

# The Influence of Social Media Influencers and Augmented Reality Virtual Try-On on Purchase Intention

Ery Adelia Puspita Sari <sup>\*1</sup>, Ajeng Aquinia <sup>2</sup>

<sup>\*1,2</sup> Universitas Stikubank, Semarang, Indonesia

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### Email Correspondence:

[eryadeliapuspitasari@mhs.unisbank.ac.id](mailto:eryadeliapuspitasari@mhs.unisbank.ac.id)

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## ABSTRACT

This study aims to analyze the Influence of Social Media Influencers and Augmented Reality Virtual Try-On on Consumer Purchase Intention towards L'Oréal lipstick products in the city of Semarang. The Social Media Influencer used in this study is Cinta Laura who has a positive image and high relevance to the target market. Augmented Reality Virtual Try-On technology is used to provide an interactive experience in trying products virtually. This study uses a quantitative approach with a survey method through a questionnaire distributed to 100 respondents who are social media users and have seen or tried the Augmented Reality Virtual Try-On. The data analysis technique used is multiple linear regression. The results show that Social Media Influencers and Augmented Reality Virtual Try-On have a positive and significant influence on Purchase Intention. The findings show that the credibility of influencers and the ease of use of the Augmented Reality Virtual Try-On feature play an important role in driving consumer purchasing decisions. Companies are advised to continue to develop digital marketing strategies through collaboration with influencers and interactive marketing technology innovation.

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## INTRODUCTION

The presence of the internet, social media, and technological tools that rely on artificial intelligence have not only changed the way companies communicate with customers but also influenced the way customers act and make choices. Activities that previously required face-to-face interactions such as meetings, education, and shopping are done online. Evaluation of technology has not only changed social behavior, but also changed consumption patterns and decision-making processes (Lahtinen et al., 2023). The relationship between companies and consumers has become more interactive and involved, causing consumers to play a more significant role in shaping their preferences and decisions. As a result, businesses need to increase their ability to adapt to changes, desires and tendencies of consumers, who are becoming more critical and knowledgeable (Kotler & Keller, 2016).

Social media, a prominent information technology application, functions as an alternative medium for digital interaction. In the future, social media will evolve by promising to create a more immersive experience for virtual interactions. As technology advances, the relevance of the metaverse will continue to grow, offering users an increasingly authentic way to engage through social media. This evaluation will directly affect the business landscape, which is already closely tied to digital technology, socializing in virtual spaces will increasingly feel like real life (Abdillah, 2022). As consumers spend more time on social media, many organizations are starting to shift their focus to marketing through Social Media Influencers. Many entities decide to partner with influencers because of their large following and specific expertise in a particular area (Lee et al., 2023). Nearly 44% of Generation Z have had their purchasing decisions influenced by recommendations from Social Media Influencers and 70% of this generation follow at least one influencer on platforms such as Tiktok, Instagram, or Youtube (Unger et al., 2020). Not only Social Media Influencers, the increase in visual interaction technology has also ushered in new

possibilities to foster a more persuasive shopping experience. (Ngo et al., 2025) found that incorporating Augmented Reality in marketing not only makes the user experience better, but can also influence people's desire to buy, more exciting and enjoyable shopping can increase Purchase Intention.

According to research conducted by Trianasari et al., (2023) found that Social Media Influencers have a positive influence on Purchase Intention. Researchers say that personal characteristics and emotional connections built by Influencers can increase consumer trust in a product. research conducted by (Salma Dhianita & Popy Rufaidah, 2024), shows that trust in Augmented Reality Virtual Try-On has a positive impact on Purchase Intention to buy in online shopping, with the experience of use increasing this effect. Likewise, research on the use of Virtual Try-On encourages a positive attitude towards the technology, which in turn affects Purchase Intention.

