

INTISARI

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi pembentukan niat beli kosmetik secara daring melalui persepsi nilai dari fitur realitas tertambah pada Shopee BeautyCam. Penelitian ini mengadopsi model *Value-based adoption model* (VAM) yang diperluas dengan memasukkan karakteristik teknologi (keinformatifan dan interaktivitas) serta karakteristik individu (keinovatifan personal dan kekhawatiran privasi). Sebanyak 401 responden perempuan yang pernah menggunakan fitur Shopee BeautyCam namun belum pernah membeli produk kosmetik melalui fitur tersebut dilibatkan dalam survei ini. Data dianalisis menggunakan pendekatan kuantitatif dengan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa persepsi kegunaan, kesenangan, dan gangguan secara signifikan memengaruhi persepsi nilai. Selain itu, keinformatifan dan interaktivitas fitur realitas tertambah berkontribusi terhadap persepsi kegunaan dan kesenangan pengguna. Sementara kekhawatiran privasi berpengaruh negatif terhadap persepsi kegunaan, dan meningkatkan persepsi gangguan. Kemudian, keinovatifan personal berkontribusi terhadap persepsi kesenangan, tetapi tidak berpengaruh pada persepsi kegunaan. Persepsi nilai terbukti menjadi prediktor utama dalam pembentukan niat beli konsumen terhadap kosmetik yang ditampilkan melalui fitur realitas tertambah.

Kata kunci: Realitas Tertambah, Persepsi Nilai, Niat Beli, Persepsi Kegunaan, Persepsi Kesenangan, Persepsi Gangguan, Keinformatifan, Interaktivitas, Kekhawatiran Privasi, Keinovatifan Personal, VAM, PLS-SEM.

ABSTRACT

This study aims to examine the factors influencing the formation of online purchase intention for cosmetics through perceived value of augmented reality (AR) features on Shopee BeautyCam. The research adopts the Value-based adoption model (VAM), extended by incorporating technology characteristics (informativeness and interactivity) and individual characteristics (personal innovativeness and privacy concerns). A total of 401 female respondents who had previously used the Shopee BeautyCam feature but had never purchased cosmetics through it were involved in the survey. The data were analyzed using a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that perceived usefulness, enjoyment, and intrusiveness significantly affect perceived value. Additionally, the informativeness and interactivity of the AR feature contribute to users' perceptions of usefulness and enjoyment, while privacy concerns negatively influence perceived usefulness and increase the sense of intrusiveness. Furthermore, personal innovativeness contributes to perceived enjoyment but does not significantly impact perceived usefulness. Ultimately, perceived value is confirmed as the key predictor in shaping consumers' purchase intention toward cosmetics presented through augmented reality features.

Keywords: Augmented Reality, Perceived Value, Purchase Intention, Perceived Usefulness, Perceived Enjoyment, Perceived Intrusiveness, Informativeness, Interactivity, Privacy Concerns, Personal Innovativeness, VAM, PLS-SEM