"Virtual Try-On and Purchase Intention: The Role of User Experience

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ABSTRACT

This study aims to analyze the effect of Maybelline's VTO on consumer purchase intention mediated by immersion, perceived enjoyment, and perceived ease of use. This study uses a quantitative approach with an online survey method to 185 respondents, namely women aged 18 years and over who have used the Maybelline VTO feature. The results of the study indicate that the interactivity and virtuality of the VTO feature have a significant effect on immersion and perceived ease of use, but not on perceived enjoyment. The mediating variables of perceived enjoyment and perceived ease of use significantly increase consumer purchase intention. This finding confirms that VTO features that are interactive, easy to use, and provide a pleasant experience can encourage purchasing decisions.

INTRODUCTION

The development of digital technology has greatly changed the way consumers interact with products and brands. One of the developments in this technology is manifested in the form of the Metaverse concept. Metaverse is a concept of a digitally connected virtual world where users will be able to interact with the environment generated or with other users in the virtual environment (Gadalla et al., 2013). The form of metaverse can be Virtual Reality (VR) and Augmented Reality (AR) (Barrera & Shah, 2023). Virtual reality places itself entirely in a virtual or digital environment, while Augmented reality combines virtual and real-world elements (Hilken et al., 2017).

Augmented reality provides more benefits in its function in the marketing field. One form of augmented reality is Virtual Try On (VTO). VTO allows consumers to try products virtually before making a purchase, providing a more interactive and closer experience than static images or text descriptions alone (Javornik, 2016). To assess and measure a virtual try on feature, it can be seen from two sides, namely virtual try on interactivity and virtuality virtual try on. Interactivity refers to the ability of VTO to allow users to interact with virtual and physical environments in real-time. While virtuality is the extent to which VTO combines virtual elements with the real world (Qin et al., 2021).

By looking at the various benefits of virtual try on in the marketing field, this will be one of the most effective ways for marketers to influence consumer behavior towards their products or brands (Poushneh and Parraga, 2017). In addition to providing a real experience, virtual try on will also be able to influence consumer intentions to buy a product if the application or feature is interesting, has many elements, and is not difficult to understand or use (Plotkina and Saurel, 2019). Purchase intention is an

important indicator in understanding consumer behavior (Kotler and Keller, 2015). In the context of VTO, purchase intention can be influenced by various factors such as immersion, perceived enjoyment, and perceived ease of use (Maryani et al., 2023).

Maybelline, as one of the world's leading cosmetic brands, especially in Indonesia, with various achievements in the cosmetics sector, especially in 2024, has adopted Virtual Try On technology to improve customer experience in online shopping. This feature allows users to try products virtually through the Maybelline application or website, providing a realistic simulation of how a particular product will look on their face. In the context of cosmetic products such as Maybelline, where appearance and fit are very important, virtual try on can provide significant added value (Plotkina and Saurel, 2019). Consumers can try various cosmetic products virtually, see how the product will look on them without having to come directly to the store.

Although there are many studies on technology adoption in various contexts, studies examining the effects of interactivity and virtuality of Virtual Try On on purchase intention in the cosmetics industry are still limited. In particular, studies examining how immersion, perceived enjoyment, and perceived ease of use mediate the relationship between Virtual Try On usage and purchase intention for Maybelline products have not been conducted. Therefore, this study aims to fill this gap by analyzing the effects of interactivity and virtuality of Virtual Try On on consumers' purchase intention, focusing on the mediating role of immersion, perceived enjoyment, and perceived ease of use and using the Maybelline virtual try on object.

LITERATURE REVIEW

The S-O-R model was originally proposed by Mehrabian and Russel (1974), to understand consumer behavioral responses, introducing a framework where external stimuli (S) influence an individual's internal state (O) leading to their behavioral response (R). In this study, the variables interactivity VTO and virtuality VTO act as stimuli (S). For the organism (O) is represented by the variables immersion, perceived enjoyment, and perceived ease of use. While for the response (R) in the form of the purchase intention variable.

The Technology Acceptance Model (TAM) theory was first introduced by Fred Davis (1986). TAM is designed to predict and explain user behavior in adopting new technology, emphasizing two main constructs, namely Perceived Usefulness and Perceived Ease of Use. These two variables contribute directly to Attitude Toward Using and Behavioral Intention to Use, which can later influence the decision to use technology. In the context of this study, TAM is used to analyze how Maybelline's Virtual Try On feature affects Purchase Intention.

