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THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, ENJOYMENT AND SUBJECTIVE NORMS ON SATISFACTION WITH CUSTOMER EXPERIENCE THROUGH BRAND ENGAGEMENT FOR SEPHORA APPLICATION USERS IN SURABAYA

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ABSTRACT

This study aims to examine the effect of Perceived Ease of Use, Perceived Usefulness, Enjoyment, and Subjective Norms on customer experience satisfaction through brand engagement for Sephora application users in Surabaya. This study uses quantitative methods with data collected from 130 respondents who are active users of the Sephora application. Data processing was carried out using SPSS software to analyze the relationship between variables through multiple linear regression tests. The results showed that Perceived Ease of Use, Perceived Usefulness, Enjoyment, and Subjective Norms have a significant influence on brand involvement, which then affects the level of customer satisfaction in using the Sephora application. Enjoyment and Perceived Usefulness factors are shown to be the main predictors that influence brand engagement and user satisfaction. These findings provide insights for companies in optimizing factors that can enhance customer experience through strong brand engagement.

Keywords - **Perceived Ease of Use, Perceived Usefulness, Enjoyment, Subjective Norms, Brand Engagement, Customer Satisfaction, Sephora**

INTRODUCTION

Indonesians' demand for makeup products will increase rapidly in 2022, driven by the popularity of a number of local products that are gaining traction in the international market. The rapid growth of the cosmetics industry in Indonesia can be seen from the 21.9% increase in the number of cosmetics companies, from 913 companies in 2022 to 1,010 by mid-2023. In the era of globalization, technology plays an important role in the development of human life. At times like this, almost the entire world including Indonesia itself is experiencing technological advances. Technology cannot be separated from gadgets which are the result of the development of the internet and technology. Changes in consumer buying styles towards the purchase of an item or product will affect the development of the times. The rapid development of technology and the internet in Indonesia, e-commerce has become one of the main aspects that has experienced significant changes in the business world. e-commerce has changed the way advertising, selling and buying products, and interacting between people. One of the new cultures that has emerged is the online store. Online stores are considered more effective and efficient in buying or receiving products through smartphones so we can shop anywhere and anytime. In addition, online stores offer attractive features to attract consumers, such as offering promotions such as free shipping to new users. There are often discount periods during long holidays and year-end. In the past, people would always buy a skincare product or beauty tool by visiting a store. Sephora is one of the pioneering companies in the sale of luxury cosmetics, which allows consumers to experience and try out various brands without having to visit a store. In 1998, Sephora launched its

website, making it one of the companies in e-commerce. Knowing that customers often use their smartphones while shopping in physical stores and are often looking for recommendations, product reviews, or better prices for products under consideration Sephora developed a mobile app tailored to the needs of shoppers. The Sephora app is able to provide product recommendations, reviews, and pricing information in a simple format that makes it easy for customers to purchase products. The goal of the Sephora app is to give customers the features they need to make purchases, both in physical stores and online.

LITERATURE REVIEW

Perceived Ease of Use

According to (Keni, 2020) perceived ease of use can be defined as consumers' perceptions of ease and comfort when using a particular technology, where they do not need to spend a lot of effort. According to (Usman et al., 2021) perceived ease of use is the extent to which users expect convenience in implementing the system used. According to (Naufaldi and Tjokrosaputro, 2020) perceived ease of use is the level of one's belief that technology will help reduce excessive effort. According to (Ashghar and Nurlatifah, 2020) Perceived ease of use is the perception of ease of use means individual confidence that using an information technology system will not be difficult or require great effort when used. According to (Wilson, Alvita and Wibisono, 2021) perceived ease of use is defined as the view of consumers or the public regarding how much effort or time it takes to learn and use new technology. This view can be positive or negative.

Perceived Usefulness

According to (McLean, Osei-Frimpong and Barhorst, 2021) perceived usefulness is how far someone believes that certain technology will help increase efficiency in carrying out their tasks. According to (Diaa, 2022) perceived usefulness is the user's belief that a particular technology will help them improve their current performance. According to (Ashghar and Nurlatifah, 2020) perceived usefulness is defined as the perceived usefulness when technology can be used anywhere and anytime. According to (Wang & Li, 2020) perceived usefulness is a measure by which the use of a technology is believed to provide benefits for each individual who utilizes it. According to (Ummah, 2019) perceived usefulness is the level of a person's belief that using a technology can reduce the mental and physical stress they experience.

