

## CONSEQUENCES OF INFORMATION CONTROLLABILITY THROUGH AUGMENTED REALITY AT THE POINT OF SALE: AN ANALYSIS

Ijang Faisal<sup>1\*</sup>, Nyoman Dwika Ayu Amrita<sup>2</sup>, Zaenal Aripin<sup>3</sup>

<sup>1</sup>Universitas Muhammadiyah Bandung, 40151, Indonesia, [kangijang75@gmail.com](mailto:kangijang75@gmail.com)

<sup>2</sup>Ngurah Rai University, Denpasar, 80238, Indonesia, [dwika.ayu@unr.ac.id](mailto:dwika.ayu@unr.ac.id)

<sup>3</sup>Sangga Buana University, Bandung, 40124, Indonesia, [Zaenal.arifin@usbypkp.ac.id](mailto:Zaenal.arifin@usbypkp.ac.id)

### Abstract

The use of augmented reality (AR) at the point of sale has become an innovative strategy in improving consumer experience and influencing purchasing decisions. However, challenges related to the consistency and reliability of information presented through AR require special attention from sellers. In this discussion, we explore the impact and challenges of information controllability through AR on consumer perceptions, purchasing decisions, and sales strategies. Positive impacts include increased consumer engagement, increased perception of product value, and reduced purchase uncertainty. However, challenges such as technical errors, complex content management, and building consumer trust require a holistic, team-based approach to overcome. Recommended strategies include thorough testing of AR applications, use of monitoring technology, integration of AR into sales operations, careful content management, and transparent communication with consumers. By overcoming these challenges, sellers can harness the full potential of using AR to increase consumer engagement, strengthen brand image, and increase sales.

Keywords: augmented reality, point of sale, consumer experience, purchasing decisions, information controllability.

### INTRODUCTION

In the ever-evolving digital era, augmented reality (AR) technology has become one of the innovations that are increasingly permeating various aspects of human life. One domain that is increasingly affected is the business world, especially in the context of point-of-sale or retail. The use of AR in point-of-sale not only provides new experiences to consumers, but also opens up new opportunities for businesses to increase interaction and control over the information presented to consumers. However, in this context, there are consequences related to information controllability that are of serious concern. The ability to control the information presented to consumers through AR can provide great advantages for sellers in terms of increasing sales and influencing purchasing behavior. However, on the other hand, this control can also have negative consequences if not properly regulated.

For example, inaccurately or misleadingly presented information can harm consumers and reduce their trust in the brand or product being offered. Therefore, it is important to examine in depth the consequences of information controllability through augmented reality at the point of sale, both from a business and consumer perspective. In this analysis, we will further discuss how the use of AR at the point of sale affects information control, its impact on consumer purchasing decisions, the challenges faced,

and efforts to manage these consequences. With a better understanding of these dynamics, we hope to achieve a more responsible use of AR that positively impacts all parties involved.

## **METHOD**

Qualitative research methods will allow us to gain a deep understanding of the consequences of information controllability through augmented reality at the point of sale. This research will use a qualitative approach with a focus on in-depth interviews and content analysis. First, in-depth interviews will be conducted with various parties involved in the use of AR at the point of sale, including business owners, store managers, and consumers. These interviews will aim to obtain their views on how information control through AR affects the purchasing experience and consumers' perceptions of the products offered. In addition, the interviews will also explore their views on the challenges and benefits associated with information controllability in the context of AR..

Furthermore, content analysis will be conducted on data obtained from various sources, including promotional materials and marketing campaigns that use AR at the point of sale. This analysis will allow us to understand how information is presented through AR, whether there are certain patterns or trends in its use, and how it may affect consumer perception and behavior. In addition, the content analysis will help us identify potential issues in information controllability and evaluate whether information presented through AR is consistent with information available outside the AR platform..

The final step in this research method is data triangulation, where we will compare and bring together findings from in-depth interviews and content analysis to gain a more comprehensive understanding of the consequences of information controllability through AR at the point of sale. With this combination of qualitative approaches, it is hoped that this research can provide deep and contextual insights into the impact of using AR in controlling information in retail environments, as well as provide useful insights for business practitioners and researchers in this field.

## **RESULTS AND DISCUSSION**

The use of augmented reality (AR) technology at the point of sale has changed the way businesses interact with consumers and control the information delivered to them. In this context, it is important to understand the consequences of information controllability arising from the application of AR in retail environments. This analysis aims to investigate

the impact of information controllability through AR at the point of sale, focusing on its influence on consumers' experience and their purchasing decisions.

<b>Aspects</b>	<b>Result</b>
Consumer Perception	Consumers tend to be impressed with the experience of using AR at the point of sale, but they also question the accuracy and reliability of the information presented..
Influence on Purchase	The use of AR can increase consumer engagement and influence their purchasing decisions by providing a more interactive and immersive experience. However, consumer trust may be compromised if the information presented through AR is perceived as inaccurate or misleading..
Challenge	One of the main challenges is ensuring the consistency and reliability of information presented through AR with information available outside the AR platform. AR content management is also an obstacle, especially in updating and controlling information in real-time.
<b>Benefits</b>	The use of AR can provide significant benefits to sellers in increasing consumer engagement, expanding brand reach, and boosting sales. However, these benefits must be balanced with the responsibility to present accurate and transparent information to consumers.