Virtual try on is a technology feature that allows users or potential consumers to try a product virtually before purchasing the product (Cho and Schwarz, 2012). Virtual try on is a form of Augmented Reality (AR) technology innovation that combines objects and visual backgrounds with real ones in real time (Islam et al., 2024). In using virtual try on, users can use devices such as computers, laptops, smartphones, tablets that have cameras to try the product.

Interactivity is the degree to which users can interact directly with virtual objects (Stauer, 1992). Interactivity refers to the amount of freedom given to users to control their learning and shopping experiences through augmented reality features (Dogra et al., 2023). Meanwhile, Virtuality is the ability of a medium to display virtual elements or virtual worlds (Javornik, 2016). Virtuality here shows the level of virtual quality in the virtual try on feature by looking at how good the image or video results are in the feature, and how good the virtual try on feature is in combining virtual elements with real objects so that it can produce a level of similarity that looks real.

Purchase intention is a person's intention to buy a particular product after evaluating various alternatives (Kotler and Keller, 2015). Purchase intention is an important indicator in understanding consumer behavior, because it reflects the consumer's readiness to make a purchase that is influenced by

various factors such as promotion, price, quality, and previous experience with the product or brand (Hawkins et al., 2019).

Immersion is a subjective state in which users feel immersed or fully involved in an experience, so that the experience feels very real (Slater and Wilbur, 1997). Immersion reflects the extent to which users feel connected to the virtual environment in the Augmented Reality (AR) technology feature and how deeply the experience affects the user's feelings and interactions with the technology (Han, 2023).

Perceived enjoyment is a consumer's subjective perception or assessment of the level of pleasure or satisfaction they experience when interacting with a particular product or service (Childers et al., 2001). Such as the feeling of someone enjoying using a product, or the feeling of pleasure someone feels when enjoying a new technological feature that amazes them and makes their work easier.

Perceived ease of use is a person's perception or assessment of how easy a product and feature are to use or implement (Davis, 1989). Ease of use or implementation of a product and feature has a broader meaning, such as how easily someone uses and understands the latest technology features provided by the company, then there is no excessive effort or effort in using and implementing it, and there are no overly complicated requirements in its application.

HYPOTHESIS DEVELOPMENT

Interactivity in Virtual Try On (VTO) is related to how well users can interact with the features provided, such as selecting products, trying different variations, or adjusting certain elements in real time. When the level of interactivity is high, users feel more involved in the experience because they have control and active participation. (Balaji et al., 2011). Maryani et al, (2023) found that accurate and real-time responses from augmented reality features make consumers feel as if they are in the virtual environment (immersion). Then a study conducted by Dieck et al, (2023) found that the freedom to control the products and variations they want to try virtually makes consumers feel as if they are experiencing the sensation of trying it directly. Users feel satisfied because they are not just passive spectators, but as active participants who have full control over the experience (Zhao et al., 2020). When VTO is designed with intuitive and responsive interactive features, users can operate the features easily without difficulty. Qin et al, (2021) found that IKEA's augmented reality feature, which can adjust the placement of furniture in corners of the house, influences the user's perception of ease of use of the feature.

H1: Interactivity VTO has a positive effect on Immersion
H2: Interactivity VTO has a positive effect on Perceived Enjoyment
H3: Interactivity VTO has a positive effect on Perceived Ease of Use

Virtuality in VTO looks at the extent to which the technology or feature can create a virtual experience that is close to reality, both in terms of visuals, audio, and interactions. The higher the level of virtuality, the more realistic and detailed the experience felt by the user, so that they feel as if they are actually in the situation or environment (Dogra et al., 2023). The ability of augmented reality features to provide very clear visual results makes users feel as if they are using the product directly (Maryani et al., 2023). The virtual try on feature that creates a virtual experience that is close to reality has a positive effect on immersion (Dieck et al., 2023). In a virtual environment, consumers not only check out new products but also tend to feel joy and pleasure when trying products virtually (Jiang and Lyu, 2024). The visual results of the VTO feature that are very clear and almost real provide a pleasant and amazed feeling to its users (Plotkina and Saurel, 2019). The higher the virtuality presented by VTO, the more likely users are to feel that the feature is easy to use, because users can see and understand how the product is used or looks on them accurately and instantly (Qin et al., 2021).

