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Customer satisfaction in the digital era: the effects of augmented reality experience and advertising personalization

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ABSTRACT

Advances in digital technology have encouraged the beauty industry to develop marketing strategies that focus on consumer experiences and needs. The use of interactive technology and the delivery of advertisements tailored to consumer interests can increase the ease of shopping as well as customer satisfaction in purchasing skin care products. This study uses a quantitative approach with a survey method. Data was collected through the distribution of questionnaires to 240 respondents who are active users of local brand skin care products Glad2Glow in the city of Cirebon. The sampling technique was carried out using purposive sampling. Data analysis was conducted using variance-based structural equation modeling methods to test the influence of augmented reality experience and advertising personalization on customer satisfaction. The results of the analysis show that augmented reality experiences have a positive and significant effect on customer satisfaction. In addition, advertising personalization also has a positive and significant influence on customer satisfaction. Together, these two independent variables are able to explain most of the variation in customer satisfaction levels. Engaging digital experiences and the delivery of ads that are relevant to consumer needs play an important role in improving customer satisfaction. Therefore, companies need to develop digital marketing strategies that focus on experience, message relevance, and long-term relationships with consumers. This approach is expected to be able to increase brand competitiveness and support business sustainability in the increasingly competitive national and regional digital market on a sustainable basis.

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1. INTRODUCTION

The development of digital technology has revolutionized marketing strategies in the modern era, especially in the beauty industry which now utilizes innovations such as Augmented Reality (AR) and Advertising Personalization to attract consumers' attention. Augmented Reality technology brings a more engaging and interactive shopping experience as it allows users to try products virtually before making a purchase (Liu et

al., 2024). AR has also been proven to increase customer trust and purchase intent because it provides a realistic simulation of the products offered (Fakhiratunisa et al., 2025). In addition, the effectiveness of AR implementation is largely determined by the design of technology that is aligned with the business context and user needs, as non-optimal implementation can have an impact on reducing the quality of customer experience (Vaidyanathan & Henningsson, 2023). However, on the other hand, there are still many local brands that have not fully optimized the potential of AR to improve the customer experience. This results in consumers not being able to experience an optimal digital experience when making purchases. On the other hand, digital Advertising Personalization is an important topic because it is able to make marketing messages more relevant, but also raises issues related to ethics and user privacy (Johnson, 2024). Therefore, advertising personalization needs to be done carefully by considering consumer preferences and behaviors in order to still provide a relevant experience while maintaining user comfort and trust (Sodiq Odetunde Babatunde et al., 2024).

This research is important because it focuses on understanding how Augmented Reality and Advertising Personalization experiences can improve customer satisfaction, particularly in today's consumer behavior. Consumers today are known to be the most adaptive group to digital technology, have increased purchasing power, as well as spend significant time on online platforms (Kazmi et al., 2021). They want personalized interactions, authentic content, and enjoyable digital experiences before making a purchase decision (Chhabria et al., 2023).In this context, AR and Advertising Personalization are becoming effective means of creating relevant and immersive experiences for consumers. Immersive technologies such as AR are able to increase customer engagement and loyalty by presenting more emotional and meaningful interactions (Joy Onma Enyejo et al., 2024). Various studies show that Advertising Personalization has a positive effect on customer satisfaction, engagement, and loyalty and is an important factor in creating a superior customer experience in the digital era (Maduwinarti et al., 2025). Thus, understanding their perception and satisfaction with digital experiences and personalized advertising is an important aspect of maintaining brand loyalty and improving purchasing decisions (Syaharuddin et al., 2025). Therefore, understanding consumers response to the combination of these two digital strategies is critical to the success of modern marketing. This research is urgently needed due to the rapid changes in consumer expectations and intense market competition, which puts local brands at risk of losing customer loyalty if they fail to adapt to these digital shopping trends.