This analysis shows that the use of AR at the point of sale has great potential to influence consumers' experience and their purchasing decisions. However, sellers are also faced with the challenge of managing information controllability and ensuring consumer trust is maintained. By understanding these findings, business practitioners can take steps to utilize the potential of AR responsibly and provide positive added value to consumers.

**The use of augmented reality at the point of sale affects consumers' perceptions of the accuracy and reliability of the information presented**

The use of augmented reality (AR) at the point of sale has become an innovative strategy in an effort to enhance the consumer experience and expand the interaction between the consumer and the product or service being offered. However, it is important to understand that the use of AR not only provides advantages, but also raises some critical considerations, including how it affects consumers' perceptions of the accuracy and reliability of the information presented. In this discussion, we will explore the impact of

using AR on consumers' perceptions and how it affects their trust in the information provided in a retail environment.

First of all, the use of AR at the point of sale can provide a mesmerizing experience for consumers, presenting products or services in an interactive and realistic manner. With AR, consumers can see products in a more real context and even try before they buy, which significantly increases their engagement and interaction with the merchandise. For example, in the fashion industry, consumers can use AR to try on clothes or accessories without having to visit a physical store, which allows them to make more informed purchasing decisions. However, while these experiences can increase consumer satisfaction, there are still concerns about the accuracy and reliability of the information presented through these AR technologies.

When consumers use AR at the point of sale, they rely on the visual and audio information presented by the technology. Therefore, the accuracy and reliability of the information conveyed becomes very important in building consumer trust in the product or service offered. Studies have shown that consumers tend to have a higher level of trust in information obtained visually compared to information conveyed verbally or in writing. In the context of AR, this means that the accuracy of the visual representation of the product or service is crucial to ensure consumers feel confident and trust what they see.

However, there are several issues to consider regarding the accuracy and reliability of information presented through AR at the point of sale. First, there is a risk that the information displayed through AR may not fully reflect the actual product or service. This may occur due to errors in the mapping of objects in the virtual environment, differences in color or texture representation, or mismatches between the size or scale of the actual product and the AR representation. For example, in AR applications for interior decoration, consumers may have difficulty in evaluating the scale or proportion of furniture displayed through AR, which may result in a false perception of the product.

In addition, the accuracy of information about product or service attributes is also an important factor in influencing consumer perceptions. Inaccurate or misleading information can lead to consumer dissatisfaction and can even damage brand reputation. For example, if an AR app presents a product description that does not match reality, such as stating that the product material is genuine leather when it is actually only synthetic, this can be detrimental to consumers who expect to get the product according to the description provided.

In addressing information accuracy and reliability issues, it is important for AR app developers and marketers to conduct thorough testing of their products before they are

launched into the market. These tests should include verifying the accuracy of the visual representation of the product, the consistency of the product information with the actual specifications, and testing the technical reliability of the AR application itself. In addition, clear and transparent communication to consumers about the limitations and restrictions of AR technology is also important to minimize the risk of consumer misunderstanding or dissatisfaction.

Furthermore, it is important to keep in mind that consumers' perceptions of information accuracy and reliability may be influenced by contextual and psychological factors. For example, consumers may be more tolerant of information inaccuracies if the overall AR usage experience is positive and satisfying. However, if they experience difficulties in using the AR app or find many errors in the product representation, they may be more likely to doubt the accuracy of the information presented. Therefore, AR app developers need to consider the overall user experience, not just the visual aspects or technical functionality.

In addition, consumers' perceptions of the accuracy and reliability of information can also be influenced by social and cultural influences. Studies have shown that consumers tend to rely on recommendations and reviews from others in making purchasing decisions, especially in the context of complex or expensive products or services. Therefore, if AR users at the point of sale feel that the information presented is inconsistent with the experiences or reviews of others, they may be more likely to doubt the accuracy of the information.

In the face of these challenges, it is important for AR app developers and marketers to actively manage consumer expectations and provide accurate and transparent information about the products or services offered. This can be done through a clear and transparent communication approach, the use of tracking and analytics technology to monitor the performance of AR apps, and cooperation with independent third parties to verify the accuracy of the information presented..

In conclusion, the use of augmented reality at the point of sale has great potential to enhance the consumer experience and expand the interaction between consumers and the products or services offered. However, the accuracy and reliability of the information presented through this AR technology is a key factor in building consumer trust in the products or services offered. By paying attention to the contextual, psychological, social, and cultural factors that influence consumer perceptions, AR application developers and marketers can take the necessary steps to ensure that the information presented through AR at the point of sale is truly accurate, reliable, and in line with consumer expectations.

## **The impact of information controllability through augmented reality at the point of sale on consumer purchase decisions**

The use of augmented reality (AR) at the point of sale has become one of the innovative strategies to enhance consumer experience and influence purchase decisions. The controllability of information through AR can have a significant impact on consumer purchase decisions, both positively and negatively, which largely depends on how the information is presented and managed by the merchant. In this discussion, we will explore the possible impacts of information controllability through AR on consumer purchase decisions.

First of all, the use of AR at the point of sale can increase consumer engagement with the product or service being offered. With AR, consumers can have a more interactive and immersive experience in learning about product features, functions, and benefits. They can see the product directly in a real context, try out different variations or configurations, and even see real-time demonstrations of product usage. This can help consumers to make more informed purchasing decisions and minimize uncertainty about what they are buying.

However, while the controllability of information through AR can provide significant benefits to consumers in the decision-making process, there are also potential risks or negative impacts that need to be considered. One of the main risks is the potential to distract consumers from other important factors in the buying process. In some cases, excessive or overuse of AR can blur the line between relevant and irrelevant information, or even distract consumers from key factors such as price or product quality. This can result in consumers making purchasing decisions based on visual impressions or additional features that may not be relevant to their needs or preferences.

