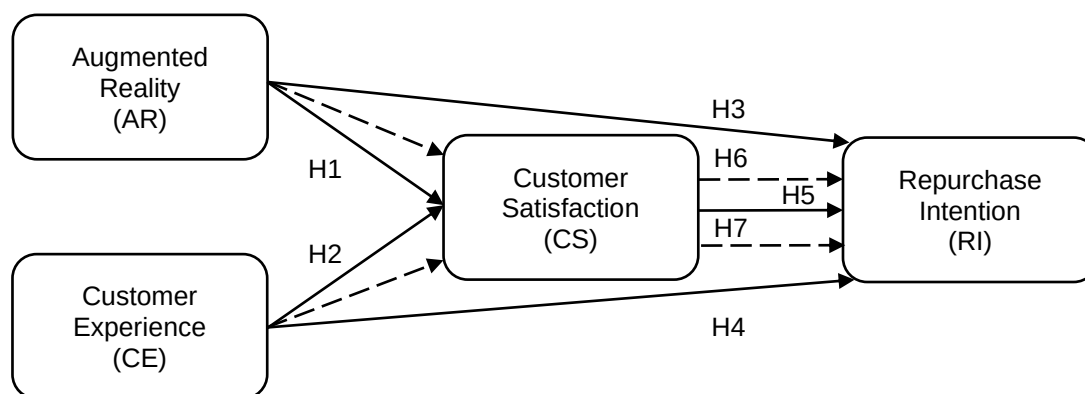
Customers are more likely to intend to repurchase a product after having a positive experience with augmented reality. If customers are satisfied with their previous purchase and perceive value in the product, regardless of its quality, they are inclined to make another purchase (Idham et al., 2023). Research by Anifa and Sanaji (2022) indicates that customer experience positively and significantly influences customer satisfaction, which subsequently mediates the

relationship between experience and repurchase intention. Furthermore, while AR has a significant effect on repurchase intention, it does not significantly impact trust. These findings suggest that the use of well-designed AR technology can enhance customer experience and satisfaction, thereby encouraging repurchase behavior. Based on this understanding, the following hypotheses are proposed:

H6: Customer satisfaction mediates the effect of Augmented Reality on repurchase intention.

H7: Customer satisfaction mediates the effect of customer experience on repurchase intention.

Figure 1. Research Framework



Source: Developed by the authors (2025)

METHOD

This research adopts a quantitative approach by collecting and analyzing data through a Likert-scale questionnaire to examine the relationships between variables. Based on data from the Cirebon City Population and Civil Registry Office, the research population consists of 88,221 individuals aged 14–27 residing in Cirebon City. Using the Incidental Sampling method and applying the Slovin formula, the study selects a sample of 399 participants. The analysis employs the Structural Equation Modeling-Partial Least Square (SEM-PLS) method using the SmartPLS version 3 software. This method enables the examination of both direct and indirect effects of Augmented Reality (AR) and customer experience on repurchase intention, with customer satisfaction serving as a mediating variable (Ringle & Sarstedt, n.d.).

Table 1. Variables Measurement

Variables	Codes	Indicators	Statements
Augmented Reality (Herliana et al., 2024)	AR.1	Perceived Usefulness	The use of AR provides benefits for me in choosing cosmetic products.
	AR.2		The AR feature increases my trust in the cosmetic products used.
	AR.3	Perceived Ease of Use	AR makes it easier for me to try various cosmetic products virtually before buying a product.
	AR.4		I can quickly understand how the AR feature works to help in choosing cosmetics.
	AR.5	Perceived Enjoyment	I feel enthusiastic when using AR to try various cosmetic products.

Variables	Codes	Indicators	Statements
Customer Experience (Hasfar et al., 2020)	AR.6		I feel entertained when using the AR feature to select cosmetics.
	CE.1	Accessibility	I can easily find information about the cosmetic products I need.
	CE.2		I feel that information on how to use cosmetic products is easily accessible.
	CE.3	Competence	I receive detailed guidance on the proper use of cosmetics.
	CE.4		I feel the information provided about cosmetic products is accurate and trustworthy.
	CE.5	Customer Recognition	The loyalty program offered by the brand makes me feel special as a customer.
	CE.6		I feel that the cosmetic products offered suit my style and needs as a customer.
	CE.7	Convenience	Product recommendations are easy to find through various sources.
	CE.8		I find it easy to use the search feature to find cosmetic products.
	CE.9	Personalization	The cosmetic product provider understands my choices and desires.
	CE.10		I feel that the cosmetic products offered suit my personal preferences.
	CE.11	Promise Fulfillment	I am not disappointed with the quality of the cosmetics I buy.
	CE.12		I feel that I received the cosmetic product in accordance with the expectations promised by the provider.
	CE.13	Value for Time	The process of purchasing cosmetic products is time-efficient.
	CE.14		The time I spend looking for cosmetic products is worth the quality.
Repurchase Intention (Safari et al., 2024)	RI.1	Transactional Interest	I plan to buy this cosmetic again when it runs out.
	RI.2		I am likely to buy this cosmetic product again after the first experience.
	RI.3	Referential Interest	Positive opinions of others encourage me to repurchase this product.
	RI.4		I often talk about this cosmetic product to friends or family.
	RI.5	Preferential Interest	I would prefer to repurchase this cosmetic product in the future.
	RI.6		I intend to keep using this cosmetic product.
Customer Satisfaction (Sinta et al., 2023)	CS.1	Overall Satisfaction	I feel that this cosmetic product matches the description given.
	CS.2		I find the experience of buying this cosmetic product satisfying.