Glad2Glow is one of the local brands with a marketing strategy based on social media and digital content. The brand is known for its natural beauty concepts, self-confidence, and strong online community involvement. However, even though Glad2Glow is actively using influencer marketing and digital campaigns, the application of Augmented Reality and Advertising Personalization is still limited (Liu et al., 2024). In fact, immersive experiences through AR are able to increase user enjoyment and learning, which ultimately affects customer satisfaction (Martha et al., 2023), and shows that the quality of digital experiences is an important factor in shaping this level of satisfaction (Alam, 2023). Likewise, Advertising Personalization is able to build emotional connections and strengthen brand attachment with consumers (Johnson, 2024). Therefore, the study on Glad2Glow is relevant to assess the extent to which AR technology and personal advertising strategies are able to improve customer experience and strengthen the brand's position in the Indonesian digital skincare market.

The novelty of this research lies in the integration of two main variables, namely Augmented Reality Experience and Advertising Personalization, in measuring their influence on Customer Satisfaction simultaneously in the context of local skincare products in Indonesia. Most previous research has only examined AR on customer satisfaction separately (Martha et al., 2023) or advertising personalization of customer

satisfaction without considering digital experiences (Chhabria et al., 2023). In addition, this study presents a new perspective by combining aspects of immersive technology and data-driven personalization to see the extent to which the two factors are able to create a well-rounded customer experience. Previous research in the field of digital advertising has shown that Advertising Personalization based on consumer behavior is able to increase the relevance of messages, but also poses ethical and privacy challenges (Johnson, 2024). Thus, this research offers a theoretical contribution in the form of a conceptual model that brings together AR and Advertising Personalization experiences in one customer satisfaction-oriented framework.

The contribution of this research includes two main aspects, namely theoretical and practical contributions. Theoretically, this study enriches the literature by integrating two important concepts of Augmented Reality Experience and Advertising Personalization as determinants of Customer Satisfaction in the context of the beauty industry (Chhabria et al., 2023). The contribution of integrating these two variables creates a holistic theoretical model that proves that the synergy between immersive visual innovation (AR) and data-driven messaging (Advertising Personalization) is more comprehensive and effective in optimizing customer satisfaction. Practically, the results of this study are expected to be a guideline for digital marketers and e-commerce industry players to design marketing strategies that are more interactive, humanistic, and relevant to consumer characteristics (Syaharuddin et al., 2025). In addition, this study aims to empirically analyze the influence of Augmented Reality Experience and Advertising Personalization on Customer Satisfaction of current Glad2Glow skincare product users (Fakhiratunisa et al., 2025). With these results, this research is expected to be able to provide new insights on how digital technology innovations and personal approaches can increase customer satisfaction while strengthening the relationship between brands and young Indonesian consumers.

Augmented Reality (AR) Experience is a form of interactive experience that combines the real world with virtual elements in real-time to create a more immersive and informative shopping experience. In the context of digital retail marketing, AR is able to increase the perception of consumer utilitarian and hedonic value through the sensation of telepresence and high interactivity, so that consumers feel more confident in purchasing decision-making (Yoo, 2023). AR experiences not only provide product information visually and contextually, but also generate fun, emotional engagement, and a sense of control over the products being tested virtually (Fan et al., 2025). (Fakhiratunisa et al., 2025) shows that AR has a positive influence on customer satisfaction, as this technology allows consumers to try products virtually before purchasing, reducing uncertainty, and increasing customer trust and satisfaction in the cosmetics shopping experience. In addition, immersion and presence in AR have been shown to increase consumer satisfaction (Tom Dieck et al., 2023), as well as strengthen the experience and purchase decisions through improved quality, fun, and creativity (Hilal, 2023). Thus, the higher the quality of the AR experience that consumers feel, the greater their level of satisfaction with the product and the brand.

