

The Effect of Augmented Reality Virtual Try-On on Purchase Intention Mediated by Perceived Enjoyment (Study on Revlon Products in Denpasar City)

Mohamad Ardiansyah Wahyudin^{1*}, Ni Made Asti Aksari²
Faculty of Economics and Business, Udayana University

Corresponding Author: Mohamad Ardiansyah Wahyudin mr.ardi07@gmail.com

ARTICLE INFO

Keywords: Augmented Reality Virtual Try-On, Perceived Enjoyment, Purchase Intention

Received : 29, August

Revised : 13, September

Accepted: 15, October

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ABSTRACT

This study aims to examine and explain the effect of augmented reality virtual try-on on purchase intention mediated by perceived enjoyment of Revlon products on Shopee. Using purposive sampling, this research was conducted on 130 women in Denpasar City who are cosmetic users and Shopee application users. Data collection was carried out through the distribution of questionnaires both offline and online via Google Forms. This study used path analysis techniques and the Sobel test. The findings indicate that augmented reality virtual try-on have a positive and significant effect on purchase intention and perceived enjoyment. Perceived enjoyment also has a positive and significant effect on purchase intention. Furthermore, perceived enjoyment can mediate the effect of augmented reality virtual try-on on purchase intention. If the virtual try-on feature effectively stimulates user engagement, it enhances the perceived enjoyment of the experience, which subsequently leads to a positive response in the form of increased purchase intention. It is recommended that Revlon ensure the color accuracy of the virtual try-on feature closely matches the actual product colors. Additionally, Revlon should consider providing feedback to Shopee to improve the feature's realism, detail, and interactivity.

INTRODUCTION

The cosmetics industry has become one of the rapidly growing sectors in Indonesia. The development of the cosmetics industry in Indonesia is marked by several trends, such as a 21.9% increase in the number of beauty companies registered with BPOM, rising from 913 companies in 2022 to 1,010 companies in 2023 (Ekon.go.id, 2024). The market value of cosmetics in Indonesia is also notably high, reaching USD 1.61 billion in 2022 (Ekon.go.id, 2024). From 2018 to 2022, cosmetics consistently ranked among the top three best-selling product categories in e-commerce (Ekon.go.id, 2024). According to a Jakpat survey titled Jakpat Beauty Trends in 2021, lip products, specifically lipsticks, were the most widely used cosmetic products among Indonesians. The high demand for cosmetic products, particularly among women, has attracted both local and international companies to participate in the competitive landscape of the Indonesian cosmetics market.

One of the cosmetic companies renowned for its iconic lip products is Revlon (Parapuan.co, 2022). Revlon is a well-known American cosmetic brand established in 1932, and it has been marketing its products in Indonesia since 1993. Despite its reputation as a leading brand, data from the Top Brand Index in Table 1 indicates that Revlon's performance index has shown a downward trend over the past five years, suggesting a decline in consumer purchase intention for Revlon products in the future.

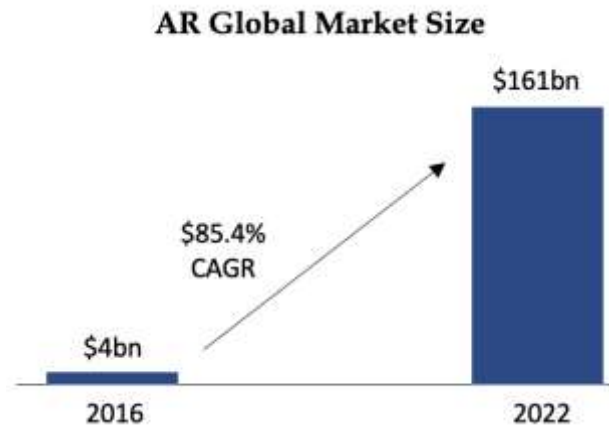
Table 1. Top Brand Index Data for Lipstick Category

Brand	TBI (%)				
	2019	2020	2021	2022	2023
Wardah	33.40	33.50	31.30	27.20	26.00
Maybelline	7.70	6.10	11.60	15.80	19.30
Revlon	9.20	8.80	7.50	8.50	6.30