In addition, the controllability of information through AR may also affect the perceived price and value of the product or service. In some cases, sellers may use AR to highlight additional features or benefits of the product, which may make consumers feel that the asking price is reasonable or even too low. However, on the other hand, the use of AR can also increase price transparency and allow consumers to compare prices and find the best deals more easily. This may result in greater competitive pressure among sellers and encourage sellers to offer more competitive prices or add added value to differentiate their products from competitors.

Furthermore, the controllability of information through AR can also affect consumers' perception of risk or uncertainty regarding purchases. With the ability to present information visually and interactively, sellers can reduce consumers' uncertainty about the products or services offered, for example by providing demonstrations of product use or

providing additional information about product safety or reliability. However, on the other hand, the use of AR can also increase consumers' uncertainty about product performance or quality, especially if they have no prior experience with such technology or if the information presented is not clear or informative enough.

In addressing the positive and negative impacts of information controllability through AR on consumer purchasing decisions, it is important for sellers to adopt a balanced and responsible approach. This involves presenting relevant and accurate information to consumers, avoiding excessive or redundant use of AR, and ensuring that consumers have sufficient understanding of the products or services offered before making a purchase decision. In addition, sellers also need to pay attention to ethical and regulatory aspects related to the use of AR technology at the point of sale, including the privacy and security of consumer data and the obligation to present clear and transparent information to consumers.

In this context, effective communication between sellers and consumers is also very important. Sellers need to communicate information about the use of AR clearly and transparently to consumers, including its benefits and limitations, and provide opportunities for consumers to provide feedback or questions about the products or services offered. Thus, sellers can build strong relationships with consumers based on mutual trust and understanding, which in turn can increase consumer satisfaction and brand loyalty.

In conclusion, the controllability of information through augmented reality at the point of sale can have a significant impact on consumer purchasing decisions. While the use of AR can increase consumer engagement with products or services, there are also potential risks or negative impacts related to distraction, perceived price and value, and perceived consumer risk or uncertainty. Therefore, it is important for sellers to adopt a balanced and responsible approach to the use of AR at the point of sale, taking into account the needs and preferences of consumers and ensuring compliance with relevant ethical and regulatory aspects. Thus, the use of AR can be an effective tool in enhancing consumers' experience and positively influencing their purchasing decisions.

### **Key challenges faced by sellers in ensuring the consistency and reliability of information presented through augmented reality**

The key challenges faced by sellers in ensuring the consistency and reliability of information presented through augmented reality (AR) can vary from technical to operational, and often require a comprehensive approach to be effectively addressed. One of the key challenges is ensuring that information presented through AR technology

matches the actual product specifications and is consistent with information available outside the AR platform. This can be difficult as the use of AR involves mapping physical objects into a virtual environment, and errors or mismatches between the virtual representation and the actual product may occur. To overcome this challenge, sellers need to conduct thorough testing of their AR apps before launching to market, including verification of object mapping accuracy, color and texture consistency, and scale and proportion conformity. In addition, sellers can also use monitoring and analysis technologies to monitor the performance of AR apps in real-time and make necessary improvements or updates according to feedback from users.

Another challenge that sellers need to address is ensuring the technical reliability of the AR application itself. Since AR applications often involve the use of complex technologies such as image recognition, space mapping, and graphics processing, technical reliability can be a major concern. Errors or failures in AR technology can result in poor user experience and damage brand reputation. To overcome this challenge, sellers need to conduct thorough testing of their AR apps, including functionality, performance, and stability tests. In addition, merchants can also use remote monitoring and maintenance technologies to proactively detect and fix technical issues, and provide fast and responsive technical support to users.

In addition to technical challenges, sellers are also faced with operational challenges in integrating AR into their sales and marketing strategies. These include training staff to use AR applications effectively, ensuring the availability and technical skills required to operate the necessary hardware and software, and managing the logistics and infrastructure needed to support the use of AR at the point of sale. To overcome these challenges, sellers need to adopt a holistic and team-based approach in integrating AR into their operations, including involving various departments and functions such as IT, marketing, sales, and training. In addition, sellers can also invest resources in internal skills and capacity building to support the effective use of AR.

The final challenge that sellers need to overcome is to build trust and reliability among consumers regarding the information presented through AR. Consumers tend to be more skeptical of information presented virtually compared to information presented in person or in a physical environment. Therefore, sellers need to make extra efforts to build consumer trust in their AR applications, including providing clear and transparent information on how AR technology is used and how the information presented is selected and presented to consumers. In addition, sellers can also use certifications or independent

agencies to verify the reliability of the information presented through AR and provide assurance to consumers about the accuracy and quality of the information.

Overall, the key challenges faced by merchants in ensuring the consistency and reliability of information presented through augmented reality include technical, operational, and consumer trust aspects. To address these challenges, merchants need to adopt a comprehensive and sustainable approach, including conducting thorough testing of AR applications, carefully managing AR content, ensuring the technical reliability of applications, integrating AR into their operations, and building consumer trust in the information presented through AR. By effectively addressing these challenges, sellers can harness the full potential of using AR at the point of sale to increase consumer engagement, boost sales, and strengthen their brand image.