Advertising personalization is a marketing strategy that leverages customer data to tailor messages, content, and ad experiences according to individual preferences and behaviors. This approach has been proven to improve customer satisfaction because it creates a higher relevance between advertising messages and consumer needs. According to (Chandra et al., 2022), personalization plays a role in lowering the cognitive burden of consumers by presenting relevant content, thereby increasing satisfaction and efficiency in decision-making. The results (Mo et al., 2023) show that the perception of Advertising Personalization has a positive impact on consumer attitudes through the aspects of informativeness and flow experience, although it is necessary to pay attention to privacy concerns as a potential negative effect. Other findings from (Panchal et al., 2025) also confirm that personalized advertising can strengthen a customer's emotional connection

with a brand, increase trust, and ultimately drive customer satisfaction and loyalty because consumers feel understood and valued by the brand. In addition, advertising personalization that is relevant to user preferences and behaviors has been shown to increase satisfaction because it makes consumers feel valued and helps them find products that suit their needs more efficiently (Gevyo, 2023), as well as strengthen engagement and long-term relationships through more personalized and valuable experiences (Onibokun et al., 2023).

Customer Satisfaction is the result of consumer evaluation of their experience in using products or services. In the digital context, Augmented Reality (AR) technology plays an important role in creating an immersive shopping experience through interactivity and a sense of presence (telepresence) that is able to increase the hedonic and utilitarian value of customers (Yoo, 2023). AR and VR in retail significantly improve customer experience and satisfaction (Fan et al., 2025). (Fakhiratunisa et al., 2025) also show that AR has a direct effect on customer satisfaction and repurchase intention in cosmetic consumers. On the other hand, advertising personalization creates message relevance and increases emotional attachment between brands and customers (Chandra et al., 2022). (Mo et al., 2023) found that personalization has a positive impact on consumer attitudes through aspects of informativeness and flow experience, while (Panchal et al., 2025) emphasizing that personalized marketing is able to increase customer satisfaction and loyalty. In addition, advertising personalization has been proven to have a strong and significant relationship with customer satisfaction, where the higher the level of content adjustment to individual preferences, the higher the level of satisfaction felt by consumers (Ariani et al., 2025).

H1: Augmented Reality Experience has a positive and significant effect on Customer Satisfaction. H2: Advertising Personalization has a positive and significant effect on Customer Satisfaction. H3: Augmented Reality Experience and Advertising Personalization simultaneously have a positive and significant effect on Customer Satisfaction.

2. RESEARCH METHOD

This research is a type of quantitative research with a causal approach, which aims to see how much Augmented Reality Experience (X1) and Advertising Personalization (X2) affect Customer Satisfaction (Y) in users of Glad2Glow skincare products.

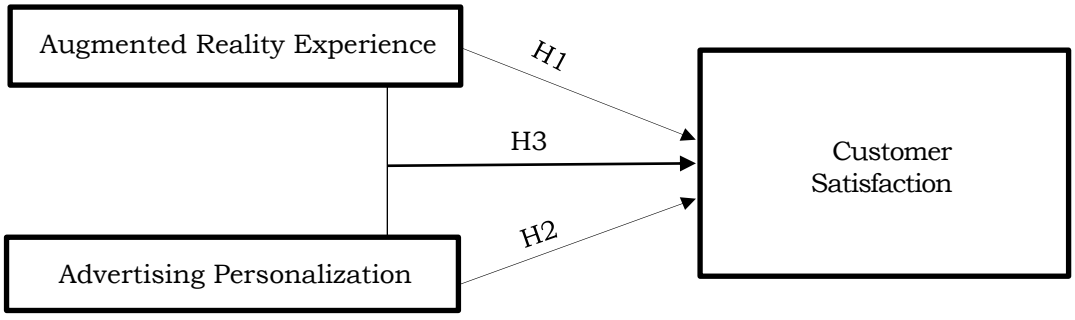

Figure 1. Research Framework

The method used was a survey by distributing a closed questionnaire that used a five-point Likert scale to assess respondents' perception of each variable. According to (Cresswell, 2014), quantitative research functions to test theories objectively by analyzing the relationships between variables through numerical data obtained from respondents. The population of this study is the people in Cirebon City. The number of samples is

