

**PENGARUH *VIRTUAL REALITY QUALITY* MELALUI
IMMERSION TERHADAP *INTENTION TO BUY PROPERTY***
(Survei pada Pengguna *Virtual Reality Property* di *Website* Perusahaan
Properti Indonesia)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat untuk Memperoleh Gelar Sarjana
Pendidikan Pada Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar sarjana
Pendidikan pada Program Studi Pendidikan Bisnis
Fakultas Pendidikan Ekonomi dan Bisnis
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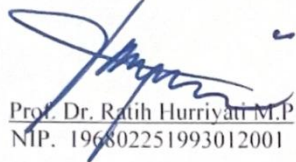
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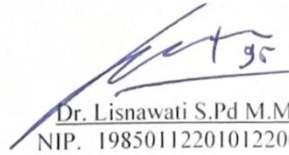
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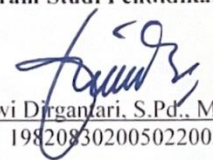
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Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul "**Pengaruh Virtual Reality Quality Melalui Immersion Terhadap Intention to Buy Property (Survei pada Pengguna *Virtual Reality* di *website* perusahaan properti Indonesia)**" beserta seluruh isi di dalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik orang lain, ataupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara *original* dan otentik.

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Puji syukur ke hadirat Tuhan Yang Maha Esa. Atas rahmat dan hidayah-Nya, penulis dapat menyelesaikan Skripsi yang berjudul "Pengaruh *Virtual Reality Quality* melalui *Immersion* terhadap *Intention to Buy Property*" yang diajukan untuk memenuhi syarat untuk kelulusan pada Program Studi Pendidikan Bisnis. Penyusunan Proposal ini dilakukan untuk memperoleh temuan mengenai pengaruh gambaran *Virtual Reality Quality* Melalui *Immersion* terhadap *Intention to Buy Property* pada pengguna *virtual reality property* di *website* perusahaan properti di Indonesia. Skripsi dalam ruang lingkup *digital marketing* ini dikerjakan sebaik mungkin oleh penulis dengan harapan dapat mendatangkan manfaat serta memberi sumbangsih yang berarti bagi kemajuan dunia pemasaran khususnya pada industri properti, *digital* dan pendidikan. Penulis menyadari skripsi ini masih jauh dari sempurna. Oleh sebab itu, saran dan kritik yang membangun diharapkan demi kesempurnaan skripsi ini.

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ABSTRAK

Azka Widhiasti Nur Ramadhina Rohendy (2105890) “**Pengaruh *Virtual Reality Quality Melalui Immersion Terhadap Intention to Buy Property***” dibawah bimbingan. Prof. Dr. Ratih Hurriyati, M.P., CSBA dan Dr Lisnawati S.Pd., MM

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *virtual reality quality* melalui *immersion* terhadap *intention to buy property* survei pada pengguna *virtual reality* di *website* perusahaan properti Indonesia. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan pendekatan kuantitatif populasi dalam penelitian ini berjumlah 59.500 dengan sampel berjumlah 348 responden yang merupakan pengguna *virtual reality* di *website* perusahaan properti Indonesia dengan menggunakan teknik *simple random sampling*. Data diolah secara *statistic* dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa *virtual reality quality* memiliki pengaruh signifikan terhadap *intention to buy property* melalui *immersion*. Temuan ini menunjukkan bahwa pengaruh tidak langsung *virtual reality quality* terhadap *immersion*, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *virtual reality quality* terhadap *intention to buy property* melalui *immersion*. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *virtual reality quality* mealui *immersion* akan semakin baik juga *intention to buy property* yang muncul pada pelanggan untuk perusahaan tersebut. Hasil kontribusi yang diberikan variabel *virtual reality quality* paling tinggi dalam membentuk *intention to buy property* adalah *system performance* dan dimensi *virtual reality quality* yang paling rendah dalam membentuk *intention to buy property* adalah *realism*. Dimensi *immersion* yang memiliki kontribusi paling tinggi dalam membentuk *intention to buy property* adalah *interactivity* serta yang paling rendah membetuk *intention to buy property* adalah *persence*

Kata Kunci: *virtual reality quality, immersion, intention to buy property*

ABSTRACT

Azka Widhiasti Nur Ramadhina Rohendy (2105890) “***The Effect of Virtual Reality Quality Through Immersion on Intention to Buy Property***” under the guidance of. Prof. Dr. Ratih Hurriyati, M.P., CSBA and Dr. Lisnawati S.Pd., MM

This study aims to obtain an overview and influence of virtual reality quality through immersion on intention to buy property survey on virtual reality users on the website of Indonesian property companies. The type of research used is descriptive and verificative. With a quantitative approach, the population in this study amounted to 59.500 with a sample of 348 respondents who are virtual reality users on the website of Indonesian property companies using simple random sampling techniques. Data is processed statistically with the Structural Equation Modeling (SEM) method. The findings of this study found that virtual reality quality has a significant effect on intention to buy property through immersion. This finding shows that the indirect effect of virtual reality quality on immersion, this is indicated by the magnitude of the critical ratio value which is greater than the minimum value, meaning that there is a positive and significant influence between virtual reality quality variables on intention to buy property through immersion. This statement can be assumed that the better the company pays attention to virtual reality quality and immersion, the better the intention to buy property that arises in customers for that company. The results of the contribution given by the highest virtual reality quality variable in shaping intention to buy property is system performance and the lowest virtual reality quality dimension in shaping intention to buy property is realism. The immersion dimension that has the highest contribution in shaping intention to buy property is interactivity and the lowest contribution in shaping intention to buy property is persence.

Keywords: virtual reality quality, immersion, intention to buy property

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