The cosmetics industry in Indonesia is experiencing quite rapid growth, cosmetic companies are facing increasingly tight competition with the entry of foreign brands into the Indonesian cosmetics market. However, local brands still dominate the market share, marked by the existence of local brands that are more responsive to consumer desires, both in terms of price, cultural approach, and more personal communication methods. This situation has resulted in a number of studies focusing more attention on local brands that are considered to have a closer emotional relationship with consumers. However, several international brands continue to exist in the domestic market and show solid performance, one of which is seen from the achievement of the (Top Brand Award, 2025) in the lipstick category. This study specifically explores the influence of Social Media Influencers and Augmented Reality Virtual Try-On on consumer purchase intentions for L'Oreal lipstick products in Semarang City.

## LITERATURE REVIEW

### *Social Media Influencer*

Social Media Influencers are individuals on social platforms who create communities with various content on knowledge and expertise, especially in the beauty, health, sports, and lifestyle sectors (Dhingra et al., 2024). Social Media Influencers are people who have built significant footprints on various media channels and have the power to shape the beliefs, perceptions, and actions of their followers through the content they produce (Zhou et al., 2021)). Influencers are online users who have social media profiles and actively share and promote messages or content to other internet users to amplify the message or content (Arianto & Risdwiyanto, 2021).

Influencers come from various fields, such as celebrities, politicians, prominent individuals, business owners, and many more. Influencers who gain popularity play an important role in marketing products. they are a powerful advertising approach because of their ability to build substantial trust with their followers. Influencers can be divided into three main types depending on the number of followers and their level of influence: Nano Influencers, Micro Influencers, Macro Influencers, and Mega Influencers (Handayani, 2023).

Lee et al., (2023) research suggests that companies need to carefully evaluate factors such as knowledge, authenticity, similar attitudes, physical and social attractiveness, and reliability, so as to increase the likelihood of a beneficial effect on Purchase Intention. Indicator related to influencers on social media are belived to be able to describe the extent to which an influencer can influence the audience, expecially in terms of promotion goods on social platform. The combination of personal traits and professional influencers is a crusial element in driving consumer shopping intention. According to (Alvhyona & Lidia, 2021) Social Media Influencers can be measured through four indicators, namely: *Visibility, Credibility, Attraction, and Expertise*.

### *Augmented Reality Virtual Try-On*

Augmented Reality is a mechanism that displays digital representations of various items, such as images, text, audio, and integrates them into the user's device, individuals can observe the real world mixed with virtual visuals that do not exist in the actual environment (Sustaningrum, 2023). Virtual Try-On is an augmented reality feature, users can experience beauty items in a virtual environment through electronic devices, including smartphones or computers. This innovation visualizes how various items such as lipstick, powder, or mascara appear on their faces without having to apply them physically (Reality, 2023).

Augmented Reality Virtual Try-On to visualize products on themselves in a real context, which helps reduce uncertainty in decision making and increases trust in products (Zhou et al., 2021). Augmented Reality Virtual Try-On allows consumers to visualize cosmetic products on themselves in real-time, which increases brand trust and purchase intention (Salma Dhianita & Popy Rufaidah, 2024). Factors that influence Augmented Reality Virtual Try-On are, the quality of technology that runs smoothly providing accurate visual results (Content quality) and consumer involvement in pleasing consumers trying products virtually (Service Quality). If the product is tried virtually and looks suitable and in accordance with consumer preferences, it can increase Purchase Intention (Salma Dhianita & Popy Rufaidah, 2024).

Augmented Reality Indicators are believed to be able to describe the quality of virtual experiences felt by consumers in the process of trying products digitally. The Augmented Reality Virtual Try-On feature allows consumers to feel involved, clear visualization, and the suitability of the product's appearance to their characteristics. The combination of comfort, realism of appearance, and confidence when using this feature is an important element in building a positive perception of products offered digitally. According to (Hwangbo et al., 2020) and (Gabriel et al., 2023) Augmented Reality Virtual Try-On can be measured through four indicators, namely: *Confident in Shade*, *Self-Congruity*, *Vividness*, and *Involvement*.

