

REVIEWER'S REPORT

Manuscript No.: IJAR-52289

Date: 17-06-2025

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

Recommendation:

Accept as it is.....**YES**.....

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer's Name: Mr Bilal Mir

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

General Assessment:

The manuscript presents a relevant and contemporary investigation into the influence of customer experience and augmented reality (AR) on purchasing intentions within the motorcycle industry in Indonesia. The study aligns well with current technological trends and consumer behavior shifts, particularly among younger, tech-oriented demographics. The integration of digital engagement tools like AR into traditional retail environments is a critical topic in marketing and consumer research, and this paper contributes meaningful insights into that discourse.

Abstract:

The abstract effectively summarizes the scope, methodology, findings, and significance of the study. It highlights the dual focus on customer experience and AR while clearly indicating the primary finding—AR's predominant influence on purchase intentions. The language is precise and informative, and the abstract provides a strong overview of the study without being overly technical or vague.

Keywords:

The keywords are concise and appropriate, encapsulating the core components of the study: customer experience, augmented reality, and purchase intention. They enhance the article's accessibility and relevance in digital databases and academic search platforms.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

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Introduction:

The introduction sets the stage for the research by detailing the growth and competitive dynamics of the motorcycle industry in Indonesia. It contextualizes the relevance of customer experience and technological innovation within a highly competitive market environment. The discussion effectively frames the motivations of manufacturers and the expectations of consumers, especially within the younger demographic.

The references to market competition, urban transportation challenges, and the entry of foreign manufacturers enrich the background and provide a strong rationale for investigating innovative marketing techniques such as AR.

Literature Engagement and Thematic Focus:

The paper demonstrates a thematic consistency in linking technological innovation (AR) and consumer engagement (customer experience) with market performance. The study's positioning within the context of Indonesian consumer behavior makes it particularly relevant for regional studies, emerging market research, and digital marketing applications. There is clear theoretical grounding in marketing and consumer psychology concepts.

Methodology (Implied from Abstract):

Although not elaborated in detail in the provided excerpt, the reference to data collection from 400 respondents suggests a quantitative approach. The demographic focus (ages 20–24 in Cirebon City) is appropriate for the study's subject matter, targeting digital-native consumers who are most likely to be influenced by AR-driven experiences.

Findings (Implied):

The findings underscore the impact of AR as a tool for enhancing consumer confidence and facilitating purchase decisions. The link between interactive product exploration and increased purchase intention is well-articulated. The study offers a practical insight into how digital tools can bridge the gap between product presentation and consumer assurance.

Writing and Presentation:

The manuscript is clearly written, well-organized, and maintains a formal academic tone. The language is accessible yet suitable for scholarly publication, and the logical flow from industry overview to technological impact is well-managed.

Originality and Relevance:

The paper addresses an emerging area of interest by examining AR in a specific, real-world application within a high-growth market. Its originality lies in the focused application to the motorcycle sector in Indonesia and its attention to a young consumer base. This focus enhances the study's practical relevance to marketers, manufacturers, and policy analysts interested in digital transformation in emerging economies.

Overall Evaluation:

The manuscript presents a coherent and insightful examination of how customer experience and AR technology influence purchasing behavior in the motorcycle industry. Its empirical grounding, contextual relevance, and thematic clarity contribute positively to academic and practical discussions on consumer behavior and digital innovation.