determined by the hair formula, which is at least 5 - 10 times the number of indicators in the research model, then later the results of the recommended number of samples will appear (Hair et al., 2019). So that the number of samples based on the calculation of the hair formula obtained was 24 indicators x 10 times obtained by 240 respondents (Hair et al., 2019). The selection of these 24 indicators is based on the adaptation of previous literature to operationalize all research variables in a valid and comprehensive manner. The sampling technique used non-probability sampling with the purposive sampling method. According to (Cresswell, 2014). purposive sampling, it is an approach to sample selection that is intentionally selected individuals because they are considered to have knowledge, experience, or characteristics that are relevant to the phenomenon being studied.

The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through SmartPLS software, as it was able to test causal relationships in complex models without assuming normal distributions (Hair, et al., 2019). PLS-SEM is a variant-based multivariate analysis technique that is predictively oriented. In addition, PLS-SEM allows researchers to assess measurement models (outer models) to test the validity and reliability of constructs, as well as structural models (inner models) to evaluate the strength and significance of relationships between latent variables (Hair et al., 2019). Furthermore, the advantages of PLS-SEM are also seen in its ability to handle multicollinearity, data that has noise, and missing values, so that this method is more robust than other techniques such as OLS or covariance-based SEM (Garson, 2016). PLS-SEM also enables modeling involving many independent and dependent variables simultaneously, and is still able to produce estimates even if the sample size is smaller or the number of indicators is greater than the number of observations (Garson, 2016). Thus, the use of PLS-SEM in this study provides comprehensive and robust analysis results in testing the influence of Augmented Reality Experience and Advertising Personalization on Customer Satisfaction in the community in Cirebon City.

3. RESULTS AND DISCUSSIONS

The following table displays the demographic characteristics of respondents which include gender, age, using the product or not and length of use of the product. The presentation of this descriptive data aims to provide an overview of the profiles of respondents involved in the study, as well as help interpret the level of Customer Satisfaction in relation to the application of Augmented Reality and Advertising Personalization.

Table 1. Respondent Characteristics

Categories	Possible Answer	F	%
Gender	Male - Male	101	42,00%
	Women	139	58,00%
Age	14 – 16 Years	25	10,42%
	17 – 20 Years	107	44,58%
	21 – 24 Years	108	45,00%
Using the Product	Yes	240	100%
	No	0	0%
Long Time Using Products	≤ 3 Months	64	26,67%
	4–12 Months	110	45,83%
	> 12 months	66	27,50%

Based on the data in Table 1, out of a total of 240 respondents, the majority were female (139 respondents) and most were in the age range of 21-24 years. All respondents were users of Glad2Glow skincare products, with the majority having used the product for 4–12 months. This pattern reflects the characteristics of consumers who have a high

level of attention to skin care, as well as being open to Augmented Reality Experience and Advertising Personalization in shaping their satisfaction with Glad2Glow products.

Table 2. Validity Test Results, Discriminating Validity and Reliability

Variable	Indicators	Outer loading	Cronbach's Alpha	Composite reliability (rho_A)	AVE	Interpretation
Augmented Reality Experience (X1)	ARE 1	0.789	0.844	0.846	0.563	Valid
	ARE 2	0.762				Valid
	ARE 3	0.711				Valid
	ARE 4	0.739				Valid
	ARE 5	0.758				Valid
	ARE 6	0.740				Valid
Advertising Personalization (X2)	AP 1	0.730	0.871	0.873	0.525	Valid
	AP 2	0.732				Valid
	AP 3	0.707				Valid
	AP 4	0.749				Valid
	AP 5	0.703				Valid
	AP 6	0.720				Valid
	AP 7	0.732				Valid
	AP 8	0.726				Valid
Customer Satisfaction (Y)	CS 1	0.719	0.898	0.898	0.521	Valid
	CS 2	0.725				Valid
	CS 3	0.717				Valid
	CS 4	0.722				Valid
	CS 5	0.708				Valid
	CS 6	0.717				Valid
	CS 7	0.717				Valid
	CS 8	0.722				Valid
	CS 9	0.719				Valid
	CS 10	0.754				Valid