## **CLOSING**

Overall, the use of augmented reality (AR) at the point of sale offers a great opportunity for sellers to enhance the consumer experience and influence purchasing decisions. However, the key challenges faced in ensuring consistency and reliability of information presented through AR require a holistic and team-based approach. From the technical side, sellers need to conduct thorough testing of their AR applications and use monitoring technologies to ensure the technical reliability of the applications. From the operational side, it is important for sellers to integrate AR into their sales and marketing strategies by involving various departments and functions. In addition, carefully managing AR content and building consumer trust in the information presented are also key factors in the successful use of AR at the point of sale. By effectively addressing these challenges, sellers can harness the full potential of AR technology to increase consumer engagement, strengthen their brand image, and boost sales.

## REFERENSI

- Agusiady, R., Saepudin, D., & Aripin, Z. (2024). The influence of social media communication on consumer perceptions of brands and purchase intentions in the pandemic and post-pandemic era: an analytical study. *JESOCIN*, 2(1), 1–15.
- Ananda, A. (2023). Peluang Pasar Pada Tourism Metaverse Di Dki Jakarta. *Jurnal Ilmiah Wahana Pendidikan*, 9(11), 475-481.
- Ariep, Zaenal. "Analysis of The Use of Promotion In Social Media on The Performance of E-Commerce Marketing." *E-Bisnis: Jurnal Ilmiah Ekonomi dan Bisnis* 14.2 (2021): 136-144.
- Aripin, Zaenal. *Marketing Management*. Deepublish, 2021.
- Aripin, Zaenal, and M. Rizqi Padma Negara. *Perilaku bisnis: etika bisnis & perilaku konsumen*. Deepublish, 2021..
- Aripin, Zaenal, and M. Rizqi Padma Negara. *Akuntansi Manajemen*. Deepublish, 2021.
- Aripin, Zaenal, and Vip Paramarta. "Utilizing Internet of Things (IOT)-based Design for Consumer Loyalty: A Digital System Integration." *Jurnal Penelitian Pendidikan IPA* 9.10 (2023): 8650-8655..
- Aripin, Zaenal; Paramarta,Vip; Kosasih. "THE INFLUENCE OF INTERNAL ENVIRONMENTAL UNCERTAINTY ON LOYALTY IN BANKING." *Journal of Jabar Economic Society Networking Forum*. Vol. 1. No. 1. 2023..
- ARIPIN, ZAENAL, and K. O. S. A. S. I. H. VIP PARAMARTA. "Post Covid-19 Pandemic New Marketing Theories and Practices Emerging from Innovations in the Tourism Sector." (2023).
- Aripin, Zaenal, and Vip Paramarta. "ANALYSIS OF MOTIVATION AND PERCEPTION OF BECOMING A BANK CUSTOMER BETWEEN PARENTS (MOTHERS AND FATHERS) AND THEIR TEENAGE CHILDREN." *Journal of Economics, Accounting, Business, Management, Engineering and Society* 1.1 (2023): 1-11.
- Aripin, Zaenal, Bambang Susanto, and Nurhaeni Sikki. "ANALYSIS OF THE IMPACT OF CUSTOMER EXPERIENCE ON REPURCHASE ATTITUDES AND INTENT IN ONLINE GROCERY RETAIL: MODERATING FACTORS OF SHARED VALUE CREATION." *Journal of Economics, Accounting, Business, Management, Engineering and Society* 1.1 (2023): 37-49.
- Aripin, Zaenal, Sri Rochani Mulyani, and Adang Haryaman. "MARKETING STRATEGY IN PROJECT SUSTAINABILITY MANAGEMENT EFFORTS IN EXTRACTIVE INDUSTRIES: BUILDING A RECIPROCITY FRAMEWORK FOR COMMUNITY ENGAGEMENT." *KRIEZ ACADEMY: Journal of development and community service* 1.1 (2023): 25-38.
- Aripin, Zaenal, Faisal Matriadi, and Sri Ermeila. "INNOVATION WITH SMALL INDUSTRY PLAYERS TO CREATE SHARED VALUE IN THE EXPERIENCE OF THE COVID-19 PERIOD IN INDONESIA." *Journal of Economics, Accounting, Business, Management, Engineering and Society* 1.1 (2023): 50-62.
- Aripin, Zaenal. "A THE INFLUENCE OF CUSTOMER EXPECTATIONS ON BANK SERVICE PERFORMANCE AND BANK CUSTOMER SATISFACTION AND ITS EFFECT ON CUSTOMER TRUST." *KRIEZ ACADEMY: Journal of development and community service* 1.1 (2023): 1-14.
- Aripin, Zaenal, and Farida Yulianty. "A QUANTITATIVE PERFORMANCE MANAGEMENT FRAMEWORK TO IMPROVE COMMUNITY ECONOMY THROUGH OMNICHANNEL SUPPLY CHAIN: A CASE STUDY IN THE BANKING AND MARKETING INDUSTRY." *KRIEZ ACADEMY: Journal of development and community service* 1.1 (2023): 15-24.
- Aripin, Zaenal. "A THE INFLUENCE OF CUSTOMER EXPECTATIONS ON BANK SERVICE PERFORMANCE AND BANK CUSTOMER SATISFACTION AND ITS