Source: Top Brand Index, 2019-2023

Purchase intention is a form of consumer behavior in which individuals decide to buy or choose products based on their experiences, perceived benefits, and desires for those products (Kotler & Keller, 2016:198). Purchase intention arises from internal stimuli within the consumer, which generate a drive or motivation to own a product (Candra & Suparna, 2019). Several factors can influence an individual's purchase intention, one of which is the shopping experience perceived by the consumer. A marketing technique that offers a deep shopping experience is marketing through the use of augmented reality technology. Augmented reality technology can create an immersive experience, allowing consumers to engage with products more intuitively, thereby providing a unique experience for the consumer (Maryani et al., 2023).

The use of augmented reality technology has been increasing each year. A study conducted by Ekmeil et al. (2021) indicates that the growth of augmented reality usage in the business sector is on the rise, as evidenced by the data presented in Figure 1.



Source: Ekmeil et al., 2021

Figure 1. Augmented Reality Global Market Growth

This trend has led various companies, particularly in the e-commerce sector, to undergo marketing transformations by adopting augmented reality technology (Poushneh & Vasquez-Parraga, 2017), with Shopee being one such e-commerce platform. Revlon chose to implement augmented reality marketing on Shopee in 2019. The augmented reality technology utilized by Revlon on Shopee is the virtual try-on feature. Virtual try-on allows consumers to try cosmetic products through augmented reality-based live video before making a purchase decision. Virtual try-on is an augmented reality-based feature that is advantageous for e-commerce today (Whang et al., 2021) because it is a transformative visual technology that can make the purchasing experience more engaging (Hsu et al., 2021). Virtual try-ons can make consumers feel as if they are using the product (Vieira et al., 2022).

Several types of Revlon products that can be tried using the virtual try-on feature on Shopee include lipstick, eyebrow pencils, mascara, foundation, compact powder, and eyeshadow. Users can virtually try these various Revlon products to match the color or shade of their face, thereby minimizing the risk of purchasing the wrong product and potentially increasing their purchase intention. However, despite the implementation of this technology, there have been some user complaints regarding the feature. According to a report from KrASIA, some of the issues experienced by users of the virtual try-on feature on Shopee include excessively high color contrast, making the lipstick shades appear unnatural, difficulty in blending the try-on filter with the face, and occasional glitches in the try-on feature (KrASIA, 2021). These issues suggest that users of the virtual try-on feature may experience discomfort during its use, which could negatively impact the perceived enjoyment of the feature.

Perceived enjoyment is an intrinsic motivation that emphasizes the process of usage and highlights the pleasure and satisfaction associated with using a system (Oktarini & Wardana, 2018). Enjoyment reflects consumers' perceptions of the entertainment potential in online shopping, referring to the joy experienced during the shopping process rather than the completion of the shopping activity. A purchase can occur unexpectedly due to the excitement experienced. If consumers find online shopping enjoyable, they are more likely

to perceive online shopping as beneficial, which in turn can lead to a higher intention to use it (Liu & Napitupulu, 2020).

A pre-survey was conducted to obtain a general overview of the variables, situations, and conditions related to the Revlon virtual try-on feature on Shopee among the residents of Denpasar City. The pre-survey was distributed to 30 female respondents in Denpasar City who had used the Revlon virtual try-on feature on Shopee but had never purchased Revlon products on Shopee. The results of the pre-survey are presented in Table 2 as follows.

Table 2. Pre-Survey Results

No	Questions	Respondent Answers	
		Yes	No
1	Does the Revlon virtual try-on feature on Shopee display a realistic representation of Revlon products?	15	15
2	Did you enjoy using the Revlon virtual try-on feature on Shopee?	14	16
3	Do you intend to purchase Revlon products after trying the Revlon virtual try-on feature on Shopee?	12	18

