

## INTISARI

Wardah sebagai salah satu merek kosmetik terbesar di Indonesia mengadopsi teknologi *Virtual Try-On* (VTO) berbasis *Augmented Reality* (AR) untuk memberikan pengalaman belanja yang lebih informatif dan meyakinkan bagi konsumen. Namun, pemanfaatan teknologi ini perlu dipahami lebih jauh terkait pengaruhnya terhadap persepsi pengguna dan niat beli. Penelitian ini bertujuan menguji pengaruh dari teknologi VTO meliputi keinformatifan, interaktivitas, persepsi kegunaan, persepsi kesenangan, persepsi intrusivitas, inovasi pribadi, serta kekhawatiran privasi terhadap nilai yang dirasakan dan niat beli konsumen wanita di Indonesia.

Penelitian dilakukan melalui survei daring terhadap 345 responden perempuan yang mengetahui fitur VTO Wardah. Analisis dilakukan menggunakan *Partial Least Squares–Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa nilai yang dirasakan berpengaruh positif signifikan terhadap niat beli. Selain itu, persepsi kegunaan dan persepsi kesenangan terbukti meningkatkan nilai yang dirasakan, sedangkan persepsi intrusivitas menurunkannya. Keinformatifan, interaktivitas, dan inovasi pribadi memberikan pengaruh positif terhadap persepsi kegunaan maupun kesenangan. Di sisi lain, kekhawatiran privasi meningkatkan persepsi intrusivitas dan menurunkan persepsi kegunaan.

Temuan ini menegaskan pentingnya kualitas informasi, kenyamanan emosional, dan keamanan data dalam membangun nilai dan niat beli melalui teknologi VTO. Penelitian ini memberikan implikasi strategis bagi perusahaan kosmetik untuk mengoptimalkan fitur AR agar mampu meningkatkan pengalaman belanja yang kredibel, menyenangkan, dan aman bagi pengguna.

*Kata Kunci: Virtual Try-On (VTO), Augmented Reality (AR), nilai yang dirasakan, niat beli, keinformatifan, interaktivitas, persepsi kegunaan, persepsi kesenangan, persepsi intrusivitas, inovasi pribadi, kekhawatiran privasi, PLS-SEM, industri kosmetik.*

## ABSTRACT

*Wardah, one of the largest cosmetic brands in Indonesia, has adopted Augmented Reality-based Virtual Try-On (VTO) technology to provide consumers with a more informative and convincing shopping experience. However, the use of this technology requires deeper examination regarding its influence on user perceptions and purchase intentions. This study aims to investigate the effects of VTO technology covering informativeness, interactivity, perceived usefulness, perceived enjoyment, perceived intrusiveness, personal innovativeness, and privacy concerns on perceived value and purchase intention among Indonesian female consumers.*

*The research was conducted through an online survey of 345 female respondents who were familiar with Wardah's VTO feature. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal that perceived value has a significant positive effect on purchase intention. Moreover, perceived usefulness and perceived enjoyment were found to enhance perceived value, whereas perceived intrusiveness reduced it. Informativeness, interactivity, and personal innovativeness exerted positive influences on both perceived usefulness and perceived enjoyment. Conversely, privacy concerns heightened perceived intrusiveness and lowered perceived usefulness.*

*These results underscore the importance of information quality, emotional comfort, and data security in shaping value perceptions and purchase intentions through VTO technology. The study offers strategic implications for cosmetic companies to optimize AR-based features in order to deliver shopping experiences that are credible, enjoyable, and secure for users.*

*Keywords: Virtual Try-On (VTO), Augmented Reality (AR), perceived value, purchase intention, informativeness, interactivity, perceived usefulness, perceived enjoyment, perceived intrusiveness, personal innovativeness, privacy concerns, PLS-SEM, cosmetic industry*