

RINGKASAN

Industri kosmetik Indonesia mengalami perkembangan dan menunjukkan adanya persaingan ketat, terutama dalam pemasaran digital melalui *e-commerce*. Kemajuan teknologi telah mendorong inovasi dalam industri kosmetik, salah satunya penerapan teknologi interaktif berbasis *augmented reality* (AR) dan *Virtual Try On*. Wardah sebagai salah satu pelopor yang telah mengintegrasikan fitur Wardah *Virtual Try On*. Namun, faktor pendorong niat penggunaan masih perlu dikaji lebih lanjut. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kesenangan terhadap niat untuk menggunakan, baik secara langsung maupun tidak langsung melalui persepsi kegunaan dan persepsi kemudahan sebagai variabel mediasi.

Penelitian ini menggunakan pendekatan asosiatif kausal. Populasi dalam penelitian ini adalah mahasiswa di Kabupaten Banyumas yang belum pernah menggunakan dan pernah melihat cara penggunaan Wardah *Virtual Try On*. Teknik pengambilan sampel yang digunakan adalah *convenience sampling* berjumlah 143 responden. Data dikumpulkan menggunakan kuisioner berbasis skala likert lima poin dan dianalisis menggunakan metode *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Pengujian meliputi uji validitas, uji reliabilitas, *path coefficients*, *indirect effect*. Pengujian model dilakukan dua tahap, yaitu pengujian model awal dan pengujian model modifikasi, guna menyesuaikan jalur hubungan antar variabel berdasarkan realitas empiris.

Hasil penelitian menunjukkan bahwa persepsi kesenangan berpengaruh positif terhadap niat untuk menggunakan Wardah *Virtual Try On*, membuktikan di dominasi persepsi kesenangan. Temuan dalam model modifikasi menunjukkan bahwa persepsi kegunaan merupakan pendorong bagi persepsi kemudahan. Ditemukan adanya dua efek mediasi partial pada jalur hubungan antara persepsi kesenangan terhadap niat untuk menggunakan melalui persepsi kegunaan dan persepsi kemudahan. Bagi responden, persepsi kegunaan sebagai pendorong yang menurunkan hambatan penggunaan teknologi. Penelitian ini menunjukkan bahwa aspek pengalaman menyenangkan dan persepsi kemudahan penggunaan menjadi faktor utama dalam mendorong niat konsumen untuk menggunakan teknologi *Virtual Try On*.

Kata kunci : teknologi virtual, *user experience*, adopsi teknologi, *virtual try on*

SUMMARY

The Indonesian cosmetics industry is experiencing growth and intense competition, especially in digital marketing through e-commerce. Technological advances have driven innovation in the cosmetics industry, one of which is the application of interactive technology based on augmented reality (AR) and Virtual Try On. Wardah is one of the pioneers that has integrated the Wardah Virtual Try On feature. However, the factors that drive the intention to use this feature still need to be studied further. This study aims to analyze the influence of perceived enjoyment on the intention to use, both directly and indirectly through perceived usefulness and perceived ease of use as mediating variables.

This study uses a causal associative approach. The population in this study are students in Banyumas Regency who have never used and have seen how to use Wardah Virtual Try On. The sampling technique used is convenience sampling with 143 respondents. Data were collected using a five-point Likert scale questionnaire and analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The tests included validity tests, reliability tests, path coefficients, and indirect effects. Model testing was carried out in two stages, namely initial model testing and modified model testing, in order to adjust the relationship between variables based on empirical reality.

The results showed that the perception of enjoyment had a positive effect on the intention to use Wardah Virtual Try On, proving that the perception of enjoyment was dominant. Findings in the modified model showed that the perception of usefulness was a driver of the perception of ease. Two partial mediation effects were found in the relationship between the perception of enjoyment and the intention to use through the perception of usefulness and the perception of ease. For respondents, the perception of usefulness is a driver that reduces barriers to technology use. This study shows that the aspects of enjoyable experience and perceived ease of use are the main factors in driving consumers' intention to use Virtual Try On technology.

Keywords: *virtual technology, user experience, technology adoption, virtual try-on*