The pre-survey results indicate that 50% of respondents felt that the virtual representation of Revlon products in the Revlon virtual try-on feature on Shopee was not realistic. For the second question, 53.3% of respondents reported that they did not enjoy using the Revlon virtual try-on feature on Shopee. Furthermore, the third question revealed that 60% of respondents did not intend to purchase Revlon products, even after trying the Revlon virtual try-on feature on Shopee. These pre-survey results suggest that there is a general issue, where the Revlon virtual try-on feature on Shopee has not provided an enjoyable experience for the respondents, which in turn has led to a low purchase intention for Revlon products on Shopee. The pre-survey results also indicate that the experience of trying the virtual try-on feature on Shopee, as reported by KrAsia respondents in 2021, is not significantly different from the experience of the pre-survey respondents in Denpasar City, who also did not fully enjoy using the feature. This highlights the importance of conducting further research in Denpasar City to explore the impact of augmented reality virtual try-on on purchase intention, mediated by perceived enjoyment.

Several previous studies have examined the effect of augmented reality on purchase intention, with perceived enjoyment as a mediating factor. A study conducted by Plotkina & Saurel (2019) used perceived enjoyment as a mediator between the effect of augmented reality on purchase intention. The study revealed that perceived enjoyment can mediate the relationship between the impact of augmented reality and purchase intention. The study conducted by Ehab et al. (2020) found that augmented reality has a positive and significant effect on purchase intention. Meanwhile, the research by Djakasaputra et al. (2023) indicated that augmented reality does not have a direct significant impact on purchase intention. These previous studies reveal a research gap, making this topic intriguing to explore and worthy of further investigation.

LITERATURE REVIEW

SOR Model (Stimulus, Organism, and Response)

The SOR model is a framework used to describe how external environments affect individual behavior or consumer responses. The purpose of the SOR model is to understand how cognitive and emotional responses (such as pleasure and arousal) to a given stimulus affect consumer behavior, where these responses can serve as a reference for measuring the level of intention to use (Gabriel et al., 2023). The stimulus represents any trigger that can affect the internal state of an individual organism. The organism, or internal state, relates to the emotions that arise in response to the perceived stimulus. The response refers to the reactions that result from the organism's state and the stimuli, which can be either positive or negative. According to Mehrabian and Russell (1974), environmental stimuli (S) generate emotional reactions (O), which then lead to consumer responses (R). Research conducted by Gabriel et al. (2023), Arghashi (2022), and Wang et al. (2021) indicates that the SOR model is suitable for investigating the stimulus factors related to the characteristics of augmented reality.

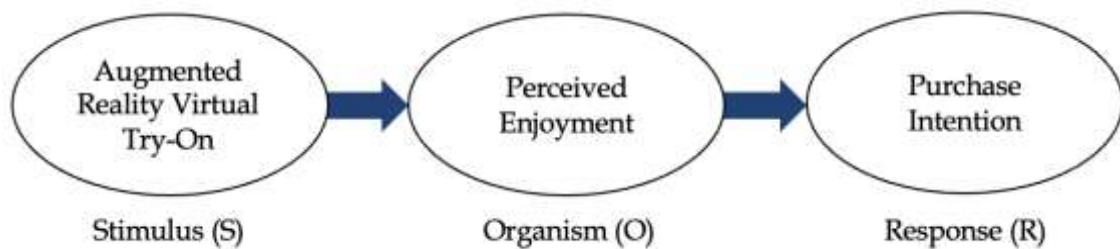


Figure 2. SOR Model

Augmented Reality Virtual Try-On

Augmented reality is a tool that presents objects in digital form (such as images, text, and sound) and applies them to the user's environment, helping consumers view the real world through virtual images that are not visible in the actual environment (Sustaningrum, 2023). Over time, augmented reality has proven beneficial for entertainment purposes and can be used by companies to enhance the shopping experience for consumers by enriching their overall experience (Anifa & Sanaji, 2022). The application of augmented reality has also been widely developed into several features, one of which is the virtual try-on feature. Virtual try-on is an augmented reality feature designed to present a virtual representation of a product in a detailed, realistic, and interactive manner, allowing users to evaluate the product before purchasing it. The indicators used to measure augmented reality virtual try-on in this study are based on the indicators from Gabriel et al. (2023), which include interactivity, vividness, novelty, system quality, and product informativeness.