Variables	Codes	Indicators	Statements
	CS.3	Confirmation of Expectation	I am satisfied that this product meets my quality needs.
	CS.4		I feel this cosmetic product meets my expectations.
	CS.5	Comparison of Ideal	I feel the quality of this cosmetic product is better than I imagined.
	CS.6		This cosmetic product fits my ideal standards.

Source: Compiled by the authors (2025)

RESULT AND DISCUSSION

Respondents' Characteristics

The following table presents the demographic characteristics of the respondents, including gender, age, types of cosmetic brands used, and the frequency of cosmetic product usage. This descriptive data provides an overview of the participants involved in the study and helps to contextualize their responses in relation to their cosmetic consumption behavior.

Table 2. Respondents' Characteristics

Categories	Possible Answers	F	%
Gender	Female	354	88.72%
	Male	45	11.28%
Age	14 -18 years old	23	5.76%
	19 - 21 years old	208	52.13%
	22 - 24 years old	140	35.09%
	25 - 27 years old	28	7.02%
Cosmetic Brands Purchased	Wardah	206	51.63%
	Somethinc	69	17.29%
	Make Over	30	7.52%
	Emina	35	8.77%
Frequency of Cosmetic Products Used	Every day	255	63.91%
	Several times a week	72	18.05%
	Certain events	57	14.29%
	Rarely	15	3.76%

Source: Processed data (2025)

Based on the data in Table 2, out of a total of 399 respondents, the majority were female (354 respondents) and primarily aged between 19 and 21 years. Most respondents reported using cosmetic products daily, with Wardah being the most frequently purchased brand. This trend reflects the preferences of Generation Z, who prioritize looking attractive and presentable to support their daily activities.

Preliminary Analysis

To ensure the validity and reliability of the measurements, an outer model analysis was conducted. This involved several tests, including composite reliability, Cronbach's alpha, average variance extracted (AVE), and outer loadings, to confirm that the data used in the analysis were both accurate and dependable.

Table 3. Model Measurement Test

Variables	Indicators	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Augmented Reality (AR)	AR.1	0.794	0.569	0.849	0.888
	AR.2	0.757			
	AR.3	0.763			
	AR.4	0.756			
	AR.5	0.729			
	AR.6	0.726			
Customer Experience (CE)	CE.1	0.911	0.783	0.979	0.981
	CE.2	0.865			
	CE.3	0.885			
	CE.4	0.870			
	CE.5	0.862			
	CE.6	0.865			
	CE.7	0.880			
	CE.8	0.913			
	CE.9	0.876			
	CE.10	0.882			
	CE.11	0.883			
	CE.12	0.872			
	CE.13	0.903			
	CE.14	0.918			
Repurchase Intention (RI)	RI.1	0.733	0.627	0.880	0.909
	RI.2	0.719			
	RI.3	0.911			
	RI.4	0.711			
	RI.5	0.746			
	RI.6	0.902			
Customer Satisfaction (CS)	CS.1	0.735	0.557	0.841	0.883
	CS.2	0.754			
	CS.3	0.742			
	CS.4	0.771			
	CS.5	0.724			
	CS.6	0.752			

Source: Processed data (2025)

Based on the data presented in Table 3, all Average Variance Extracted (AVE) values exceed the threshold of 0.5, and the outer loading values for each item are above 0.7, indicating adequate convergent validity. Furthermore, the results of the reliability analysis demonstrate that both the composite reliability and Cronbach's alpha coefficients meet the acceptable standards, thereby confirming that all items in the study are valid and reliable measures of their respective constructs.

To evaluate the causal and predictive relationships between latent variables and unobserved constructs, a structural model analysis was conducted. This analytical approach entailed the examination of the coefficient of determination (R^2), effect size (f^2), and adjusted R^2 values, which collectively serve to assess the degree to which the regression model accounts for the variance in the dependent variables. The outcomes of this analysis, including the reported R^2 and adjusted R^2 metrics, are presented below to demonstrate the explanatory capacity of the proposed model.