- EFFECT ON CUSTOMER TRUST." KRIEZ ACADEMY: Journal of development and community service 1.1 (2023): 1-14.
- Aripin, Zaenal, And Eko Aristanto. "Ngurah Made Novianha Pynatih (2023)." WILL DOING A LOT OF PROMOTIONS HELP Increase Image And Consumer Appeal 1.1 (2023).
- Aripin, Zaenal, Eko Aristanto, and Ngurah Made Novianha Pynatih. "WILL DOING A LOT OF PROMOTIONS HELP INCREASE IMAGE AND CONSUMER APPEAL?." Journal of Economics, Accounting, Business, Management, Engineering and Society 1.1 (2023): 12-24.
- Aripin, Zaenal. E-Business strategi, model, dan penerapannya. Deepublish, 2021.
- Aripin, Zaenal, Ricky Agusiady, and Didin Saepudin. "POST COVID: WHAT LESSONS CAN BE LEARNED FOR THE BANKING AND MSME INDUSTRY." Journal of Economics, Accounting, Business, Management, Engineering and Society 1.1 (2023): 25-36.
- Aripin, Zaenal, and M. Rizqi Padma Negara. Perilaku bisnis: etika bisnis & perilaku konsumen. Deepublish, 2021.
- Aripin, Zaenal, Eko Aristanto, and Ngurah Made Novianha Pynatih. "WILL DOING A LOT OF PROMOTIONS HELP INCREASE IMAGE AND CONSUMER APPEAL?." Journal of Economics, Accounting, Business, Management, Engineering and Society 1.1 (2023): 12-24.
- Aripin, Zaenal, et al. "The Impact of Bank Service Quality on Satisfaction that Impacts Word of Mouth Promotion." Jurnal Syntax Admiration 4.8 (2023): 1127-1141.
- Aripin, Zaenal. "STRATEGI BISNIS: Perumusan Strategi." Implementasi, Evaluasi dan Pengawasan. zaenal aripin (2023).
- Aripin, Zaenal Aripin. "Ngurah Made Novianha Pynatih, and Ni Rai Artini." HOW BANK SERVICE INNOVATION AFFECTS THE VALUE OF CUSTOMER EXPERIENCE AND DECISION TO BE LOYAL." JIS SIWIRABUDA 1 (2023): 128-136..
- Aripin, Zaenal, and Eko Aristanto. "Ngurah Made Novianha Pynatih (2023)." WILL DOING A LOT OF PROMOTIONS HELP INCREASE IMAGE AND CONSUMER APPEAL 1.1 (2023).
- Aripin, Z. "Tantangan dan Peluang dalam Perilaku Organisasi." Diva Pustaka (2023).
- Aripin, Zaenal, Nida Garnida Fitrianti, and Raden Roro Fatmasari. "Digital Innovation and Knowledge Management: The Latest Approaches in International Business. A Systematic Literature Review in the Indonesian Context." KRIEZ ACADEMY: Journal of development and community service 1.1 (2023): 62-74.
- Aripin, Zaenal, Nida Garnida Fitrianti, and Raden Roro Fatmasari. "Digital Innovation and Knowledge Management: The Latest Approaches in International Business. A Systematic Literature Review in the Indonesian Context." KRIEZ ACADEMY: Journal of development and community service 1.1 (2023): 62-74.
- Aripin, Zaenal, Nurhaeni Sikki, and Raden Roro Fatmasari. "AN IN-DEPTH EXPLORATION OF EMPIRICAL RESEARCH ON ENTREPRENEURIAL MINDFULNESS: A SYSTEMATIC LITERATURE REVIEW TO EXPLORE NUANCES, FINDINGS, AND CHALLENGES." Journal of Jabar Economic Society Networking Forum. Vol. 2. No. 1. 2024.
- Aripin, Zaenal Aripin, Ngurah Made Novianha Pynatih, and Ni Rai Artini. "HOW BANK SERVICE INNOVATION AFFECTS THE VALUE OF CUSTOMER EXPERIENCE AND DECISION TO BE LOYAL." JIS SIWIRABUDA 1.2 (2023): 128-136.
- Aripin,Zalenall;Kisalsih;Palrallmalrtal., Vip, Et All. "Influlencing Falctors ON ONLINE Consulmer Behalvior: Al Calse Stuldy ON ONLINE SHOPPERS IN Balndulng." Proceeding Of Internaltionall Conference On Innovaltions In Sociall Sciences Edulcaltion Alnd Engineering. Vol. 3. 2023.