Perceived Enjoyment

Perceived enjoyment is a fundamental motivation that determines the extent of pleasure a person derives from using information technology (Chao,

2019). Rouibah et al. (2021) explain that most customers adopt new technologies and approaches because they offer inherent benefits such as entertainment and enjoyment. The indicators used to measure perceived enjoyment in this study are based on the synthesis of research by Plotkina & Saurel (2019) and Yim et al. (2017), which include pleasant, exciting, entertaining, and fun.

Purchase Intention

Consumer purchase intention is defined as a combination of their interest and likelihood to buy a product, serving as an attitudinal variable used to measure the extent to which they will purchase a product in the future (Manzoor et al., 2020). Purchase intention arises after being stimulated by something seen, accompanied by a feeling of pleasure toward the item, which then creates a convincing desire that the item is beneficial to the individual (Pramesti & Rahanatha, 2019). Based on the previous definitions, it can be concluded that purchase intention is the desire that drives consumers to purchase a product, which can be triggered by positive stimuli and accompanied by a pleasurable experience with the product. The indicators used to measure purchase intention in this study are based on the synthesis of research by Dewi & Ardani (2018) and Schiffman & Kanuk (2008:470-473), which include interest in the product, interest to try, desire to own the product, and interest to buy.

Conceptual Framework

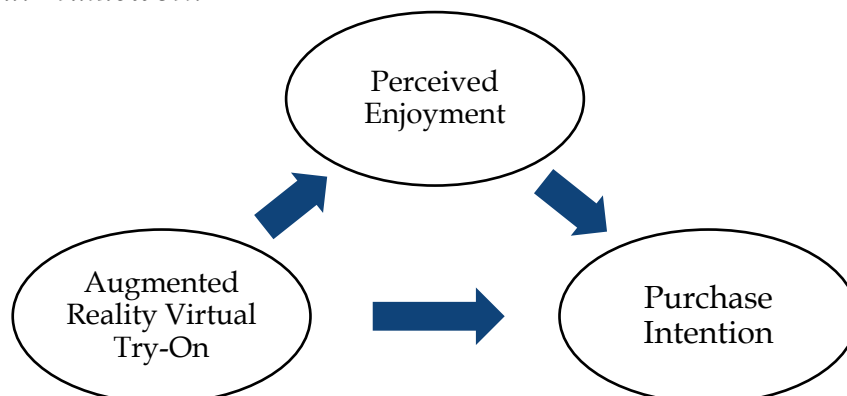


Figure 3. Conceptual Framework

Source: Ehab et al. (2020), Saleem et al. (2022), Maryani et al. (2023), Plotkina & Saurel (2019)

Hypothesis

- H1: Augmented reality virtual try-on has a positive and significant effect on purchase intention.
- H2: Augmented reality virtual try-on has a positive and significant effect on perceived enjoyment.
- H3: Perceived enjoyment has a positive and significant effect on purchase intention.
- H4: Perceived enjoyment significantly mediates the effect of augmented reality virtual try-on on purchase intention.

METHODOLOGY

This study used a quantitative associative approach, which means it examines the relationships between two or more variables. The research was conducted in Denpasar, Bali because Denpasar is a city with high purchasing power and ranks first in terms of the largest number of internet users in all of Bali. This strengthens the relevance of the study, as the high internet penetration suggests that the residents of Denpasar are likely to have used and adapted to modern technologies such as augmented reality. The population in this study consisted of female cosmetic users in Denpasar City who used the Shopee application and had not yet purchased Revlon cosmetic products on Shopee. The sample size used was 130 respondents. The sampling technique used was purposive sampling, where samples were selected based on specific considerations or criteria. The data in this study included both qualitative and quantitative data sourced from primary and secondary data. Data collection was conducted through the distribution of questionnaires both offline and online via Google Forms. All research instruments had met the requirements for validity and reliability testing.