The results of the evaluation of the measurement model in table 2 show that all research constructs, namely Augmented Reality Experience (ARE), Advertising Personalization (AP), and Customer Satisfaction (CS), have met the criteria for validity and reliability set. Based on the outer loading analysis, all indicators in each construct have a value above 0.7, which indicates the fulfillment of the convergent validity. In detail, the outer loading value of the Augmented Reality Experience (ARE) variable is in the range of 0.711 to 0.789, the Advertising Personalization (AP) variable ranges from 0.703 to 0.749, and the Customer Satisfaction (CS) variable is in the range of 0.708 to 0.754. These findings suggest that each indicator is able to reflect optimally measured latent constructs.

Furthermore, the Average Variance Extracted (AVE) test reinforces the results of convergent validity, where the entire construct obtains an AVE value above the threshold of 0.5. The Augmented Reality Experience (ARE) variable showed the highest AVE value of 0.563, which means that this construct is able to explain 56.3% of the variance of its constituent indicators. Meanwhile, Advertising Personalization (AP) and Customer Satisfaction (CS) obtained AVE scores of 0.525 and 0.521, respectively. These results confirm that each construct has adequate ability to explain the variance of its indicators, making it suitable for use in advanced analysis.

In addition to validity, reliability testing also shows satisfactory results. Cronbach's Alpha values and composite reliability (rho_A) on the entire construct are above the cut-off value of 0.7. Augmented Reality Experience (ARE) had Cronbach's Alpha score of 0.844 and rho_A of 0.846, Advertising Personalization (AP) of 0.871 and 0.873, respectively, while Customer Satisfaction (CS) obtained the highest score with Cronbach's Alpha and rho_A of 0.898. Thus, it can be concluded that the research instrument used has a good level of internal consistency and is reliable to measure the relationship between constructs in this study.

Table 3. Multicollinearity Test Results

	VIF
Augmented Reality Experience	2.469
Advertising Personalization	2.469

In table 3, the results of the multicollinearity test show that the VIF value for the Augmented Reality Experience (ARE) variable is 2,469, the VIF value is below 2.5 indicating that there is no serious multicollinearity problem. The Advertising Personalization (AP) variable also has a VIF value of 2,469. This value shows that there is no high correlation between independent variables in the research model. Overall, the VIF value for each independent model is no more than 5, which indicates that the entire model does not experience significant multicollinearity problems.

Table 4. R-Square

	R-square	R-square adjusted
Customer Satisfaction	0.699	0.697

In table 4, it shows that the influence of Augmented Reality Experience (ARE) and Advertising Personalization (AP) on Customer Satisfaction (CS) gives an R Square Adjusted (R2) value of 0.699 or 69.9%. While 30.1% was explained by other variables outside the study. Because the R Square Adjusted (R2) value is 0.697 > 0.5, this research model is declared good.

