

## REVIEWER'S REPORT

Manuscript No.: IJAR-52289

Date: 16-06-2025

**Title:** THE IMPACT OF CUSTOMER EXPERIENCE AND AUGMENTED REALITY TO ATTRACT MOTORCYCLE PURCHASES

### Recommendation:

Accept as it is .....

**Accept after minor revision** .....

Accept after major revision .....

Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality			✓	
Techn. Quality		✓		
Clarity			✓	
Significance		✓		

Reviewer Name: Dr.P.Manochithra

Date: 16-06-2025

### Reviewer's Comment for Publication.

*(To be published with the manuscript in the journal)*

*The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.*

This manuscript presents valuable insights into how customer experience and augmented reality significantly influence motorcycle purchase intentions among young consumers in Indonesia. The study's robust quantitative approach and practical implications for marketing strategies in the automotive sector make it a noteworthy contribution to the field.

## REVIEWER'S REPORT

*Detailed Reviewer's Report*

**Title:** *The Impact of Customer Experience and Augmented Reality to Attract Motorcycle Purchases*

**General Assessment:**

The manuscript addresses a timely and relevant topic by exploring the influence of customer experience and augmented reality (AR) on purchase intention, particularly in the context of automatic motorcycles among young consumers in Indonesia. The study is well-structured, methodologically sound, and offers practical implications for the motorcycle industry, particularly in adopting AR-based strategies to engage tech-savvy buyers.

**1. Significance and Originality:**

- The study presents a novel integration of customer experience and AR in analyzing consumer purchase intention, a relatively underexplored area in the Indonesian automotive market.
- The focus on AR as a dominant factor influencing purchasing decisions adds originality and aligns with the growing digital transformation in marketing.
- The study is particularly significant for marketers and manufacturers aiming to attract younger consumers using immersive technologies.

**2. Methodology:**

- The use of a **quantitative survey** with a robust sample size (401 respondents) adds credibility to the findings.
- The application of **SEM-PLS (Structural Equation Modelling - Partial Least Squares)** is appropriate for examining complex relationships between latent variables.
- The measurement indicators are clearly defined and based on established literature, ensuring theoretical grounding.
- The demographic breakdown is detailed and supports the study's focus on young adult consumers (primarily aged 20–24).

**3. Data Analysis and Results:**

- Validity and reliability tests (including Outer Loading, AVE, Cronbach's Alpha, and Composite Reliability) confirm the robustness of the measurement model.

# International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

*www.journalijar.com*

---

## REVIEWER'S REPORT

- The R-squared value (0.717) indicates a strong predictive ability of the model.
- Hypothesis testing shows both customer experience and AR significantly influence purchase intention, with AR exerting a more substantial effect.
- The f-squared values further affirm the effect size, with AR having a higher impact.

### 4. Discussion and Implications:

- The discussion section effectively links the findings to existing literature, highlighting consistency with previous research while emphasizing the unique role of AR.
- Practical implications are well-articulated, especially in suggesting how motorcycle dealers can implement AR technology to enhance customer engagement and decision-making.
- The paper also highlights lifestyle considerations, showing how motorcycles serve not only as transportation but also as part of personal identity.

### 5. Areas for Improvement:

- **Language and grammar:** While the content is rich, the manuscript contains several grammatical inconsistencies and awkward phrasing. A thorough proofreading or language editing is recommended to improve clarity and readability.
- **Literature depth:** The literature review, though relevant, could benefit from more international studies to provide a broader context and strengthen the theoretical framework.
- **Figures and Tables:** Ensure all tables and figures are labeled correctly and consistently referenced in the text (e.g., Table 1, Figure 1, etc.).
- **Limitations and Future Research:** The conclusion briefly mentions future studies but could benefit from a more detailed limitations section, particularly addressing geographic scope, sampling method, and potential biases.

### Conclusion:

This is a well-conceived and timely study that makes a valuable contribution to marketing and consumer behavior research, particularly in the integration of augmented reality in automotive marketing. Subject to minor revisions and language polishing, the manuscript is suitable for publication.