Table 3. Validity Test Results

No	Variable	Instrument	Pearson Correlation	Explanation
1	Augmented Reality Virtual Try-On (X)	X1	0,777	Valid
		X2	0,667	Valid
		X3	0,678	Valid
		X4	0,682	Valid
		X5	0,739	Valid
2	Perceived Enjoyment (M)	M1	0,908	Valid
		M2	0,821	Valid
		M3	0,922	Valid
		M4	0,807	Valid
3	Purchase Intention (Y)	Y1	0,862	Valid
		Y2	0,851	Valid
		Y3	0,888	Valid
		Y4	0,724	Valid

Table 3 shows that all research variable instruments were declared valid and suitable for use as research instruments because each variable had a Pearson correlation value greater than 0.3 with a significance level of less than 0.05.

Table 4. Reliability Test Results

No	Variable	Cronbach's Alpha	Explanation
1	Augmented Reality Virtual Try-On (X)	0,735	Reliable
2	Perceived Enjoyment (M)	0,888	Reliable
3	Purchase Intention (Y)	0,845	Reliable

Table 4 shows that all research instruments for each variable were considered reliable as they had a Cronbach's alpha value greater than 0.6. Based on this data, it can be concluded that the statements in the questionnaire met the reliability test requirements.

RESEARCH RESULT

This research involved 130 female respondents who had used the Revlon virtual try-on feature on Shopee. The characteristics of the respondents were dominated by women in the age group of 18–22 years, comprising 30.8%, followed by respondents aged 23–27 years at 30%, and those aged over 37 years at 20.8%. Based on their highest level of education, the study was primarily composed of respondents who had completed undergraduate studies, accounting for 39.2%, followed by respondents with a high school or equivalent education at 36.9%, and those with a diploma at 16.2%. The majority of the respondents' primary occupation or activity was students, making up 27.7%, followed by private employees at 25.4%, and homemakers at 18.5%.

Table 5. Descriptive Analysis Results of Augmented Reality Virtual Try-On

No	Statement	Frequency of Answer					Mean	Category
		1	2	3	4	5		
1	The Revlon virtual try-on feature on Shopee allows me to view the Revlon product from various angles.	0	14	50	56	10	3.48	High
2	The visual appearance of Revlon products on the Revlon virtual try-on feature on Shopee looks realistic.	0	33	51	43	3	3.12	Moderate
3	The Revlon virtual try-on feature on Shopee creates a new online shopping experience for me.	0	0	29	77	24	3.96	High
4	I did not encounter any system issues while using the Revlon virtual try-on feature on Shopee.	0	18	52	50	10	3.40	High
5	I received more detailed information about Revlon products using the Revlon virtual try-on feature on Shopee.	0	18	42	50	20	3.55	High

The lowest score for the augmented reality virtual try-on variable was found in the indicator of vividness, with an average score of 3.12. This result

indicates that some respondents felt that the visual display of Revlon products on the virtual try-on feature in Shopee still appeared to be less realistic.

Table 6. Descriptive Analysis Results of Perceived Enjoyment

No	Statement	Frequency of Answer					Mean	Category
		1	2	3	4	5		
1	Using the Revlon virtual try-on feature on Shopee is very exciting.	0	7	42	61	20	3.72	High
2	Using the Revlon virtual try-on feature on Shopee is very fun.	0	8	52	58	12	3.57	High
3	Using the Revlon virtual try-on feature on Shopee is very entertaining.	0	24	47	48	11	3.35	Moderate
4	Using the Revlon virtual try-on feature on Shopee is very enjoyable.	0	24	58	39	9	3.25	Moderate

The lowest scores for the perceived enjoyment variable were found in the indicators of "entertaining" with an average score of 3.35 and "fun" with an average score of 3.25. These results indicate that some respondents felt that the Revlon virtual try-on feature on Shopee was still lacking in terms of entertainment and enjoyment, suggesting that the feature could be further developed.

Table 7. Descriptive Analysis Results of Purchase Intention

No	Statement	Frequency of Answer					Mean	Category
		1	2	3	4	5		
1	I became interested in Revlon products that I tried through the Revlon virtual try-on feature on Shopee.	0	11	42	58	19	3.65	High
2	I want to try using Revlon products that I previously tried virtually through the Revlon virtual try-on feature on Shopee.	0	12	59	52	7	3.42	High
3	I want to own Revlon products that I tried through the Revlon virtual try-on feature on Shopee.	0	17	50	56	7	3.41	High
4	I want to buy Revlon products that I tried through the Revlon	0	33	48	45	4	3.15	Moderate

virtual try-on feature on
Shopee.