- Aristanto, Eko, Indri Damayanti, and Zaenal Aripin. "Pelatihan dan pendampingan penyusunan kebijakan dan standar pelayanan publik pada Balai Teknik Air Minum." *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang* 6.2 (2021): 153-165.
- Aristanto, Eko, Zaenal Aripin, and Syarif Hidayatullah. "Pelatihan Pengelolaan Keuangan dalam Penyiapan Administrasi Pengajuan Kredit Usaha Rakyat Pada Kelompok Tani Penderes di Desa Patemon." *E-Dimas: Jurnal Pengabdian kepada Masyarakat* 14.1 (2023): 154-160.
- Aristanto, Eko, et al. "Assistance in integrity zone development for strengthening the public services quality at Sabo Technical Center." *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang* 7.2 (2022): 217-229.
- AYU, B. S. (2023). *PENGARUH TRANSFER PRICING, KONEKSI POLITIK, LEVERAGE, DAN PAJAK TANGGUHAN TERHADAP PENGHINDARAN PAJAK* (Doctoral dissertation, FAKULTAS EKONOMI DAN BISNIS).
- BROMANTYA, B. (2023). *Analisis Faktor-Faktor yang Mempengaruhi Minat Mahasiswa Akuntansi di Universitas Islam Indonesia dalam Pemilihan Karir di Perbankan Syariah* (Doctoral dissertation, Universitas Islam Indonesia).
- Firmansyah, D., Saepuloh, D., & Susetyo, D. P. (2020). *Akuntansi Manajemen. Informasi dan Alternatif Untuk Pengambilan Keputusan*.
- Fatmasari, Raden Roro, Anggun Yolistina, and Nazhira Nindya Padma Hanuun. "UTILIZATION OF CHATGPT IN THE CONTEXT OF TAX EDUCATION IN INDONESIA: A PERSPECTIVE REVIEW." *Journal of Economics, Accounting, Business, Management, Engineering and Society* 1.1 (2023): 63-65.
- Goliat, H., & Windriyani, P. (2022). Pengenalan Kain Ulos di Daerah Kabupaten Toba Samosir Menggunakan Realitas Tertambah Berbasis Android. *KALBISIANA Jurnal Sains, Bisnis dan Teknologi*, 8(2), 2292-2306.
- Gunawan, A. (2024). The Effect Of Payroll Control Systems And Performance Benefits On Employee Performance At Bappeltibangda Cianjur District. *KRIEZACADEMY*, 2(1), 1-16.
- Hadiansah, M. E. T. (2023). *Penerapan Teknologi Augmented Reality Sebagai Alat Promosi Penjualan Mesin Bordir* (Doctoral dissertation, Universitas Komputer Indonesia).
- Hanuun, Nazhira Nindya Padma, M. Rizqi Padma Negara, and Zaenal Aripin. "ENTREPRENEURIAL EMPOWERMENT IN CREATING SUSTAINABLE DEVELOPMENT IN DEVELOPING COUNTRIES: TO WHAT EXTENT DO THEY STRENGTHEN AND CONTRIBUTE TO EACH OTHER?." *Journal of Jabar Economic Society Networking Forum*. Vol. 1. No. 1. 2023.
- Hidayat, Muhammad Syahrul, et al. "ORIENTASI KEWIRAUSAHAAN TERHADAP PERTUMBUHAN PETERNAKAN SAPI PERAH DENGAN PERAN MEDIASI SISTEM PRODUKSI DI KOTA MALANG." *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 7.1 (2023): 184-201.

- Harefa, R. P., Simaora, E. M., & Maulid, H. (2021). ARMART: APLIKASI PENCARIAN PRODUK DI MINIMARKET BERBASIS AUGMENTED REALITY: Department of Application Software Engineering, School of Applied Science. *Jurnal Teknik Informatika*, 13(1), 5-10.
- Hasbullah, J. (2023). *Tangguh dengan statistik: akurat dalam membaca realita dunia*. Nuansa Cendekia.
- Irhamurrahman, M., & Juwita, R. (2024). Analisis Semiotika Makna Motivasi dalam Lirik Lagu “1-800-273-8255” Karya Logic. *Jurnal Indonesia: Manajemen Informatika dan Komunikasi*, 5(1), 479-497.
- Isnanda, R. R., & Ardianto, O. P. S. (2023). Penerapan Teknologi Extended Reality Guna Menciptakan Immersive User Experience pada Perancangan Interior Museum Jember Fashion Carnaval (JFC). *Jurnal Sains dan Seni ITS*, 11(4), F143-F147.
- Kosasih, Vip Paramarta, Zaenal Aripin, THE POTENTIAL AND SUCCESS OF EQUITY CROWDFUNDING IN INDONESIA: EXPLORING THE SIGNALING HYPOTHESIS AND FINANCIAL LITERACY CHALLENGES. *JESOCIN*. 2024;1(2):63-78. Accessed February 17, 2024. <https://Jesocin.Com/Index.Php/Jesocin/Article/View/12>
- Kristanti, Farida Titik, et al. "A stock portfolio strategy in the midst of the COVID-19: Case of Indonesia." *Journal of Eastern European and Central Asian Research (JEECAR)* 9.3 (2022): 422-431.
- Kristanti, Farida Titik, Novita Mia Nur Syafia, and Zaenal Aripin. "An early warning system of life insurance companies distress in Indonesia." *Multicultural Education* 7.7 (2021): 237-245.
- Kholmi, M., Wahyuni, E. D., Harventy, G., & Arisanti, I. (2021). *Modul Akuntansi Manajemen* (Vol. 1). UMMPress.
- Masse, B. A., & Ainun, A. N. (2020). Perancangan Aplikasi Magic Book Pengenalan Hewan Air Dengan Teknologi Augmented Reality. *Jurnal Elektronik Sistem Informasi dan Komputer*, 4(1), 47-62.
- Muhiban, A., & Wartono, A. (2022). Pemanfaatan Media Sosial Untuk Meningkatkan Volume Penjualan Pada Mexalminuz Clothing di Kudus (Studi Kasus: Penggunaan Media Sosial Facebook dan Instagram). *Jurnal EMT KITA*, 6(2), 267-279.
- Muladi, M. H., Listyorini, T., & Supriyati, E. (2022). Implementasi Augmented Reality Pada Pengenalan Tanaman Herbal Berbasis Android. *JUMINTAL: Jurnal Manajemen Informatika dan Bisnis Digital*, 1(2), 87-99.
- Mulyani, Sri Rochani, Et All. "Buku Multivariat Terapan." (2022).

