

**USER READINESS EVALUATION FOR VIRTUAL REALITY (VR) AS
MARKETING TOOL**

By

Evan Manuel Perdamean Situmorang

11302022

BACHELOR'S DEGREE

in

INFORMATION TECHNOLOGY
ENGINEERING AND INFORMATION TECHNOLOGY



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat no.15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

August 2017

Revision after the Thesis Defense on 20 July 2017

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Evan Manuel Perdamean Situmorang

Student

Date

Approved by:

James Purnama, M.Sc.

Thesis Advisor

Date

Dr. Maulahikmah Galinium, M.Sc.

Thesis Co-Advisor

Date

Dr. Ir. Gembong Baskoro, M.Sc.

Dean

Date

Evan Manuel Perdamean Situmorang

ABSTRACT

USER READINESS EVALUATION OF VIRTUAL REALITY (VR) AS A MARKETING TOOL

By

Evan Manuel Perdamean Situmorang
James Purnama, M.Sc., Advisor
Dr. Maulahikmah Galinium, M.Sc., Co-Advisor

SWISS GERMAN UNIVERSITY

Virtual Reality (VR) is the technology of making an artificial world to be able to be interacted by users like seeing a real world. The technology has been researched for years and has become one of the main areas in computer technology research. Recently, there have been increased in “multimedia” adaptation for marketing especially during special events like in convention, among them is using VR technology. This research will evaluate the user acceptance of VR technology for marketing purpose, to see whether the VR technology is already acceptable to be used as a marketing tool by conducting a survey, using Technology Acceptance Model (TAM) questionnaire as its framework. The result of the evaluation revealed most has a high attitude (i.e. positive confidence) feeling to VR, highly due to its Perceive of Enjoyment, with a medium influence from Perceive of Usefulness, but there is a low confidence in Intention of Use. This is due to what the respondents claim as the immersion of the VR content impressed them, but they doubt it can be useful to actually market their product. Therefore, it can deduce VR technology for marketing professionals is not yet acceptable for marketing.

Keywords: User acceptance, Technology Acceptance Model, Virtual reality



DEDICATION

I dedicate this work for the future of the country I loved: Indonesia



ACKNOWLEDGEMENTS

First of all I would like to thank my parents for their support of my studies and their compassion. Without them, I would probably be nothing by now.

I would like to thank my advisors, Mr. James Purnama and Mr. Maulahikmah Galinium for their time and advices that help my thesis progress going. Without their guidance, this thesis may have not been progressed until right now.

Lastly, I would to thank you all my colleagues in SGU IT 2013, for giving a plentiful moments during our bachelor studies. Our struggle and laughter during the four years shall be a memory.

SGU
SWISS GERMAN UNIVERSITY

TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR	2
ABSTRACT.....	3
DEDICATION	5
ACKNOWLEDGEMENTS	6
TABLE OF CONTENTS	7
LIST OF FIGURES.....	9
LIST OF TABLES.....	10
CHAPTER 1 - INTRODUCTION.....	11
1.1 Research Background	11
1.2 Research Problem	12
1.3 Objective	12
1.4 Significance of Study	12
1.5 Research Question	13
1.6 Hypothesis.....	13
1.7 Scope.....	13
1.8 Limitation.....	14
CHAPTER 2 – LITERATURE REVIEW	15
2.1 Virtual Reality	15
2.2 Marketing	18
2.3 User Acceptance Testing (UAT).....	18
2.4 Technology Acceptance Model (TAM).....	18
2.5 Reliability and Validity Testing	23
2.6 Structured Equation Modelling (SEM)	24
2.7 Related Research.....	24
2.8 Summary and Research Model	27
CHAPTER 3 – RESEARCH METHODS	29
3.1 Methodology Flowchart.....	29
3.2 Preparation	29
3.3 Data Collection	29
3.4 Questionnaire Construction	30
3.5 Data Analysis	32

CHAPTER 4 – RESULTS AND DISCUSSIONS	35
4.1 Personal Information.....	35
4.2 Reliability Test	39
4.3 Validity Test	39
4.4 Structured Equation Modelling (SEM)	41
4.5 Experiment 1 – All Variables Analysis	42
4.6 Experiment 2 – Delete the Invalid Variables	45
4.7 Experiment Summary	48
4.8 Respondent Comments	49
CHAPTER 5 – CONCLUSION.....	51
REFERENCES	52
APPENDIX.....	54
CURRICULUM VITAE	59

SGU
SWISS GERMAN UNIVERSITY