H4: Virtuality VTO has a positive effect on Immersion
H5: Virtuality VTO has a positive effect on Perceived Enjoyment

H6: Virtuality VTO has a positive effect on Perceived Ease of Use

The feeling of being immersed in a virtual world and feeling it as if it were real when using the virtual try on feature of a brand or product will be able to influence user interest in purchasing the product or brand that provides the virtual try on. The immersion felt when using the virtual try on application has a positive effect on the user's purchase intention in purchasing batik tulis (Maryani et al., 2023).

H7: Immersion has a positive effect on Purchase Intention

Apart from the feeling of being immersed in a virtual world when using the virtual try on feature, consumer purchasing interest in a brand or product will arise when they feel pleasure when using technology that helps them try the product before buying it. Research conducted by Plotkina and Saurel (2019) found that the feeling of pleasure that consumers get when using an AR-based virtual try on application can influence their interest in buying clothing products. In addition, research conducted by Maryani et al, (2023) also found that enjoyment in using Augmented Reality has a positive effect on purchase intention.

H8: Perceived Enjoyment has a positive effect on Purchase Intention

The ease of using technology provided by a brand to its users so that they can try their products before buying them can influence user interest in buying the brand or product. Research conducted by Qin et al, (2021) found that the ease felt by users in trying products using the virtual try on application for household furniture has a positive effect on their attitudes and interest in purchasing the product. Then, research conducted by Plotkina and Saurel (2019) also found that the perception of ease in using the mobile virtual try on application has a positive effect on purchase intention.

H9: Perceived Ease of Use has a positive effect on Purchase Intention

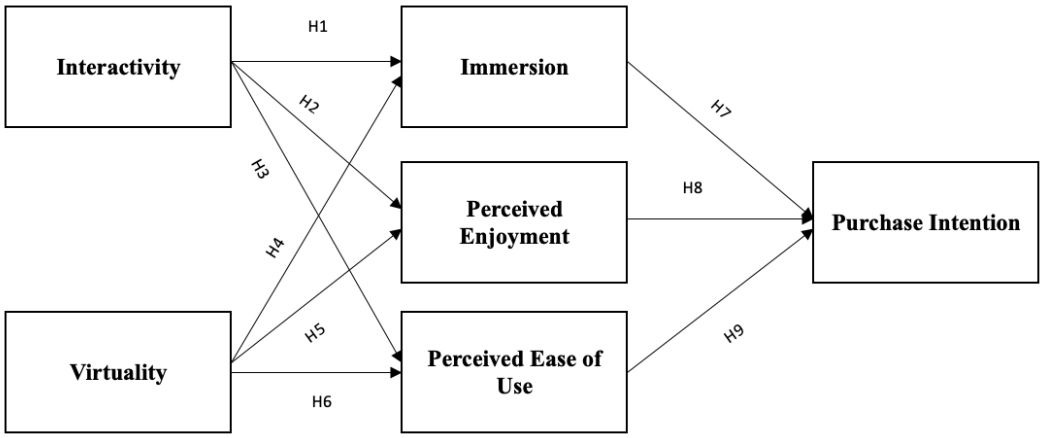

Figure 1. Research Model

Source: Data Processed by Researchers (2025)

RESEARCH METHOD

The research approach used in this study is a quantitative approach. According to Zikmund et al, (2013), a quantitative approach is one of the methods in research that uses statistical data analysis to examine certain samples and test research hypotheses. This method focuses on testing several hypotheses and proving existing hypotheses. The relationship between the independent variables of VTO interactivity and VTO virtuality, as well as the dependent variables of immersion, perceived enjoyment, perceived ease of use, and purchase intention is proven by this quantitative approach.

The population in this study were cosmetic users in Indonesia who had used the virtual try on Maybelline feature. The sampling technique used in this study was non-probability sampling. This study used one type of non-probability sampling, namely purposive sampling. Purposive sampling is a non-probability sampling that has certain criteria and characteristics for its sample (Cooper & Schindler, 2014).

The criteria or characteristics of the sample in this study were: (1) Cosmetic users, (2) Women aged 18 years and over, and (3) Have tried the virtual try on Maybelline feature. There were 185 samples used in this study.

The type of data used in this study is primary data. Primary data is in the form of a questionnaire distributed to respondents who meet the criteria determined in this study. The questionnaire contains several questions filled in by the respondents. The data collection method used in this study is self-administered questionnaires in the form of an internet survey. The survey questionnaire in this study was distributed online to respondents who met the criteria for this study's sample.