### *Purchase Intention*

Purchase Intention is a consumer's desire to buy a product after going through an evaluation process of the benefits offered. Purchase Intention reflects a person's psychological tendency to respond to a particular product, as well as plans or desires to make future purchases of the product (Kotler & Keller, 2016). Purchase Intention refers to a person's tendency to buy a product or service that is influenced by various decision-making factors. Purchase intention refers to how much a person or consumer wants to buy a particular product, which is based on the assessment of attitudes, views, and interests towards the product. Purchase intention is considered a strong sign in predicting actual consumer behavior, especially in competitive situations between brands (Sekaran & Bougie, 2016).

Purchase Intention according to Musfira & Astuti, (2024) is the motivation of consumers or buyers to obtain an item or use the service offered. Before making a purchase, consumers tend to look at product reviews or recommendations from friends, which encourages their interest in using and buying. Indicates that factors such as ease of use, perceived benefits, structural assurance, and social influence have a positive impact on Purchase Intention, although social proximity does not show the same impact.

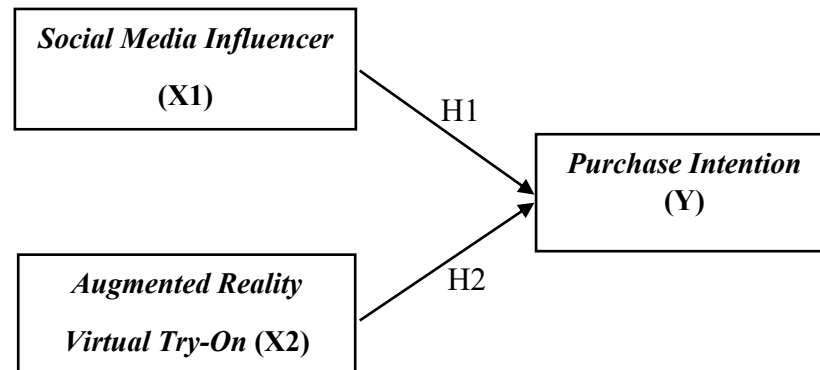
According to Fenanda et al., (2024) Purchase Intention can be measured through four main indicators, namely:

- a) Transactional Intention: The tendency of individuals to continue to repurchase good that they have used before.
- b) Referential Intention: The tendency of someone to recommend a product that they have purchased so that others are also interested in obtaining permission based on their experience in consuming it.

- c) Preferential Intention: This Intention describes the behavior of someone who always has a primary choice of products from those they have consumed. This preference can only change if there is something that affects the chose product.
- d) Exploratory Intention: This Intention describes the behavior of individuals who always seek information about the products they observe and want to find information that supports the positive characteristics of the goods they will buy.

#### *Hypothesis Development*

Based on the research results mentioned above, the following conceptual framework was produced:



**Figure 1. Conceptual framework**

Within this framework, the formulation of hypotheses can be done:

#### *The Influence of Social Media Influencers on Purchase Intention*

Social Media Influencers are people who have a clear impact on social platforms thanks to their large following, regular content, and high interaction with followers, thus being able to influence purchasing choices (Iqbal Mukhlis, 2023). Influencers are individuals on social media platforms who have gained recognition and built a large follower base. Their followers show a high level of engagement with the material they distribute on social media, influencer posts are often a source of useful and interesting information for their followers (Trianasari et al., 2023). They share certain types of content, such as food, travel, fitness, or fashion on platforms such as Tiktok, Facebook, YouTube, Instagram. Influencers can answer audience questions directly, which helps trust-based relationships to increase audience intention to buy products (Dhingra et al., 2024). The use of Social Media Influencer strategies can increase Purchase Intention in customers

The results of research conducted by (Lee et al., 2023) and (Al-Sous et al., 2023) found that Social Media Influencers have a positive effect on Purchase Intention, so they play a major role in attracting consumer attention, especially in the beauty industry which is very much needed. Social Media Influencers have been proven to be able to attract consumer attention and drive Purchase Intention, especially in the beauty industry. Therefore, the following hypothesis is proposed:

H<sub>1</sub>: Social Media Influencers have a positive effect on Purchase Intention

#### *The Influence of Augmented Reality Virtual Try-On on Purchase Intention*

Augmented Reality Virtual Try-On is an innovation that allows individuals to estimate how an item will look on them before purchasing, using Augmented Reality technology to provide the experience of trying on items digitally, such as clothing or makeup (Reality, 2023). Augmented Reality is a mechanism that displays digital representations of various items, such as images, text, audio, and

integrates them into the user's device, individuals can observe the real world mixed with virtual visuals that do not exist in the actual environment (Sustaningrum, 2023).