The highest value for the purchase intention variable was found in the indicator "interest in the product," with an average score of 3.65. In contrast, the lowest value was found in the indicator "interest to buy," with an average score of 3.15. This result indicates that although the use of the virtual try-on feature has made respondents interested in Revlon products on Shopee, this interest does not fully translate into a desire to purchase Revlon products on Shopee. This could be attributed to several factors, one of which is that the feature has not yet provided an entirely entertaining and enjoyable experience for the respondents, as evidenced by the "entertaining" and "fun" indicators, which received the lowest average scores in the perceived enjoyment variable.

Tabel 8. Path Analysis Results for Model 1

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.451	.632		2.294	0.023
1 Augmented Reality Virtual Try-On	.711	.035	.871	20.084	<.001
R Square	.759				
F Statistik	403.353				
Sig. F	<.001				

Dependent Variable: Perceived Enjoyment

The path analysis results presented in Table 8 show an R-square coefficient of 0.759, which means that the study was able to reveal that augmented reality virtual try-on affects perceived enjoyment by 75.9 percent, while the remaining 24.1 percent is influenced by other variables not included in this research model. In Structural Equation 1, the regression coefficient X or β_2 is 0.871 with a significance coefficient below 0.05, specifically <0.001, indicating that the augmented reality virtual try-on variable has a positive and significant effect on the perceived enjoyment variable.

Tabel 9. Path Analysis Results for Model 2

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.621	.611		1.017	.311
2 Augmented Reality Virtual Try-On	.385	.068	.469	5.634	<.001
Perceived Enjoyment	.451	.084	.449	5.389	<.001
R Square	.788				
F Statistik	235.933				
Sig. F	<.001				

Dependent Variable: Purchase Intention

The path analysis results presented in Table 9 show an R-square coefficient of 0.788, which means that the study was able to reveal that augmented reality virtual try-on and perceived enjoyment together affect purchase intention by 78.8 percent, while the remaining 21.2 percent is influenced by other variables not included in this research model. In Structural Equation 2, the regression coefficient X or β is 0.469 with a significance coefficient below 0.05, specifically <0.001 , indicating that the augmented reality virtual try-on variable has a positive and significant effect on purchase intention. Additionally, the regression coefficient M or β_3 is 0.449 with a significance coefficient below 0.05, specifically <0.001 , showing that the perceived enjoyment variable has a positive and significant effect on purchase intention.

$$\begin{aligned} \text{Indirect effects} &= (\beta_2 \times \beta_3) \\ &= (0,871 \times 0,449) \\ &= 0,391 \\ \text{Total effects} &= \beta_1 + (\beta_2 \times \beta_3) \\ &= 0,469 + (0,871 \times 0,449) \\ &= 0,860 \end{aligned}$$

Based on the path analysis results of Structural Model 1 and Structural Model 2, the final path diagram model can be constructed. It is necessary to calculate the standard error values before assembling the final path diagram using the following formula.

$$\begin{aligned} e_1 &= \sqrt{1 - R_1^2} = \sqrt{1 - 0,759} = 0,491 \\ e_2 &= \sqrt{1 - R_2^2} = \sqrt{1 - 0,788} = 0,460 \end{aligned}$$

From the calculated error effects (e_i) above, where the error effect (e_1) is 0.491 and the error effect (e_2) is 0.460, the total coefficient of determination can be calculated as follows.

$$\begin{aligned} R_m^2 &= 1 - (e_1)^2 - (e_2)^2 \\ &= 1 - (0,491)^2 - (0,460)^2 = 0,95 \end{aligned}$$

Based on the above calculations, the total coefficient of determination obtained is 0.95, which means that 95 percent of the purchase intention variable is affected by the augmented reality virtual try-on variable and the perceived enjoyment variable, while the remaining 5 percent is affected by other factors not included in the model.