The indicators in this study were measured using a Likert scale of 1-5. In this study, Interactivity refers to the ability of the virtual try on feature to allow users to control the feature and interact with the virtual and physical environment in real-time. Virtuality is the extent to which the VTO feature combines virtual elements with the real world that can provide a real experience for users. Immersion refers to the degree to which users feel as if they are actually trying the product in real life. Perceived enjoyment refers to the response or pleasant feeling when using the Maybelline VTO feature. Perceived ease of use refers to the level of ease felt by users when using the Maybelline VTO feature.

The analysis technique used in this study is PLS-SEM (Partial Least Square-Structural Equation Modeling) to analyze the relationship between the independent variables of interactivity and virtuality VTO with the dependent variables of immersion, perceived enjoyment, perceived ease of use, and purchase intention. Researchers use SEM in this study because there is a fairly complex conceptual model with several mediating variables. So it can be used to analyze the relationship of these variables.

RESULTS AND DISCUSSION

The data in table 1 were obtained from an online survey questionnaire completed by 185 respondents.

Table 1. Respondent Characteristics

Description		Respondent	Percentage
Age	18-25 Years	92	49,7%
	26-35 Years	69	37,3%
	35-45 Years	20	10,8%
	>45 Years	4	2,2%
Education	High School Equivalent	79	42,7%
	Diploma I,II,III	4	2,2%
	Bachelor (S1)/Diploma IV	91	49,2%
	Magister (S2)	11	5,9%
Occupation	Student	55	29,7%
	Civil Servants	14	7,7%
	BUMN/BUMD Empolyee	23	12,4%
	Housewife	18	9,7%
	Entrepreneur	22	11,9%
	Private Sector Employee	40	21,6%
	Freelance	13	7%
Income	<Rp 1.500.000	39	21,1%
	>Rp 1.500.000 - Rp 3.000.000	55	29,7%
	>Rp 3.000.000 - Rp 4.500.000	52	28,1%
	>Rp 4.500.000 - Rp 6.000.000	29	15,1%
	>Rp 6.000.000	11	6%

Source: Data Processed by Researchers (2025)

The data in Table 1 shows the characteristics of all respondents in this study. The majority of respondents based on age are those aged 18-25 years as many as 92 respondents or around 49,7% of all respondents. This shows that users of the virtual try on feature are dominated by those who are still young. When viewed based on their last level of education, the majority of respondents or it can be said that those who have tried the Maybelline virtual try on feature are those who have a Bachelor's or Diploma IV education, as many as 91 respondents. Meanwhile, when viewed based on occupation, the majority of respondents are still students or college students as many as 29,7% or there are 55 respondents. Then when viewed based on monthly income, the majority of respondents in this study have a monthly income of around >Rp1.500.000 - Rp3.000.000.

Table 2. Validity dan Reliability Test Results

Variable Indicator	Loading Factor	AVE	Cronbach's
I feel like I have full control when using Maybelline VTO (IT1)	0,817	0,694	0,781
I can freely choose all the products I want to try on the Maybelline VTO feature (IT2)	0,834		
The Maybelline VTO feature responds quickly to my input or commands (IT3)	0,898		
Maybelline's VTO feature provides very clear visual results (VT1)	0,882	0,723	0,808
I feel like I'm wearing real makeup when using Maybelline's VTO feature (VT2)	0,942		
The visual results of the VTO feature help me to visualize the product (VT3)	0,942		
When using VTO Maybelline I can choose the products I want to see like in the outlet (IM1)	0,778	0,857	0,917
When using VTO Maybelline I can choose the products I want to try directly like in the outlet (IM2)	0,852		
I feel like I'm wearing real makeup when trying makeup products on the VTO Maybelline feature (IM3)	0,865		
I enjoy trying products on Maybelline's VTO feature (PE1)	0,816	0,724	0,808
When using Maybelline's VTO feature I don't realize that I have spent a lot of time (PE2)	0,834		
I feel like I have a pleasant experience when using the VTO feature (PE3)	0,900		
I find the Maybelline VTO feature easy to understand (PEU1)	0,887	0,673	0,760
I find it easy to try the products on the Maybelline VTO (PEU2)	0,942		
I feel like I don't need any extra effort when trying to use the Maybelline VTO feature (PEU3)	0,947		
I am considering buying Maybelline products (PI1)	0,767	0,852	0,912
The experience of using Maybelline's VTO feature increases my intention to buy Maybelline products (PI2)	0,843		
If I am going to buy makeup, I am more likely to buy Maybelline products (PI3)	0,848		