The same results as the research of Laimeheriwa & Kembau, (2024), Park & Kim, (2023) and Fenanda et al., (2024) stated that Augmented Reality Virtual Try-On has a direct significant and positive effect on Purchase Intention. The analysis above emphasizes that the comfort and satisfaction of Augmented Reality Virtual Try-On increases consumer Purchase Intention. Augmented Reality Virtual Try-On reduces uncertainty and increases confidence in purchasing, so it can encourage consumer Purchase Intention. Therefore, the hypothesis proposed is as follows:

H<sub>2</sub>: Augmented Reality Virtual Try-On has a positive effect on Purchase Intention

## RESEARCH METHODS

This study uses a quantitative approach. The population in this study is the community in the city of Semarang. For this study, purposive sampling is the method chosen to select participants, purposive sampling is a type of nonprobability sampling, which is useful when researchers cannot reach everyone in the population directly (Creswell, 2018). The criteria in this study, respondents must be at least 17 years old, respondents must have some experience with Social Media Influencers, because the main purpose of this study is to explore how these influencers influence Purchase Intention. In addition, only people who have known and used L'Oréal products are included. In this study, the sample size was calculated using the Rao Purba formula, the total sample to be studied was 100 respondents, which was considered to represent the study population. Measurement of variables using a Likert scale.

### *Respondent Characteristics*

The research population involved L'Oréal lipstick consumers in the city of Semarang, as many as 100 people from this population were selected as research samples. This questionnaire was directed to people in the city of Semarang who know and use L'Oréal lipstick products. so, in the respondent data it is explained as follows:

**Table 1. Respondent Characteristics**

Category	Description	Frequency	Presentation (%)
Gender	Male	2	2%
	Female	98	98%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Age	17-20 Years	9	9%
	21-30 Years	62	62%
	31-40 Years	26	26%
	> 40 Years	3	3%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Education	Elementary school	-	-
	Junior high school	-	-
	High school	60	60%
	Undergraduate	37	37%
	Postgraduate	3	3%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Income/ month	< 1.000.000	32	32%
	1.000.000 - 3.000.000	48	48%
	5.000.000 - 10.000.000	15	15%
	> 10.000.000	5	5%
	<b>Total</b>	<b>100</b>	<b>100%</b>
	Student	-	-
	College Student	53	53%
	Private Student	16	16%

Occupation	Self-employee	10	10%
	PNS	7	7%
	Employee	13	13 %
	Housewife	1	1%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Social Media Frequently Used	Instagram	27	27%
	Tiktok	67	67%
	YouTube	-	-
	X	3	3%
	Facebook	2	2%
	Instagram, Tiktok, Facebook	1	1
	<b>Total</b>	<b>100</b>	<b>100%</b>
Sosial Media Usage per day	1 Hour	9	9%
	2-3 Hour	25	25%
	4-5 Hour	44	44%
	6-7 Hour	12	12%
	> 7 Hour	10	10%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Purchase Product Throught	E-commerce (Shopee, Tokopedia, Tiktok, dll)	82	82%
	Cosmetic Store (Sociolla Store, Watsons, Guardian, dll)	15	15%
	L'Oréal official outlet	3	3%
	<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: Data processed, 2025*

The results of the questionnaire involving 100 respondents, knowing and using L'Oréal lipstick products in the city of Semarang, the majority of female respondents were 98%, most of them were in the age range of 21-30 years (62%), the highest level of education was high school graduates (60%) and S-1 graduates (37%), monthly income of IDR 1,000,000 - 3,000,000 (48%) and income below IDR 1,000,000 (32%). Regarding the respondent's occupation, they were students (53%), and private employees (16%), the most frequently used social media platforms were Tiktok (67%) and Instagram (27%) with activity in one day on social media 4 - 5 hours (44%), the high level of social media involvement among consumers today. When purchasing L'Oréal products, consumers buy more on e-commerce such as Shopee, Tokopedia, and Tiktok shop with a percentage of 82%, 15% buy at the nearest cosmetic store such as Sociolla Store, Watsons or Guardian.