Enjoyment

According to (Diaa, 2022) enjoyment is describing the pleasure value of new technology and explaining how enjoyable using the technology is for users. According to (Almaudina et al., 2023) enjoyment is a very important customer emotional reaction needed in online shopping. According to (Salloum et al., 2019) the definition of Enjoyment refers to the positive experience that users feel when using a system or technology, which creates satisfaction and pleasure regardless of the results or performance achieved. According to (Jasin, 2021) enjoyment refers to the feeling, comfort and pleasure experienced by someone when using a particular system, by engaging in the use of technology as a fun activity. According to (Akdim, Casaló and Flavián, 2022) define enjoyment as describing motivation from within that reflects a sense of pleasure and satisfaction when someone uses the system.

Subjective Norms

According to (McLean and Wilson, 2019) define subjective norms as a social pressure that is felt to influence an action. According to (Aji, Berakon and Riza, 2020) Subjective Norm is the extent to which a person may believe and perform certain activities based on what important people do. According to Sun et al., (2020) Subjective Norms is the extent to which individuals feel that most

people who are important to them think they should or should not use the system... According to Widjaja et al., (2020) Defining Subjective Norms as subjective to form beliefs about environmental values that are allowed or prohibited from doing something. According to (Winarno, Mas'ud and Palupi, 2021) subjective norms are human thoughts that involve decisions to act or not act.

Brand Engagement

According to (Meirani and Abror, 2019) defines brand engagement as positive cognitive, emotional, and behavioral activities that consumers experience when connecting and interacting with a brand. According to (Högberg et al., 2019) brand engagement is a concept that recognizes the behavior and attitudes of buyers. According to (Giakoumaki and Krepapa, 2020) defines Brand Engagement as the tendency of consumers to consider brands as a factor influencing their purchasing decisions. According to Khan et al., (2020) Brand Engagement is defined as a psychological state that occurs based on interactive and creative customer experiences with agents / objects in service relationships. According to (Verma, 2021) brand engagement is a behavior where individuals include or exclude themselves personally while carrying out work roles.

Satisfaction with Customer Experience

According to (Tyrväinen, Karjaluoto and Saarijärvi, 2020) customer experience is the internal experience and subjective view of customers as a result of interactions that occur, either directly or indirectly, with a company. According to (Trivedi, 2019) customer experience is a collection of feelings, perceptions, and attitudes formed during the entire decision-making process involving a series of interactions with people, objects, processes, and the environment, which leads to emotional and behavioral responses. According to (Waqas, Hamzah and Salleh, 2021) customer experience is a combination of cognitive, emotional, physical, sensory, and social elements that arise from direct or indirect interactions between customers and other market actors. All of these interactions, both direct and indirect, come together and form the overall customer experience. According to (Zha, Marvi and Foroudi, 2023) customer experience can be interpreted as a comprehensive feeling condition felt by customers, which is influenced by values that arise from optimizing service experiences, hedonic experiences and brand experiences. According to (Holmlund et al., 2020) customer experience is how customers respond to their interactions with an organization both before and after buying or using a product.

METHODOLOGY

The type of approach used in this research is a quantitative approach. The population used is Sephora customers in Surabaya. The sampling technique used is non-probability sampling using a questionnaire as the main tool in data collection. In this study, researchers will use snowball sampling techniques, where researchers select respondents who will help researchers to distribute and fill out questionnaires. In this study, the respondents collected amounted to 137 Sephora customers in Surabaya according to the characteristics of the respondents. The research model can be seen below:
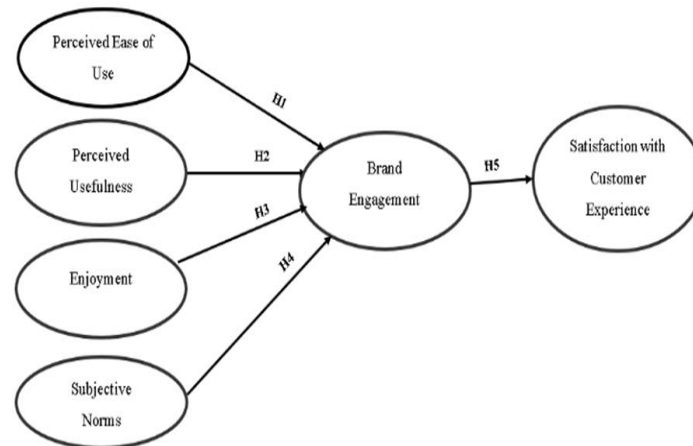
Source: (McLean & Wilson, 2019)