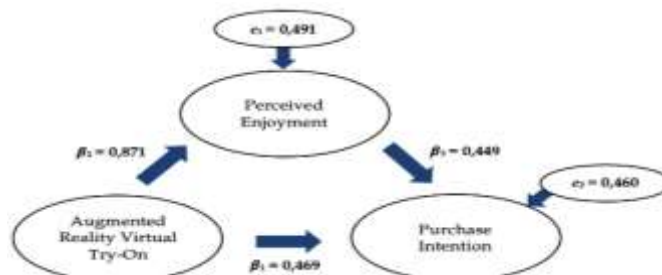


Figure 4. Path Analysis Diagram

Based on Figure 4, the direct effects, indirect effects, and total effects are presented in Table 10 as follows.

Table 10. Direct Effects, Indirect Effects, and Total Effects

Effect of Variable	Direct Effects	Indirect Effects Through M	Total Effects
X → Y	0,469	0,391	0,860
X → M	0,871	-	0,871
M → Y	0,449	-	0,449

The research findings show that augmented reality virtual try-on has a direct effect on purchase intention of 0.469. Augmented reality virtual try-on has a direct effect on perceived enjoyment of 0.871. Perceived enjoyment has a direct effect on purchase intention of 0.449. Based on Figure 4 of the path analysis diagram, it can be seen that augmented reality virtual try-on has an indirect effect on purchase intention through perceived enjoyment, with a total effect of 0.391. The total effect can be determined by adding the direct effect of augmented reality virtual try-on on purchase intention to the indirect effect, resulting in a total effect of 0.860.

The normality test results for Model 1 show an Asymp. Sig. (2-tailed) value of 0.059, and the normality test results for Model 2 show an Asymp. Sig. (2-tailed) value of 0.200. This indicates that the regression equations for both Model 1 and Model 2 are normally distributed because the Asymp. Sig. (2-tailed) values are greater than 0.05. The multicollinearity test results for Model 1 and Model 2 show a tolerance value of 1.000 and 0.241, which is greater than 0.10, and a VIF value of 1.000 and 4.151, which is less than 10. These results indicate that the regression equations for both models are free from multicollinearity issues. The heteroscedasticity test results for Model 1 show that the significance value for the variable augmented reality virtual try-on is 0.946. The heteroscedasticity test results for Model 2 show that the significance value for the variable augmented reality virtual try-on is 0.572, and the significance value for the variable perceived enjoyment is 0.472. These values are greater than 0.05, indicating that there is no influence of the independent variables on the absolute residuals, and thus, heteroscedasticity is not present in either Model 1 or Model 2. The effect of augmented reality virtual try-on on purchase intention with perceived enjoyment as a mediator was tested using the Sobel test, resulting in a Z value of 5.24, which is greater than 1.96. This result indicates that the variable perceived enjoyment can be considered a significant mediator, as the Z value is higher than 1.96. This demonstrates that perceived enjoyment serves as a mediating variable in the effect of augmented reality virtual try-on on purchase intention for Revlon products in Denpasar.

DISCUSSION

The research results indicate that augmented reality virtual try-on affect purchase intention. In other words, if the Revlon virtual try-on feature on Shopee can display a more detailed, realistic, and interactive depiction of the product, users' purchase intention for Revlon products on Shopee increases. Users who feel more confident about the product after trying the virtual try-on tend to have

a stronger intention to make a purchase. Previous findings reveal that marketing strategies using augmented reality technology can create new forms of communication and advertising, thereby generating stimuli to enhance consumer interest in a product (Feng & Mueller, 2019; Ruyter et al., 2020; Tsai et al., 2020). Previous findings are consistent with the results of this study, where the use of augmented reality virtual try-on technology makes consumers more interested in Revlon products on Shopee. The results of this study further reinforce previous research by Gabriel et al. (2023); Sustaningrum (2023); Trivedi et al. (2022); Ehab et al. (2020); Abrar (2018), which found that augmented reality has a positive and significant effect on purchase intention.