Table 4. R-Square and Adjusted R-Square

Model	R-Square	Adjusted R-Square
AR and CE to RI	0.835	0.834
AR and CE to CS	0.384	0.381

Source: Processed data (2025)

An R^2 value of 0.50 or higher is generally considered moderate, while a value of 0.25 or lower is regarded as weak. Values exceeding 0.75 are typically interpreted as strong within the framework of structural model analysis (Ringle & Sarstedt, n.d.). The adjusted R^2 , which accounts for the number of predictors in the model and incorporates the standard error, provides a more refined estimate of explanatory power. As indicated in Table 4, the combined influence of Augmented Reality (AR) and Customer Experience (CE) on Repurchase Intention (RI) yields an R^2 value of 0.835 and an adjusted R^2 of 0.834. These results indicate a strong explanatory capacity of the model, surpassing the 0.75 threshold. To further evaluate the significance of the predictors, an analysis of effect sizes (f^2) is required. This involves comparing the f^2 values of each variable to determine their relative contributions to the model.

Table 5. F-Square

Variables	Repurchase Intention	Customer Satisfaction
Augmented Reality	0.026	0.090
Customer Experience	2.036	0.383
Repurchase Intention	0.000	0.000
Customer Satisfaction	0.259	0.000

Source: Processed data (2025)

According to Ringle and Sarstedt (n.d.), an f^2 value of 0.02 or lower is typically considered negligible, indicating little to no effect, whereas a value of 0.15 denotes a moderate effect, and values exceeding 0.35 reflect a large effect size. As shown in Table 5, the effect size of the Augmented Reality (AR) variable on Repurchase Intention (RI) is marginal, with an f^2 value of 0.026, suggesting a minimal influence. In contrast, the Customer Experience (CE) variable exhibits a substantial effect, with an f^2 value of 2.036, indicating a strong contribution to the model. Furthermore, the test statistic for the Customer Happiness variable is 0.383, signifying a significant impact, while the AR variable's test value of 0.090 corresponds to a weak effect.

Hypotheses Testing

The p -value is employed to assess the results of hypothesis testing and to determine whether each hypothesis should be accepted or rejected, utilizing the bootstrapping approach. These results are subsequently used to evaluate both the direct and indirect relationships among the variables.

Table 6. Direct Effect

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion
AR → CS	0.245	0.056	4.347	0.000	Accepted
CE → CS	0.505	0.046	11.067	0.000	Accepted
AR → RI	0.071	0.023	3.075	0.002	Accepted
CE → RI	0.710	0.030	23.478	0.000	Accepted
CS → RI	0.263	0.036	7.301	0.000	Accepted

Source: Processed data (2025)

Based on the test results presented in Table 6, Hypothesis 1 which examines the relationship between Augmented Reality (AR) and Customer Satisfaction is supported, as the p -value is 0.000 ($p < 0.05$). Similarly, Hypothesis 2 which investigates the relationship between Customer Experience (CE) and Customer Satisfaction is also supported with a p -value of 0.000 ($p < 0.05$). Hypothesis 3 assessing the relationship between AR and Repurchase Intention (RI) yields a p -value of 0.002 ($p < 0.05$), indicating statistical significance and supporting the hypothesis. Likewise, Hypothesis 4 which tests the effect of CE on RI shows a p -value of 0.000 ($p < 0.05$), confirming the hypothesis. Finally, Hypothesis 5 which explores the relationship between Customer Satisfaction and RI is also supported, with a p -value of 0.000 ($p < 0.05$).

Table 7. Indirect Effect

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion
AR → CS → RI	0.064	0.016	3.946	0.000	Accepted
CE → CS → RI	0.133	0.024	5.507	0.000	Accepted

Source: Processed data (2025)

The subsequent analysis involves testing hypotheses related to indirect relationships, commonly referred to as mediation effects. Mediation can be categorized into three types: complementary mediation, competitive mediation, and indirect-only mediation—often referred to as full mediation (Ringle & Sarstedt, n.d.). Significant mediation is indicated when the t -statistic exceeds 1.96. As shown in Table 7, Hypothesis 6 examines whether Customer Satisfaction (CS) mediates the relationship between Augmented Reality (AR) and Repurchase Intention (RI). The results indicate a p -value of 0.000 ($p < 0.05$) and a t -statistic of 3.946 (> 1.96), confirming that Hypothesis 6 is both statistically significant and acceptable. Similarly, Hypothesis 7 tests the mediating role of CS in the relationship between CE and RI. This hypothesis is also supported, with a p -value of 0.000 ($p < 0.05$) and a t -statistic of 5.507 (> 1.96), indicating a significant full mediation effect. These findings confirm the presence of indirect mediation pathways linking both AR and CE to RI through CS.

