ABSTRACT

Along with the development of technology, the development of the cosmetic industry in Indonesia is also predicted to continue to increase. The presence of online shopping trends makes cosmetics one of the items loved by the public, especially women. However, the limitation of purchasing cosmetic products online is not being able to try the products directly. On the other hand, consumers want to save time and effort when making a purchase. Shopee facilitates its consumers by including augmented reality technology into its features, namely Shopee beautycam, AR can increase convenience and support a practical lifestyle in purchasing products online. The adoption of AR into a product can also encourage exploratory behavior in consumers, so as to influence consumers in making purchasing decisions.

This study aims to discuss the influence of convenience and lifestyle factors and their relationship to cosmetic product purchasing decisions. Data collection was carried out through the distribution of questionnaires using quantitative data analysis methods. Sampling using non-probability sampling method with a sample size of 200 respondents. The analysis method used is a multiple linear regression analysis test with the help of SPSS 27 software.

Based on the results of descriptive analysis, the variables of convenience and overall lifestyle are in the very good category. In the results of multiple linear regression analysis, it can be concluded that simultaneously convenience and lifestyle have a significant effect on purchasing decisions. While convenience partially has a significant effect on purchasing decisions, lifestyle has no influence on purchasing decisions. The results of the coefficient of determination test, showed that the influence of convenience and lifestyle on purchasing decisions was 86.8%.

Keywords: Augmented Reality, Cosmetics, Convenience, Lifestyle, Purchase Decision.