RESULT

Multiple Correlation Coefficient

Based on the output, the R value of 0.923 indicates a very strong correlation. Based on this finding, it is explained that there is a strong enough relationship between *Perceived Ease of Use* (PEOU), *Perceived Usefulness* (PU), *Enjoyment* (E), *Subjective Norm* (SN) to *Brand Engagement* (BE) is very strong.

Coefficient of Determination

The coefficient of determination illustrates how strong the relationship is between the independent variables (*perceived ease of use, perceived usefulness, enjoyment and subjective norm*). a higher coefficient value indicates a greater influence on user satisfaction of the Sephora App. The results of the bunch regression analysis show that the termination coefficient (R-Square) is 0.852. this indicates that a combination of factors such as *perceived ease of use, perceived usefulness, enjoyment* and *subjective norm* contribute 85.2% to user satisfaction. With a value of more than 50%, it is concluded that the four variables have a significant impact on *brand engagement.*

Correlation Coefficient

Based on the output, the R value of 0.900 indicates a very strong correlation. Based on these findings, it is explained that there is a fairly strong relationship between Brand engagement and Satisfaction with customer experience.

Coefficient of Determination

The coefficient of determination illustrates how strong the relationship is between the independent variable (Brand engagement). a higher coefficient value indicates a greater influence on Sephora App user satisfaction. The results of the bunch regression analysis show that the termination coefficient (R-Square) is 0.814. this indicates that a combination of factors such as Brand engagement contributes 81.4% to user satisfaction. With a value of more than 50%, it is concluded that this variable has a significant impact on Satisfaction with customer experience.

Overall Research Model

The overall research model by combining the first equation (multiple linear regression) and the second equation (simple linear regression). by combining the regression model is shown in the following figure:
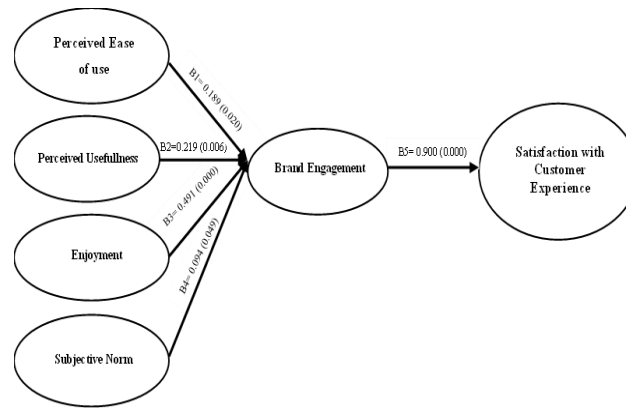
Hypothesis Testing

The simultaneous test is a test that aims to evaluate whether all the independent variables used in this study collectively have an influence on the dependent variable. If successful testing shows a significant influence, then the research model can be accepted. This test is carried out using the F test, where if the F significance value is less than 0.05, the model is considered valid and accepted.

Research Model	Sig	Standard	Description
PEOU * PU * E * SN	0.000	<0.05	Accepted
BE * SCWE	0.000	<0.05	Accepted

Based on the results of the Anova test or F test found in table 4.29 above, the significance value for perceived ease of use (PEOU), perceived usefulness (PU), enjoyment (E) and subjective norm (SN) is 0.000. And to be declared passed, the significance is below the standard, namely 0.05, so the hypothesis can be declared passed. Furthermore, the test results of the brand engagement (BE) variable on satisfaction with customer experience (SCWE) also amounted to 0.000. using the same testing criteria, this hypothesis is accepted.