- Nadia, N., Fredriksz, G., & Louth, F. J. (2022). ANALISIS BREAK EVEN POINT (BEP) PADA PRODUK PINTU MEUBEL UD. NADYA GALUNGGUNG AMBON. *Jurnal Administrasi Terapan*, 1(1), 10-22.
- Negara, M. Rizqi Padma, and Zaenal Aripin. "Manage Insurance Customer Satisfaction with Premiums and Perceived Quality Assessments." *Journal of Jabar Economic Society Networking Forum*. Vol. 1. No. 1. 2023.
- Nevid, J. S., & Chozim, M. (2021). *Psikologi dan Kesehatan: Konsepsi dan Aplikasi Psikologi*. Nusamedia.
- Ngurah Made Novianha Pynatih, Nyoman Dwika Ayu Amrita, Zaenal Aripin, FINANCIAL IMPACT OF BRAND STRATEGY: AN ANALYSIS OF KEY FINDINGS AND FUTURE RESEARCH PROSPECTS. *KRIEZ ACADEMY 2024*, 1 (3), 33-46.
- Nugraha, Dendi, Sri Rochani Mulyani, and Zaenal Aripin. "THE INFLUENCE OF THE MARKETING MIX ON BRAND IMAGE IN THE COMMUNITY (Case Study at Bank Bjb Main Branch)." *Journal of Economics, Accounting, Business, Management, Engineering and Society 2.1* (2024): 16-31.
- Nyoman Dwika Ayu Amrita, Achmad Alfian, Zaenal Aripin, UNDERSTANDING THE EFFECTS OF POWER DISTANCE TRUST ON CONSUMER ATTITUDES WHEN DEGRADED IN LOYALTY PROGRAMS: THE DYNAMICS OF MONEY AND MENTAL LOSSES. *KRIEZ ACADEMY 2024*, 1 (3), 19-32.
- Pambayun, E. L., & Permassanty, T. D. (2021). *An Integrated Marketing Communication Circle in 4.0 Era: Filosofi, Konsep, dan Implementasi*. Penerbit Adab.
- Purnama, M. Y., & Ulinnuha, R. (2023). TRANSFORMASI PENGETAHUAN DAN REALITAS SOSIAL PELAKU UMK TENTANG LABEL HALAL. *Jurnal Analisa Sosiologi*, 12(4).
- Paramarta, Vip, et al. "INFLUENCING FACTORS ON ONLINE CONSUMER BEHAVIOR: A CASE STUDY ON ONLINE SHOPPERS IN BANDUNG." *Proceeding of International Conference on Innovations in Social Sciences Education and Engineering*. Vol. 3. 2023.
- Pradana, Harry Anugerah, Sulaeman Rahman Nidar, and Zaenal Aripin. "Intellectual capital and stock market performance of retail trade and property and real estate industry in Indonesia." (2018).
- Purnomo, E., & Windriyani, P. (2022). Pengembangan Aplikasi Alat Kesehatan Menggunakan Teknologi Realitas Tertambah Berbasis Android (Studi Kasus: Farouk Farisi Medika). *KALBISIANA Jurnal Sains, Bisnis dan Teknologi*, 8(3), 2902-2916.
- Saepudin, Didin, Ricky Agusiady, and Zaenal Aripin. "Micro and Small Enterprise Development: Modeling the Triangle of Business Consulting, Knowledge Absorption Capacity, and Innovation in Indonesia." *Journal of Economics, Accounting, Business, Management, Engineering and Society 2.1* (2024): 1-15.
- Solehudin, M. M., Nurul Hidayat, S. E., Arief Syahreza SE, M. M., Gayuh Lemadi, S. T., Marwan, S., Aripin, H. Z., ... & SM, M. (2023). *KONSEP DASAR MANAJEMEN INDUSTRI*. Cendikia Mulia Mandiri.

