

ABSTRAK

Perkembangan teknologi khususnya hadirnya *Artificial Intelligence* (AI) membuka peluang bagi brand kosmetik lokal Indonesia seperti Wardah sebagai strategi pemasaran baru dalam upaya mempertahankan daya saing produknya. Penelitian ini bertujuan untuk mengetahui pengaruh *User Experience* website wardah Personal Color Analysis terhadap kepuasan konsumen pada Generasi Z di Yogyakarta, dengan menggunakan pendekatan *Uses and Effects Theory*. Metode penelitian yang digunakan adalah kuantitatif dengan teknik *purposive sampling* yang melibatkan 100 responden. Pengumpulan data dilakukan melalui kuesioner menggunakan skala likert 1-5. Analisis data mencakup uji validitas, uji reliabilitas, uji asumsi klasik, serta regresi linear sederhana. Hasil penelitian menunjukkan bahwa *user experience* berpengaruh positif dan signifikan terhadap kepuasan konsumen, dengan nilai koefisien determinasi sebesar 76,7%, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian ini. Penelitian ini menunjukkan bahwa aspek *usability, valuable, Adoptability, Desirability* yang ditawarkan oleh website wardah personal color analysis berkontribusi positif terhadap pembentukan kepuasan konsumen. Temuan dalam penelitian ini memperkuat penerapan *uses and effects theory*, yang berasumsi bahwa penggunaan media dapat menghasilkan efek terhadap individu. Dengan demikian, *user experience* tidak hanya meningkatkan kepuasan konsumen, tetapi juga membentuk pengalaman konsumen dalam hal personal color dan menentukan pilihan produk sebelum melakukan pembelian yang didukung oleh *Artificial Intelligence*.

Kata kunci: *User Experience, Artificial Intelligence, Personal Color Analysis, Kepuasan Konsumen, Generasi Z.*

ABSTRACT

Technological advancements, particularly the emergence of Artificial Intelligence (AI), have opened up new opportunities for local Indonesian cosmetic brands such as Wardah to adopt innovative marketing strategies in an effort to maintain their product competitiveness. This study aims to examine the influence of User Experience on the Wardah Personal color analysis website towards customer satisfaction among Generation Z in Yogyakarta, using the Uses and Effects Theory approach. This research employs a quantitative method with purposive sampling technique, involving 100 respondents. Data were collected through questionnaires using a 5-point Likert scale. The data analysis includes validity tests, reliability tests, classical assumption tests, and simple linear regression analysis. The results indicate that user experience has a positive and significant effect on customer satisfaction, with a coefficient of determination (R^2) of 76.7%, while the remaining variance is influenced by other factors beyond this study. The findings also reveal that aspects such as usability, value, Adoptability, and Desirability offered by the Wardah Personal color analysis website positively contribute to customer satisfaction formation. This research strengthens the application of the Uses and Effects Theory, which assumes that media usage can produce effects on individuals. Thus, user experience not only enhances customer satisfaction but also shapes consumer experiences in identifying personal color and making product choices prior to purchase, supported by Artificial Intelligence technology.

Keywords: *User Experience, Artificial Intelligence, Personal color analysis, Customer Satisfaction, Generation*