Source: Data processed with SmartPLS4 (2025)

Based on the Table 2, it can be seen that all indicators get an outer loading value >0,70. So it can be said that in this stage of the validity test, all indicators are valid. The AVE value shows how much diversity of manifest variables can be owned by other constructs. In this test, the construct variable can be said to be valid if it gets an AVE value >0,50 (Hair et al., 2014). As can be seen in Table 2, all variables used in this study obtained an AVE value >0,07 so they can be said to be valid. To see how reliable it can be seen based on the numbers obtained in Cronbach's Alpha. In Table 2 it can be seen that all variables used obtained a Cronbach's value of more than 0,70, so it can be said to have a good level of reliability.

After passing all the outer model tests to determine the validity and reliability of the indicators, the next step is to test the structural model or inner model. In this test model, a bootstrapping test is used to see the results of the model fit test through the R-Square value, then a path coefficient estimation test is carried out to see whether or not there is an influence of exogenous variables on endogenous variables. The following are the results of bootstrapping.

Table 3. R-Square Test

Endogen variable	R-Square
Immersion	0,734
Perceived Enjoyment	0,027
Perceived Ease of Use	0,016
Purchase Intention	0,741

Source: Data processed with SmartPLS4 (2025)

Based on Table 3, it can be seen that the R-Square value of the immersion variable is 0.734 or equal to 73.4%. This shows that the exogenous variables (interactivity and virtuality) in the model are able to explain 73.4% of the variation in the immersion variable. This value is considered strong, because it is close to 1. This means that the model has good predictive ability in explaining the Immersion variable. Then the R-Square value for the perceived enjoyment variable is 0.027 or equal to 2.7%. This shows that the exogenous variables in the model are only able to explain 2.7% of the variation in the perceived ease of use variable. This value is very low, indicating that the model has weak predictive ability for this variable. Most of the variation in this variable is explained by other factors outside the model.

The perceived ease of use variable obtained an R-Square value of 0.016 or 1.6%. This shows that exogenous variables are only able to explain 1.6% of the variation in the perceived enjoyment variable. This value is also very low, which means that the model is not effective in predicting this variable. The majority of variations in perceived enjoyment are influenced by factors outside the model. Meanwhile, the purchase intention variable obtained an R-Square value of 0.741 or 74.1%. This shows that the exogenous variables in the model are able to explain 74.1% of the variation in the purchase intention variable. This value is quite strong, indicating that the model has good predictive ability in explaining the purchase intention variable.

Hypothesis 1 is that interactivity has a significant effect on immersion. The results of Table 4 show a t-statistic value of 6.671 and a P value of 0.000. These results show that the t statistic is more than 1.96 and the P value is less than 0.05. So it can be concluded that interactivity has a significant effect on immersion. Therefore, hypothesis 1 is accepted. The results of this study obtained the same findings as several previous studies. Balaji et al, (2011), found that when the level of interactivity is high, users feel more involved in the experience because they have control and active participation. Then, research conducted by Maryani et al, (2023) found that accurate and real-time responses from augmented reality features make consumers feel as if they are in the virtual environment (immersion). The freedom to control the products and variations they want to try virtually makes consumers or users feel as if they are experiencing the sensation of trying it directly (Dieck et al., 2023). This shows that when an augmented reality feature has an interactive nature that can give users the freedom to interact with the feature, such

as choosing the product they want to try, and providing a quick response to user input or commands, it can make users feel as if they are in the virtual environment.

Hypothesis 2, namely interactivity has a significant effect on perceived enjoyment. The results of Table 4 show a t-statistic value of 1.697 and a P Value of 0.090. These results show that the t statistic is less than 1.96 and the P Value is more than 0.05. It can be concluded that the effect of interactivity on perceived enjoyment is not significant. Therefore, hypothesis 2 is rejected. The findings of this study differ from the findings of previous studies, which found that creative freedom in augmented reality features gives an interesting impression to users (Ivanov et al., 2023). Although the interactivity feature in VTO technology is designed to provide a fun interactive experience, the results of the study show that this interactivity has not been able to significantly increase perceived enjoyment. This can be influenced by many things, consumers currently have high expectations for virtual technology, especially with the advancement of AR/VR technology. If the interactivity offered is still considered simple, this will reduce their perception of enjoyment (Chaudry et al., 2023).