- Solehudin, M. M., Marjuki, M. P., Destina Paningrum, S. E., Aripin, H. Z., Eka Indriyani, M. S., SE, M., ... & S ST, M. M. (2023). *PENGELOLAAN MANAJEMEN BISNIS 5.0*. Cendikia Mulia Mandiri.
- Sikki, Nurhaeni, Zaenal Aripin, and Nida Garnida Fitrianti. "BUSINESS INNOVATION AND CRITICAL SUCCESS FACTORS IN DIGITAL TRANSFORMATION AND CHALLENGING TIMES: AN ECONOMETRIC ANALYSIS OF STARTUP VIABILITY AND SUCCESS." *KRIEZ ACADEMY: Journal of development and community service* 2.1 (2024): 1-15.
- Silitonga, Dikson, et al. "Edge Computing in E-commerce Business: Economic Impacts and Advantages of Scalable Information Systems." *EAI Endorsed Transactions on Scalable Information Systems* 11.1 (2024).
- Sihite, T. S. (2023). EVALUASI PROSES PERUBAHAN DENGAN 8 STEP KOTTER (Studi kasus PT PELINDO 1 Tbk). *JURNAL LENTERA BISNIS*, 12(1), 193-208.
- Susanti, Zulfikar, Taufik, and Zaenal Aripin. "INFLUENCE OF COMPETENCE AND APPLICATION LOCAL GOVERNMENT INFORMATION SYSTEM (SIPD) ENCOURAGING THE QUALITY OF FINANCIAL MANAGEMENT AT THE REGIONAL SECRETARIAT OF WEST JAVA PROVINCE." *Journal of Jabar Economic Society Networking Forum*. Vol. 1. No. 1. 2023.
- Z Aripin, MRP Negara, "Manajemen Risiko : Teori dan Implementasinya, Depublish" Aripin, Zaenal, Faisal Afiff, and Yuyus Suryana. "Pertinent Alternatives Considered For Decision Makers in Banking Services Companies Survive Amidst Competition in Indonesia." *Review of International Geographical Education Online* 11.7 (2021).
- Aripin, Zaenal. "Ir., UMKM dengan Bordir." (2008).
- Aripin, Zaenal, and Yayan Satyakti. "Sofi Suryasnia, Analyzing Bank Entry Competition on Bank Integration Episode in ASEAN." 35th EBES Conference. Vol. 2.
- Zaenal Aripin, Vip Paramarta, Kosasih, BETWEEN INNOVATION AND CHALLENGES: UTILIZATION OF BLOCKCHAIN AND CLOUD PLATFORMS IN THE TRANSFORMATION OF BANKING SERVICES IN THE DIGITAL ERA. *JESOCIN* 2024, 1 (3), 1-16.
- Zaenal Aripin, Didin Saepudin, Farida Yulianty TRANSFORMATION IN THE INTERNET OF THINGS (IOT) MARKET IN THE BANKING SECTOR: A CASE STUDY OF TECHNOLOGY IMPLEMENTATION FOR SERVICE IMPROVEMENT AND TRANSACTION SECURITY. *JESOCIN* 2024, 1 (3), 17-32.
- Zaenal Aripin, Faisal Matriadi, Sri Ermeila, OPTIMIZATION OF WORKER WORK ENVIRONMENT, ROBOTS, AND MARKETING STRATEGY: THE IMPACT OF DIGITAL-BASED SPATIOTEMPORAL DYNAMICS ON HUMAN RESOURCE MANAGEMENT (HRM). *JESOCIN* 2024, 1 (3), 33-49.
- Zaenal Aripin, Didin Saepudin, Asep Gunawan, THE IMPACT OF OMNICHANNEL INTEGRATED MARKETING COMMUNICATIONS (IMC) ON RETAIL PRODUCT AND SERVICE SATISFACTION IN INDONESIA: AN ANALYSIS WITH AN OPEN ACCESS APPROACH. *JESOCIN* 2024, 1 (3), 33-48.
- Zaenal Aripin, Wawan Ichwanudin, Ijang Faisal, THE EFFECT OF MARKETING DUALITY ON PERFORMANCE: USING A RESPONSE SURFACE APPROACH TO OVERCOME EMPIRICAL BARRIERS. *JESOCIN* 2024, 1 (3), 49-65.
- Zaenal Aripin, Ucu Supriatna, M. Syafarudin Mahaputra, THE INFLUENCE OF POSSESSIVE BRAND NAMES ON CONSUMER DECISIONS AND PREFERENCES: AN EXPLORATION OF THE ROLE OF PERCEIVED CONTROL. *KISA INSTITUTE* 2024, 1 (2), 50-66.

- Zaenal Aripin, Ngurah Made Novianha Pynatih, Eko Aristanto, NURTURING MARKETING RELATIONSHIPS: THE ROLE OF LOYALTY TENDENCIES BEYOND RELATIONSHIP DYNAMICS. *KISA INSTITUTE* 2024, 1 (2), 67-81.
- Zaenal Aripin, Bambang Susanto, Nurhaeni Sikki, UNRAVELING THE EFFECTS OF ECONOMIC POLICY UNCERTAINTY: STRATEGIC CONTRIBUTIONS OF MARKETING, OPERATIONS, AND RESEARCH AND DEVELOPMENT. *KRIEZ ACADEMY* 2024, 1 (2), 52-64.
- Zaenal Aripin, Adang Haryaman, Nurhaeni Sikki, INCENTIVE STRUCTURE AND ITS EFFECT ON REFERRALS: AN ANALYSIS OF THE ROLE OF SELF-CONSTRUCTION AS A DETERMINANT. *KRIEZ ACADEMY* 2024, 1 (2), 65-77
- Zaenal Aripin, Lili Adi Wibowo, Faisal Matriadi , ANALYSIS OF REVIEW RATING DYNAMICS FOR NICHE AND MAINSTREAM BRANDS: A CASE FROM THE INDONESIAN MARKET. *KISA INSTITUTE* 2024, 1 (3), 19-33.
- Zaenal Aripin, Fitriana, Faisal Matriad, THE ZERO PRICE PARADOX: WHEN AND WHY ZERO PRICES ARE LESS EFFECTIVE THAN LOW PRICES IN DRIVING CONSUMER DEMAND. *KISA INSTITUTE* 2024, 1 (3), 34-47
- Zaenal Aripin, Ricky Agusiady, Maya Ariyanti , THE IMPORTANCE OF A SENSE OF PURPOSE FOR SALESPERSONS: MORE THAN JUST A FINANCIAL ASPECT. *KISA INSTITUTE* 2024, 1 (3), 48-62.
- Zaenal Aripin, Ricky Agusiady, Kosasih, STRATEGIES FOR MAINTAINING CUSTOMER SATISFACTION POST PRODUCT RECALL: SYNERGY OF SETTLEMENT, BRAND EQUITY, AND LEVEL OF SEVERITY. *KISA INSTITUTE* 2024, 1 (3), 63-77.
- Zaenal Aripin, Sri Ermeila, Achmad Alfian, DYNAMICS OF CONSUMER PAYMENT PREFERENCES: AN EXPLORATION OF THE ROLE OF MENTAL ACCOUNTING IN PER-USE SERVICE RATES. *KRIEZ ACADEMY* 2024, 1 (3), 1-18.