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**Pengaruh Fitur Shopee BeautyCam terhadap Niat Beli Produk Kosmetik pada Aplikasi Shopee melalui
Variabel Citra Mental dan Persepsi Nilai**
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Perkembangan teknologi *augmented reality* (*AR*) mendorong inovasi *virtual try-on* dalam platform belanja daring, salah satunya fitur Shopee BeautyCam yang memungkinkan konsumen mencoba produk kosmetik secara virtual sebelum membeli. Penelitian ini bertujuan menganalisis pengaruh kemudahan penggunaan dan kekayaan visual Shopee BeautyCam terhadap niat beli produk kosmetik, baik secara langsung maupun melalui mediasi persepsi nilai utilitarian, persepsi nilai hedonis, elaborasi citra mental, dan kualitas citra mental, dengan mengintegrasikan kerangka Stimulus-Organisme-Respons (S-O-R).

Penelitian ini bersifat kuantitatif dengan pengumpulan data melalui metode survei terhadap 231 responden valid pengguna Shopee BeautyCam di Indonesia yang didominasi generasi Z. Analisis data dilakukan dengan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) menggunakan perangkat lunak SmartPLS 4.

Hasil penelitian menunjukkan bahwa kekayaan visual berpengaruh signifikan terhadap niat beli, baik secara langsung maupun melalui mediasi persepsi nilai utilitarian dan persepsi nilai hedonis, sedangkan kemudahan penggunaan hanya berpengaruh secara tidak langsung melalui mediasi penuh persepsi nilai utilitarian. Persepsi nilai hedonis dan persepsi nilai utilitarian merupakan prediktor terkuat terhadap niat beli, sementara kualitas citra mental tidak terbukti berpengaruh signifikan terhadap niat beli, baik secara langsung maupun sebagai mediator. Temuan ini menegaskan bahwa kekayaan visual merupakan stimulus paling kuat dalam mendorong nilai utilitarian, nilai hedonis, dan niat beli konsumen secara simultan, sehingga dapat menjadi pertimbangan bagi platform *e-commerce* dalam mengoptimalkan fitur *AR try-on*.

Kata kunci: *Augmented Reality*, *Virtual Try-On*, Shopee BeautyCam, Stimulus-Organisme-Respons, Citra Mental, Niat Beli.

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ABSTRACT

Advances in augmented reality (AR) technology have driven the development of virtual try-on innovations in online shopping platforms, one of which is the Shopee BeautyCam feature that allows consumers to virtually try cosmetic products before making a purchase. This study aims to examine the effect of ease of use and visual vividness of Shopee BeautyCam on purchase intention for cosmetic products, both directly and through the mediation of perceived utilitarian value, perceived hedonic value, mental imagery elaboration, and mental imagery quality, by integrating the Stimulus-Organism-Response (S-O-R) framework.

This study employs a quantitative approach with data collected through a survey method involving 231 valid respondents who are Shopee BeautyCam users in Indonesia, predominantly Generation Z. Data analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with SmartPLS 4 software.

The results indicate that visual vividness has a significant effect on purchase intention, both directly and indirectly through the mediation of perceived utilitarian value and perceived hedonic value, whereas ease of use only affects purchase intention indirectly through the full mediation of perceived utilitarian value. Perceived hedonic value and perceived utilitarian value are the strongest predictors of purchase intention, while mental imagery quality shows no significant effect on purchase intention, either directly or as a mediator. These findings confirm that visual vividness is the most productive stimulus in simultaneously driving utilitarian value, hedonic value, and consumer purchase intention, offering a consideration for e-commerce platforms in optimizing AR try-on features.

***Keywords**: Augmented Reality, Virtual Try-On, Shopee BeautyCam, Stimulus-Organism-Response, Mental Imagery, Purchase Intention.*