Hypothesis 3 is that interactivity has a significant effect on perceived ease of use. The results of Table 4 show a t-statistic value of 2.312 and a P Value of 0.021. These results show that the t statistic is more than 1.96 and the P Value is less than 0.05. It can be concluded that interactivity has a significant effect on perceived ease of use. Thus, hypothesis 3 is accepted. Research conducted by Plotkina and Saurel (2019) found that when VTO is designed with intuitive and responsive interactive features, users can operate the features easily without difficulty. In addition, the full control given to users makes it easier for them to adjust to what they need (Qin et al., 2021). Interactive features give users the freedom to explore technology according to their preferences. This creates the perception that technology is easy to operate. In addition, the fast response from Maybelline's VTO can reduce waiting time and confusion, so that users find it easier to understand how the feature works.

Table 4. Patch Coefficient

Hypothesis	T Statistics	P Value	Decision
Interactivity -> Immersion (H1)	6,671	0,000	Accepted
Interactivity -> Perceived Enjoyment (H2)	1,697	0,090	Rejected
Interactivity -> Perceived Ease of Use (H3)	2,312	0,021	Accepted
Virtuality -> Immersion (H4)	3,291	0,001	Accepted
Virtuality -> Perceived Enjoyment (H5)	0,876	0,381	Rejected
Virtuality -> Perceived Ease of Use (H6)	2,162	0,031	Accepted
Immersion -> Purchase Intention (H7)	1,105	0,269	Rejected
Perceived Enjoyment -> Purchase Intention (H8)	6,490	0,000	Accepted
Perceived Ease of Use -> Purchase Intention (H9)	3,924	0,000	Accepted

Source: Data processed with SmartPLS4 (2025)

Hypothesis 4 is that virtuality has a significant effect on immersion. The results in Table 4 show a t-statistic value of 3.291 and a P Value of 0.001. These results show that the t statistic is more than 1.96 and the P Value is less than 0.05. So it can be concluded that virtuality has a significant effect on immersion. Therefore, hypothesis 4 is accepted. Dogra et al, (2023) also found that high virtuality was found to be able to increase immersion because it presents a realistic and enjoyable experience for users, so they feel more involved with the technology. The more realistic the virtual elements displayed (eg, appropriate colours, textures, or movements), the more likely users are to feel immersed in the experience. Good virtuality technology can seamlessly integrate virtual elements with the real world, creating the feeling that users are actually in the virtual experience. When virtual elements are able to respond to user movements or interactions in real-time, users feel more connected and involved, thus increasing the level of immersion.

Hypothesis 5 is that virtuality has a significant effect on perceived enjoyment. The results of Table 4 show a t-statistic value of 0.876 and a P Value of 0.381. These results show that the t-statistic is less than 1.96 and the P Value is more than 0.05. It can be concluded that the effect of virtuality on perceived enjoyment is not significant. Therefore, hypothesis 5 is rejected. The virtuality technology used in Maybelline's VTO may not have fully provided a pleasant experience to users, so this hypothesis is rejected. The virtual visualization used in VTO technology may not be completely realistic, such as the colour of the product that looks different from the original or the overlay effect is less natural. In addition, the use of VTO technology depends on consumer devices such as camera quality and internet connection. If the device does not support it, the virtual experience felt may not be optimal, so that the pleasure is reduced (Wahyudin and Aksari, 2024).

Hypothesis 6 is that virtuality has a significant effect on perceived ease of use. The results of Table 4 show a t-statistic value of 2.162 and a P Value of 0.031. These results show that the t statistic is more than 1.96 and the P Value is less than 0.05. It can be concluded that virtuality has a significant effect on perceived ease of use. Thus, hypothesis 6 is accepted. Qin et al, (2021) found that virtuality has a positive effect on perceived ease of use because accurate virtual elements make it easier for users to understand how the technology works and reduce barriers to its use. Technology with a high level of virtuality tends to provide a more intuitive experience, which contributes to the perception that the technology is easy to use (Dogre et al., 2023). Maybelline's VTO has realistic and accurate virtual elements that help users more easily understand how the product or feature works, thereby increasing the perception of ease of use.