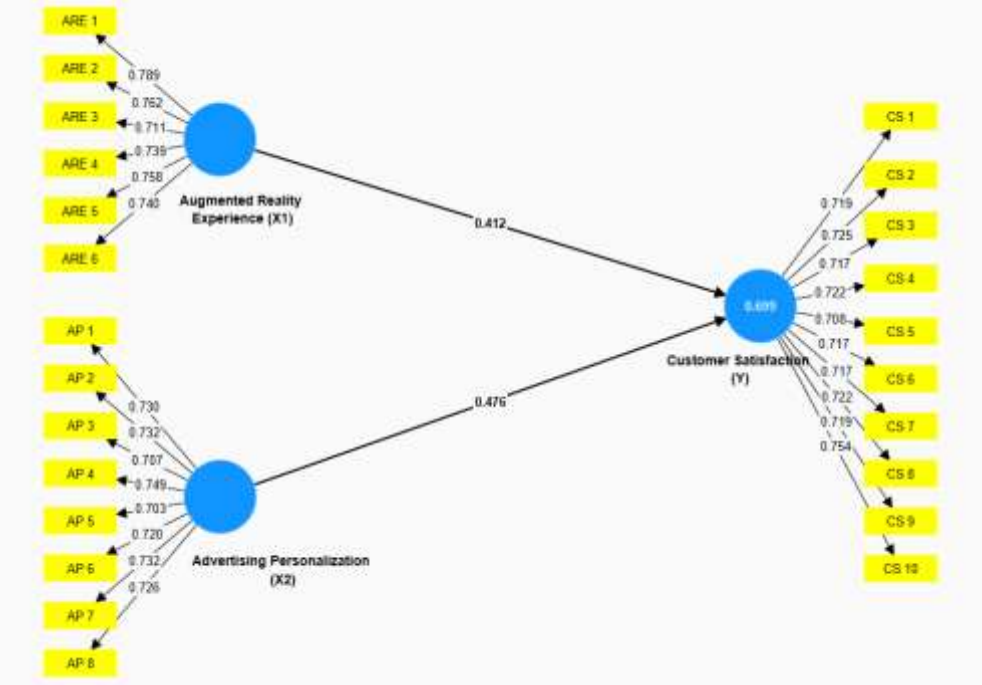

Figure 2. Outer Model

Table 5. Path Coefficient Test Results

	Hypothesis	Original sample	T statistics	P values	Explanation
Augmented Reality Experience (X1) -> Customer Satisfaction (Y)	H1	0.412	4.247	0.000	Significant

Advertising Personalization(X2) -> Customer Satisfaction(Y)	H2	0.476	4.814	0.000	Significant

In table 5, the first hypothesis tests whether the Augmented Reality Experience (X1) has a positive and significant effect on Customer Satisfaction (Y). The table above shows a t-statistical value of 4.247 with an influence of 0.412 and a p-value of 0.000. With a t-statistical value of > 1.968 and a p-value of < 0.05, it can be concluded that hypothesis one is accepted.

The second hypothesis tests whether Advertising Personalization (X2) has a positive and significant effect on Customer Satisfaction (Y). The table above shows a t-statistical value of 4.814 with an influence of 0.476 and a p-value of 0.000. With a t-statistical value of > 1.968 and a p-value of < 0.05, it can be concluded that the second hypothesis is accepted.

Table 6. F-Test

	Sum square	df	Mean square	F	P value
Total	64.943	239	0.000	0.000	0.000
Error	20.064	237	0.085	0.000	0.000
Regression	44.879	2	22.439	265.059	0.000
	Sum square	df	Mean square	F	P value
Total	64.943	239	0.000	0.000	0.000
Error	20.064	237	0.085	0.000	0.000
Regression	44.879	2	22.439	265.059	0.000

Based on the results of the F test, an F value of 265.059 was obtained with a significance value of 0.000 (p < 0.05). This shows that the variables of Augmented Reality Experience and Advertising Personalization simultaneously have a significant effect on Customer Satisfaction. Thus, the regression model used in this study was declared feasible and the H3 hypothesis was accepted

Based on the results of hypothesis 1 research with the help of the calculation of the SmartPLS 4.0 program, a t-statistical value of 4.247 was obtained with an influence of 0.412. With a t-value of > 1.968 and a p-value of < 0.05 or 0.000 < 0.05, it can be concluded that the Augmented Reality Experience variable has a positive and significant effect on Customer Satisfaction. The results of the analysis of the Augmented Reality Experience variable showed that respondents had obtained an AR experience that was able to present product information clearly and in detail

Furthermore, in hypothesis 2, a t-statistical value of 4.814 was obtained with an effect of 0.476. With a t-value of > 1.968 and a p-value of < 0.05 or 0.000 < 0.05, it can be concluded that the Advertising Personalization variable has a positive and significant effect on Customer Satisfaction. The results of the analysis of the Advertising Personalization variable showed thatrespondents felt that online advertising was able to provide the information needed clearly and relevantly during internet browsing activities.

