ABSTRACT

Before purchasing, consumers will try to evaluate the product, then do the assessment. Assessment of a product consumers will depend on knowledge of information about the products offered. Therefore, in order to obtain information on products and services, Telkomsel use media Touch Screen called ‘Telkomsel Genie’ – a Virtual Reality technology which able to provide information through the display of 3-D (three-dimensional) and is equipped with audio and visual interest. Companies use this facility to facilitate consumers in obtaining interactive services easy and convenient to a variety of information which consumers will directly touch and feel the benefits and 3G services from the facility.

This research discusses the influence of the Virtual Reality listed on the touch screen terminals to consumer purchase intentions through knowledge consumer, using path analysis testing. Where the results showed significant influence of virtual reality contained in the touch-screen terminals to consumer knowledge and purchase intention.

Keywords: Virtual Reality, Consumer Knowledge, Purchase Intention, Touch Screen Kiosk