Hypothesis 7 is that immersion has a significant effect on purchase intention. The results in Table 4 show a t statistic value of 1.105 and a P Value of 0.269. These results show that the t statistic is less than 1.96 and the P Value is more than 0.05. It can be concluded that the effect of immersion on purchase intention is not significant. Therefore, hypothesis 7 is rejected. Immersion or deep experience felt by users does not have a significant effect on purchase intention in this study. Although users feel carried away by the experience of trying a product virtually, this does not always mean that they will have the intention to buy the product. Some consumers may also not fully believe that the results displayed through Virtual Try On technology will be in accordance with reality, so the immersion felt is not enough to encourage purchase intention (Putri and Syah, 2024).

Hypothesis 8 is that perceived enjoyment has a significant effect on purchase intention. The results in Table 4 show a t-statistic value of 6.490 and a P Value of 0.000. So it can be concluded that perceived enjoyment has a significant effect on purchase intention. Thus, hypothesis 8 is accepted. Plotkina and Saurel (2019) found that the feeling of pleasure that consumers get when using an AR-based virtual try-on application can affect their interest in buying clothing products. Maryani et al, (2023) also found that enjoyment in using Augmented Reality has a positive effect on purchase intention. It can be indicated that when users enjoy the experience of using the Maybelline VTO feature, the positive emotions they feel can encourage them to decide to purchase Maybelline products. Feelings of pleasure can also create an emotional connection between users and products. When users feel happy trying products virtually, they are more likely to buy.

Hypothesis 9, namely perceived ease of use has a significant effect on purchase intention. The results in Table 4 show a t statistic value of 3.924 and a P Value of 0.000. These results show that the t statistic is more than 1.96 and the P Value is less than 0.05. So it can be concluded that perceived ease of use has a significant effect on purchase intention. Therefore, hypothesis 9 is accepted. Qin et al, (2021) also found that the ease felt by users in trying products using the virtual try on application has a positive effect on their attitudes and intentions in making purchases of the product. When users feel that the VTO feature is easy to use, they will not hesitate to continue with the purchasing process. Low technical barriers increase confidence in using technology to purchase products. Ease of use increases positive perceptions of technology, which can strengthen consumers' intentions to purchase products through this feature.

Because the easy-to-use VTO feature can allow users to complete the shopping process quickly, thereby increasing their chances of purchasing the product.

CONCLUSION

This study aims to analyze the effect of Maybelline's Virtual Try On (VTO) on consumer purchase intention by considering the mediating role of immersion, perceived enjoyment, and perceived ease of use variables. Based on the results of data analysis using the SEM-PLS analysis technique, it can be concluded that the higher the level of interactivity felt by users when using the VTO feature, the deeper the user's experience of the feature and the higher the perception of ease of use of the feature. However, interactivity does not have a significant effect on perceived enjoyment, indicating that user enjoyment is more influenced by factors other than interactivity. In addition, the visual quality and the ability of the VTO feature to create a realistic experience can increase user engagement and make it easier to use the feature, although it does not directly affect the feeling of pleasure felt by users. The deep involvement that users feel when using VTO does not directly increase their intention to purchase the product. Other factors, such as product attributes or marketing strategies, may have a greater influence on purchasing decisions. However, the feeling of pleasure and satisfaction when using the VTO feature encourages users to have the intention to purchase the product. This emphasizes the importance of the entertainment element in digital marketing technology. In addition, the ease of use of VTO features can motivate users to consider purchasing the product. The ease of use of this technology increases user trust and comfort.

This study contributes to the development of digital marketing theory, especially in the context of the use of Augmented Reality technology in the form of Virtual Try On. In addition, this study supports previous literature that emphasizes the importance of entertainment elements and ease of use of technology in building consumer engagement. Practically, the results of this study provide insight for cosmetic companies such as Maybelline and the like to optimize the implementation of the Virtual Try On feature. To increase purchase intention, companies need to ensure that the VTO feature provides a fun and easy-to-use experience for consumers. This step can involve improving the user interface (UI) to be more intuitive, adding interesting interactive features, and reducing technical barriers such as the accuracy of visual results.

This study has several limitations that need to be considered, such as data collection was conducted through an online survey rather than an experiment, which can cause social bias and lack of depth in interpreting user experiences. In addition, this study only focuses on one brand, so it can limit the application of these findings to other brands with possibly different VTO feature characteristics. For further research, it is recommended to conduct an experimental design to compare the influence of brands that implement VTO features and those that do not use them to see their influence on a person's purchase intention. Further research can also examine the influence of VTO on the purchase intention of other types of products such as fashion or home decorations or accessories.

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