In hypothesis 3, the calculated F value of 265.059 was obtained with a significance level of 0.000 (p < 0.05). These results show that the variables of Augmented Reality Experience and Advertising Personalization simultaneously have a significant effect on Customer Satisfaction. Thus, the regression model used in this study is declared feasible to explain the relationship between variables, and the H3 hypothesis is acceptable. These findings indicate that the combination of an engaging augmented reality technology experience and relevant ad personalization can improve overall customer satisfaction levels.

The analysis shows that consumers of skincare products in Cirebon City have received an Augmented Reality Experience that is able to present product information clearly and in detail, helping them to better understand the characteristics of the

product. However, there are still limitations in terms of interactivity, especially in terms of consumers' ability to manipulate the appearance of products directly, meaning that the level of freedom to interact is not optimal. This is due to the lack of flexibility for users to control or modify the visual appearance of the product independently. On the other hand, Advertising Personalization is considered to be able to provide relevant information and is tailored to consumer needs during online browsing activities. However, some consumers still express concerns about privacy, especially regarding the use of personal data in ad customization, which, while relatively minor, still causes inconvenience. In line with these findings, this study confirms that customer satisfaction is influenced by the interaction of various factors that complement each other. Augmented Reality Experience enriches customer perception through interactive and immersive experiences, while Advertising Personalization delivers marketing messages that suit individual preferences. Advertising personalization has a greater impact because it is more effective in building emotional closeness and relevance to needs than just AR visualization. The synergy of these two variables creates a more personalized customer experience, thereby increasing Customer Satisfaction. Therefore, the integration of technological experience and the relevance of marketing communication is a strategic factor in building consumer satisfaction of skincare products in Cirebon City. Practically, companies are advised to improve the visual fidelity and responsiveness of AR features, optimize shopping platform integration, and adopt a humanistic and transparent marketing approach to data protection to strengthen customer trust and satisfaction in the long term.

4. CONCLUSION

Augmented Reality Experience and Advertising Personalization have a positive and significant influence on Customer Satisfaction in users of Glad2Glow skincare products in Cirebon City. The application of Augmented Reality Experience has been proven to be able to increase customer satisfaction through the presentation of product information that is more detailed, realistic, and closer to the actual condition, thus helping consumers understand the characteristics of the product before making a purchase. However, the effectiveness of the AR experience still faces limitations in the aspect of interactivity, especially related to the user's flexibility in manipulating the product display, so further development is needed so that the AR experience can be felt to the maximum. Strategically, AR development should focus on improving visual accuracy and feature responsiveness to minimize consumer uncertainty in purchasing decisions. Furthermore, Advertising Personalization also plays a significant role in increasing Customer Satisfaction through the delivery of ads that are relevant, informative, and in accordance with consumer preferences. Nevertheless, the issue of privacy and the use of personal data remains an important concern that must be managed transparently so as not to reduce consumer convenience and trust. Therefore, personalization features are recommended to implement data usage transparency and provide independent privacy control for users. Simultaneously, the synergy between immersive AR experiences and precise ad personalization has proven to explain most variations in customer satisfaction. Therefore, this study emphasizes that the development of a digital marketing strategy that focuses on user experience, content relevance, and consumer trust is a key factor in increasing Customer Satisfaction and strengthening brand competitiveness in the digital era. As a practical recommendation, local brands need to optimally integrate AR features and adopt a more humanistic digital marketing approach to create a more personalized customer experience.

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