

**PENGARUH AUGMENTED REALITY (VIRTUAL TRY-ON)
TERHADAP PURCHASE INTENTION MELALUI PERCEIVED
ENJOYMENT DAN TRUST DENGAN PERCEIVED RISK
SEBAGAI VARIABEL MODERASI PADA PENGGUNA
VIRTUAL TRY-ON MAYBELLINE COSMETIC**

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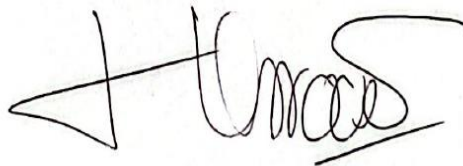
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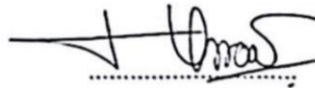
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ABSTRAK

Perkembangan teknologi digital mendorong transformasi strategi pemasaran di industri kosmetik dari pendekatan konvensional menuju pengalaman berbelanja yang lebih interaktif dan imersif. Salah satu inovasi yang banyak diadopsi adalah *Augmented Reality* melalui fitur *Virtual Try-On* (VTO), yang memungkinkan konsumen mencoba produk secara virtual sebelum melakukan pembelian. Namun, penerapan teknologi ini tidak selalu menghasilkan niat beli yang konsisten karena dipengaruhi oleh faktor psikologis konsumen. Oleh karena itu, penelitian ini bertujuan menganalisis pengaruh *Augmented Reality* (*Virtual Try-On*) terhadap *purchase intention* melalui *perceived enjoyment* dan *trust*, serta menguji peran *perceived risk* sebagai variabel moderasi pada pengguna *Virtual Try-On* Maybelline Cosmetic di Indonesia.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) melalui perangkat lunak SmartPLS versi 4. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden sebanyak 325 konsumen di Indonesia yang pernah menggunakan fitur *Virtual Try-On* Maybelline. Analisis data meliputi pengujian outer model, inner model, pengaruh langsung, pengujian mediasi, dan moderasi.

Hasil penelitian menunjukkan bahwa *augmented reality* (*Virtual Try-On*) berpengaruh positif dan signifikan terhadap *perceived enjoyment* dan *trust*. Selanjutnya, *perceived enjoyment* dan *trust* berpengaruh positif signifikan terhadap *purchase intention* serta terbukti memediasi hubungan antara *augmented reality* dan *purchase intention*. Selain itu, *perceived risk* memoderasi secara negatif pengaruh *trust* terhadap *purchase intention*, yang berarti semakin tinggi risiko yang dirasakan, maka semakin lemah pengaruh kepercayaan terhadap niat beli.

Temuan ini menegaskan bahwa keberhasilan penerapan *virtual try-on* dalam pemasaran kosmetik tidak hanya bergantung pada pengalaman yang menyenangkan dan kepercayaan konsumen, tetapi juga pada kemampuan perusahaan dalam meminimalkan persepsi risiko. Penelitian ini menyarankan agar perusahaan meningkatkan akurasi teknologi *virtual try-on* serta memberikan informasi produk yang jelas dan jaminan keamanan guna menekan *perceived risk* konsumen.

Kata kunci: *Augmented Reality*, *Virtual Try-On*, *perceived enjoyment*, *trust*, *perceived risk*, *purchase intention*, PLS-SEM

ABSTRACT

The development of digital technology has transformed marketing strategies in the cosmetic industry from conventional approaches to more interactive and immersive shopping experiences. One of the widely adopted innovations is Augmented Reality through the Virtual Try-On (VTO) feature, which allows consumers to virtually try products before making a purchase. However, the implementation of this technology does not always result in consistent purchase intention due to the influence of psychological factors. Therefore, this study aims to analyze the effect of Augmented Reality (Virtual Try-On) on purchase intention through perceived enjoyment and trust, as well as to examine the role of perceived risk as a moderating variable among Maybelline Virtual Try-On users in Indonesia.

This study employs a quantitative approach using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. The sampling technique used was purposive sampling, involving 325 respondents in Indonesia who have used Maybelline’s Virtual Try-On feature. Data analysis includes outer model testing, inner model testing, direct effect analysis, mediation testing, and moderation testing.

The results indicate that Augmented Reality (Virtual Try-On) has a positive and significant effect on perceived enjoyment and trust. Furthermore, perceived enjoyment and trust have a positive and significant effect on purchase intention and significantly mediate the relationship between Augmented Reality and purchase intention. In addition, perceived risk negatively moderates the effect of trust on purchase intention, meaning that higher perceived risk weakens the influence of trust on purchase intention.

These findings confirm that the success of Virtual Try-On implementation in cosmetic marketing depends not only on an enjoyable experience and consumer trust but also on the company’s ability to minimize perceived risk. This study recommends improving the accuracy of Virtual Try-On technology and providing clear product information and security assurance to reduce consumers’ perceived risk.

Keywords: *Augmented Reality, Virtual Try-On, perceived enjoyment, trust, perceived risk, purchase intention, PLS-SEM*

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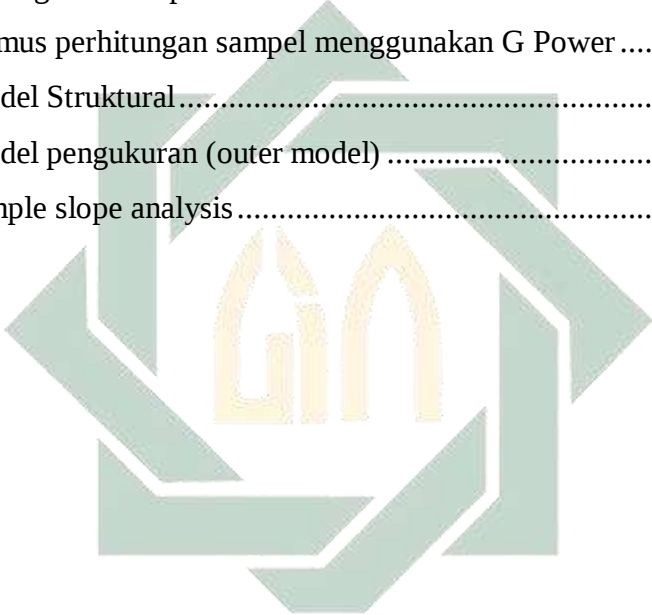
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