T test

The T test aims to test the effect of each independent variable on the dependent variable. The test is carried out simultaneously using the t test, and if the significance value of t <0.05, then the variable being tested is considered to have a significant effect on the dependent variable. The results of testing the hypothesis of this study are as follows:

Hypothesis	T	Sig.	Terms	Description
H1 Perceived ease of use → Brand engagement	2.356	0,020	Sig. <0,05	Hypothesis accepted
H2 Perceived usefulness → Brand engagement	2.782	0,006	Sig. <0,05	Hypothesis accepted
H3 Enjoyment → Brand engagement	5.789	0,000	Sig. <0,05	Hypothesis accepted
H4 Subjective norm → Brand engagement	1990	0,049	Sig. <0,05	Hypothesis accepted
H5 Brand engagement → Sattisfaction with customer experience	24.289	0,000	Sig. <0,05	Hypothesis accepted

The T-test criteria are as follows:
- If the significance > 0.05 then the hypothesis is rejected.
- If the significance ≤ 0.05 then the hypothesis is accepted.

Based on the table at 4.30 above, it is explained that all research hypotheses from (H1-H5) are accepted, meaning that statistically there is strong evidence that the independent variables in this study have a significant effect on the dependent variable. H1-The effect of perceived ease of use on brand engagement based on hypothesis testing proves that this variable has a significant effect Perceived ease of use on brand engagement in the Sephora application. H2-The effect of Perceived usefulness on Brand engagement based on hypothesis testing proves that this variable has a significant effect Perceived usefulness on Brand engagement in the Sephora application. H3-The effect of Enjoyment on Brand engagement based on hypothesis testing proves that this variable has a significant effect Enjoyment on Brand engagement in the Sephora application. H4-The effect of Subjective Norm on Brand engagement based on hypothesis testing proves that this variable has a significant effect Subjective nomr on Brand engagement in the Sephora application. H5-The effect of Brand engagement on Satisfaction with customer experience based on hypothesis testing proves that this variable has a significant effect Brand engagement on Satisfaction with customer experience

DISCUSSION

In conducting this research involved 137 respondents, namely consumers who have used the Sephora application. Based on the characteristics, most of the respondents are women, namely 67.4% and men 32.6% and seen based on their age, most are between 18-35 years old with a percentage of 73.7%. The majority who answered were women because basically the Sephora application is a product that is synonymous with women's beauty and mostly with a young age range of 18-35 years, because at that age women still like beauty products. Based on the research model developed, brand engagement is the main focus due to the difficulty of building customer loyalty on the application usage platform, especially with many competitors offering AR features that are superior to Sephora. This shows that building brand engagement in a strong relationship between users and brands. Brand engagement includes the extent to which consumers are emotionally, cognitively, and behaviorally involved with a brand, in this case the Sephora app. Satisfaction with customer experience is described as being influenced by Brand engagement value of 0.900. Satisfaction with customer experience cannot influence brand engagement. There are many applications that offer similar augmented reality features but with more personalized and interactive features, the Sephora application is able to provide a more immersive and interesting experience for its users. AR technology in the Sephora app not only allows users to try products virtually, but also offers recommendations tailored to personal preferences, making the shopping experience feel more relevant and satisfying. The simple regression relationship between brand engagement and satisfctin with customer experiencxe is also positive. A positive influence is a unidirectional influence where if brand engagement is positive then satisfaction with the customer experience also increases. Brand engagement is also influenced by four variables, namely perceived ease of use, perceived usefulness, enjoyment and brand engagement. The effect of the four variables on brand engagement is 81.4%. Of the four variables, it cannot affect brand engagement 100%. There are still other variables that can affect brand engagement variables.