Discussion

The results of hypothesis testing reveal several significant relationships among the studied variables. Hypothesis 1 is supported, indicating that Augmented Reality (AR) positively influences customer satisfaction. The integration of AR in cosmetic product services enhances the interactive nature of the customer experience, thereby increasing perceived value. When developers incorporate elements of the experience economy—such as aesthetics, education, and entertainment—into AR applications, they create more engaging and satisfying interactions (Amanah et al., 2023). This enriched experience enables consumers to access realistic and compelling information, which enhances their overall satisfaction with the service or product. Hypothesis 2 is also supported, demonstrating that Customer Experience (CE) has a significant impact on customer satisfaction. Customers who enjoy seamless and pleasant interactions throughout their engagement with a brand report higher levels of satisfaction. This finding aligns with Pandey and Pandey (2015), who emphasize that positive experiential touchpoints during the purchasing process contribute substantially to customer satisfaction.

In addition to influencing satisfaction, both AR and CE also affect repurchase intention directly. Hypothesis 3 confirms that AR has a direct effect on repurchase intention. AR technologies—especially features like Virtual Try-On—help reduce uncertainty in online shopping, streamline decision-making, and enhance engagement, which ultimately fosters

loyalty toward cosmetic brands. As noted by Pratama and Setiawan (2024), consumers who perceive AR as beneficial and convenient are more likely to purchase products again.

Hypothesis 4 is also accepted, indicating that CE directly influences repurchase intention. A positive and consistent customer experience throughout the consumption journey fosters brand loyalty and increases the likelihood of repeat purchases. This finding supports the conclusions of Sari and Padmantyo (2023), who argue that pleasant experiences significantly enhance a consumer's desire to repurchase. Further, the results confirm the importance of customer satisfaction as a mediator between experiential factors and repurchase intention. Hypothesis 5 is supported, showing that customer satisfaction directly affects repurchase intention. Satisfied customers tend to exhibit stronger loyalty and are more willing to make subsequent purchases. As Oktaviani (2024) notes, satisfaction plays a crucial role in building consumer trust and shaping long-term brand preferences.

Hypothesis 6 demonstrates that AR also exerts an indirect influence on repurchase intention through customer satisfaction. A previous satisfying experience significantly increases the likelihood of a customer returning for future purchases. This supports findings by Ramantyo and Dhewi (2022), who suggest that satisfaction reinforces the relationship between AR and consumer loyalty. Therefore, customer satisfaction strengthens the indirect pathway between AR and behavioral outcomes such as repurchase intention.

Finally, Hypothesis 7 confirms that CE indirectly affects repurchase intention through the mediating role of customer satisfaction. Customers tend to evaluate their experiences based on how well the service or product meets their expectations. When these experiences exceed expectations, satisfaction increases, which in turn drives the intention to repurchase (Yesitadewi & Widodo, 2024). In essence, positive customer experiences lead to higher satisfaction, and that satisfaction becomes the key driver behind continued consumer engagement and loyalty.

CONCLUSION

This study aimed to examine the influence of Augmented Reality (AR) and Customer Experience (CE) on Repurchase Intention (RI), with Customer Satisfaction (CS) acting as a mediating variable. Specifically, the research focused on how AR and CE contribute to consumer decision-making in the context of cosmetic product repurchasing through enhanced satisfaction levels.

The results indicate that CE has a stronger direct influence on CS than AR, as evidenced by a t -statistic value of 11.067 and an f^2 value of 0.383. Nonetheless, AR exerts a significant indirect influence on RI through CS, supported by a t -statistic value of 3.946. Moreover, CS significantly mediates the relationship between CE and RI, with a t -statistic value of 5.507 (> 1.96), confirming the strength of the indirect path. Overall, all proposed hypotheses in this study were supported and statistically significant.

These findings have important implications for both the cosmetics industry and the broader field of digital marketing. The integration of AR technology into marketing strategies enhances the shopping experience by offering interactive simulations that aid consumer decision-making. An improved customer experience fosters higher satisfaction and brand loyalty, which in turn encourages repeat purchases. Cosmetic companies that implement AR effectively can expand their customer base, reduce customer acquisition costs, and improve long-term profitability.

For future research, it is recommended to broaden the geographical scope and demographic segmentation of respondents to enhance the generalizability of the findings. Additionally, incorporating moderator variables could provide a more nuanced understanding of the relationships among AR, CE, CS, and RI. Employing mixed methods—combining quantitative and qualitative approaches—may also offer deeper insights into consumer perceptions and emotional responses toward AR in cosmetic shopping contexts.

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