Augmented reality virtual try-on affects perceived enjoyment; in other words, if the Revlon virtual try-on feature on Shopee can present product images in a more detailed, realistic, and interactive manner, users will experience greater enjoyment. Users who find the feature enjoyable are likely to have a better shopping experience. This indicates that the enjoyment experienced while using the virtual try-on feature has a significant effect on consumer behavior and determines the effectiveness of this technology. To enhance the consumer shopping experience, the development of interactive features is crucial for companies implementing augmented reality virtual try-on. Interactive features are important for stimulating the psychological state of users, thereby encouraging them to spend more time observing products (Laimheheriwa & Kembau, 2024). Research by Pantano et al. (2017) and Kim et al. (2021) found that consumers who view detailed product images have a better experience due to the increased amount of information available about the product. The results of this study further reinforce previous findings by Saleem et al. (2022); Kowalczyk et al. (2021); and Yim et al. (2017), which showed that augmented reality has a positive and significant effect on perceived enjoyment.

Perceived enjoyment affects purchase intention; in other words, if users enjoy the experience of using the Revlon virtual try-on feature on Shopee more, their intention to purchase Revlon products on Shopee increases. This finding is consistent with Liu & Napitupulu (2020), who stated that if consumers find online shopping enjoyable, they are likely to perceive it as more beneficial and exhibit a higher purchase intention. This study further supports previous research by Maryani et al. (2023); Liu & Napitupulu (2020); and Xu et al. (2020), which found that perceived enjoyment has a positive and significant effect on purchase intention.

Perceived enjoyment can mediate the effect of augmented reality virtual try-on on purchase intention; in other words, this study demonstrates that augmented reality virtual try-on can enhance users' purchase intention for Revlon products on Shopee through improved perceived enjoyment. Consumers' purchase intention is influenced not only by the direct effect of augmented reality virtual try-on but also by the enjoyment users experience while using the feature. A pleasant virtual product try-on experience makes users more confident and assured in their decision to buy, making perceived enjoyment a crucial factor linking augmented reality virtual try-on with purchase intention. This finding further supports previous research by Gabriel et al. (2023); Do et al. (2020); Smink

et al. (2019); and Plotkina & Saurel (2019), which found that augmented reality virtual try-on has a positive and significant relationship with purchase intention through the mediation of perceived enjoyment.

CONCLUSIONS AND RECOMMENDATIONS

Based on the data analysis and discussion of the effects of each variable, it can be concluded that augmented reality virtual try-on have a positive and significant effect on purchase intention, a positive and significant effect on perceived enjoyment, and that perceived enjoyment has a positive and significant effect on purchase intention. Additionally, perceived enjoyment can positively and significantly mediate the effect of augmented reality virtual try-on on purchase intention.

This study highlights that augmented reality virtual try-on and improved perceived enjoyment are crucial factors in enhancing consumer purchase intention. Therefore, Revlon management should address any shortcomings in the virtual try-on features they use. Based on the responses from the questionnaire, it has been identified that a major shortcoming of Revlon's augmented reality marketing on Shopee is that this technology does not yet fully affect the accurate display of products across various devices and lighting conditions. Furthermore, another limitation is that the technology has not yet provided a highly enjoyable experience for users. These shortcomings in the feature may reduce the enjoyment of the user experience, which ultimately affects their purchase intention for Revlon products. Therefore, recommendations for Revlon management include ensuring that the cosmetic product colors displayed in the feature are as close as possible to the actual product colors. Additionally, Revlon management, in collaboration with Shopee, should actively provide feedback to Shopee regarding improvements to make the feature more detailed, realistic, and interactive. These enhancements are expected to make the virtual representation of Revlon products more accurate and appealing to users, thereby providing a more enjoyable experience. Ultimately, this is anticipated to increase users' purchase intention for Revlon products.

ADVANCED RESEARCH

The limitations of this study include its focus on a single city, Denpasar, which means the findings cannot be generalized to consumers in other regions. Additionally, this research was conducted within the cosmetics industry and specifically targeted women. Therefore, future research should apply this model to different industries and across various demographics to assess the effectiveness of augmented reality marketing more broadly.

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