The four variables are very influential in increasing the brand engagement variable, the higher the relationship between the four variables, the stronger the relationship with brand engagement, but conversely the weaker the relationship between the four variables, the relationship with brand engagement will weaken and will affect consumer engagement with the brand. The results of hypothesis testing using SPSS for the first variable test, namely the effect of perceived ease of use on brand engagement, have a significant regression coefficient value of 0.189 so that (positive) and are supported by a partial T test with a tcount value of 2.356 and sig level . 0,020. In the Sephora app, ease of use plays an important role in shaping positive users. For example, intuitive navigation features make it easy to find products, and the ease of the checkout process all contribute to creating a pleasant shopping experience. When users find the app easy to use. With the ease of AR features in the Sephora application, it can increase customer satisfaction. The results of testing the second hypothesis, obtained

findings that perceived usefulness in the Sephora application is proven to be significant on brand engagement. The regression coefficient value of 0.219 (positive) indicates that the relationship between perceived usefulness and brand engagement and is supported by the results of the T-test of 2.782 and Sig. 0.006, in the Sephora application shows that user perceptions of application usability have a significant influence on brand engagement with various brands.

When users feel that the Sephora app provides tangible benefits, such as making it easier to find products, providing complete information and helpful reviews can increase their overall engagement with the Sephora brand. Features such as personalized product recommendations based on user preferences or easy access to exclusive promotions, make users feel more connected and motivated to use the app regularly. Thus, high perceived usefulness will strengthen the brand engagement variable and users will find the Sephora app helpful and keep coming back to it, ultimately increasing their engagement with Sephora as a brand. The results of testing the third hypothesis, found that enjoyment in the Sephora application is proven to be significant to brand engagement. The regression coefficient value of 0.491 shows that the relationship between perceived usefulness and brand engagement and is supported by the T-test results of 5,789 and Sig. 0.000, in the Sephora application users can feel enjoyment when using features such as virtual try-on to try various makeup products digitally. Sephora also provides added value through interactive conterns such as makeup tutorials, product reviews from inluencers and beauty training videos. These features make users feel more connected to the augmented reality provided by Sephora. Research shows that when users feel emotionally satisfied with an app. They are not only more engaged but also tend to form long-term relationships with the brand. In this case, users become loyal to the Sephora application and can recommend it to others, thus expanding the loyal user base. The results of testing the fourth hypothesis, found that subjective norm in the Sephora application is proven to be significant to brand engagement. The regression coefficient value of 0.94. indicates that the relationship between subjective norm and brand engagement and is supported by the results of the T-test tcount of 1.990 and Sig. 0.049, in the Sephora application. When users see positive or negative reviews, both of these can affect user perceptions of an application use. Positive reviews they will be interested in using the application while negative reviews can influence users' decisions whether they want to use the application or not. The more people who engage with the AR feature, the stronger the shared relationship with the Sephora app which in turn can increase *brand engagement* among app users. The results of testing the fifth hypothesis, found that brand engagement in the Sephora application is proven to be significant to satisfaction with customer experience. The regression coefficient value of 0.219 shows that the relationship between perceived usefulness and brand engagement and is supported by the T-test result of 24.289 and Sig. 0,000. In the Sephora application, Sephora offers a variety of brands and products from various well-known brands. Users can use the brand through virtual *Augmented Reality* owned by Sephora. Users also not only interact with the product, but also get an in-depth experience and the interactivity of the AR feature in the Sephora application creates a more personalized and enjoyable experience for users. They can try different products easily, without having to come to a physical store, thus facilitating the decision-making process. This increases user satisfaction as the app provides practical, interactive and innovative solutions to fulfill their beauty needs.

CONCLUSION

The problem in this study is the difficulty of building satisfaction with the customer experience in using Augmented Reality (AR) in the Sephora application. Having an attractive AR feature can influence users to switch to other applications that are far superior in AR. To be able to strengthen satisfaction with customer experience in using AR in the Sephora application can be influenced by brand involvement and high and low brand involvement in influencing customer satisfaction,

influenced by four variables, namely perceived ease of use, perceived usefulness, enjoyment and subjective norm. Implications are impacts or consequences that arise directly from the results of scientific research. The results in this study discuss the variables that influence satifaction with customer experience through the Sephora Application in Surabaya. It can be seen that the variables perceived ease of use, perceived usefulness, enjoyment, subjective norm and brand engagement on customer experience satisfaction. A study was conducted by distributing respondents to get answers related to the use of the Sephora application, in order to understand more about the ease, usefulness, comfort, subjective norms and brand engagement with the features provided by the Sephora application. The conclusions drawn certainly have implications in the field of digital marketing, specifically related to brand engagement experience and customer experience satisfaction on the Sephora application.

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