## RESULT AND DISCUSSION

### *Validity Test and Reliability Test*

Validity test is conducted to decide to what extent the research instrument is able to measure what should be measured. Validity test in this study uses Kaiser-Meyer-Oklin Measure of Sampling Adequacy (KMO MSA) analysis, KMO score > 0.5 sample is considered adequate then the item is valid and validity measurement can be continued (Ghozali, 2018).

Reliability test to measure the consistency of an instrument in measuring the construct being studied, testing the extent to which the measuring instrument produces consistent results used at different times or opportunities. Reliability test in this study was conducted using the Cronbach's Alpha method, reliable instrument Cronbach's Alpha value > 0.70 (Ghozali, 2018).

**Table 2. Validity and Reliability Test Result**

<b>Variables</b>	<b>KMO</b> <b>0,5</b>	<b>&gt;</b> <b>Items</b>	<b>Matrix</b> <b>Component</b> <b>Values</b>	<b>Cronbach's</b> <b>Alpha</b>
<i>Social Media Influencer</i>	0.737	X1.1	0,741	0,729
		X1.2	0,688	
		X1.3	0,753	
		X1.4	0,798	
<i>Augmented Reality</i> <i>Virtual Try-On</i>	0.653	X2.1	0,790	0,777
		X2.2	0,892	
		X2.3	0,816	
<i>Purchase Intention</i>	0,813	Y1.1	0,868	0,848

*Source: Data processed, 2025*

The validity test results of the Social Media Influencer variable have a KMO value of 0.737, the Augmented Reality Virtual Try-On variable has a KMO value of 0.653, the Purchase Intention variable has a KMO value of 0.813 and each variable item has a loading factor value (component matrix) greater than 0.4. Thus, the validity test results can be concluded that all explanatory factors in the Social Media Influencer, Augmented Reality Try-On, and Purchase Intention variable items are valid.

The reliability test results of the Social Media Influencer variable have a Cronbach's Alpha value of 0.729, which means it is greater than the minimum standard of 0.70. The results show that the measurement instrument for the Social Media Influencer variable meets the reliable criteria and can be trusted to measure respondents' perceptions of influencers on social media. The Augmented Reality Virtual Try-On variable shows a Cronbach's Alpha value of 0.777, also exceeding the minimum limit of 0.70. The results found that the indicators in the Augmented Reality Virtual Try-On variable have a high internal influence and are suitable for use as a measuring tool in research. The Purchase Intention variable has a Cronbach's Alpha value of 0.848, which is the highest value among the three variables. This result indicates that all question items in this variable are reliable in measuring Purchase Intention. The results of the reliability test of the Social Media Influencer, Augmented Reality Try-On, and Purchase Intention variables in this study have a Cronbach's Alpha value above 0.70. Thus, all instruments used in this study are said to be reliable.

#### *Summary of Multiple Linear Regression Test Results*

The results of the multiple linear regression test of the independent variables, Social Media Influencer (X1) and Augmented Reality Virtual Try-On (X2) have a critical impact on Purchase Intention (Y). The important value for each variable is  $0.000 > 0.05$ , which means that both have a significant impact. The regression coefficient value for Social Media Influencer is 0.473 and for Augmented Reality Virtual Try-On is 0.435, which implies that both factors have a positive impact on Purchase Intention.

**Table 3. summary of multiple Linear Regression Test Results**

Model	Adjusted R Square	Test F		Test T		Description
		F	Sig	B	Sig	
Equation 1	0,657	95.645	0.000			
<i>Social Media Influencer to Purchase Intention</i>				0.473	0.000	Hypothesis Accepted
<i>Augmented Reality Virtual Try-On to Purchase Intention</i>				0.435	0.000	Hypothesis Accepted

Source: Data processed, 2025

The determination coefficient  $R^2$  is used to decide the extent to which the regression model can explain the dependent variable (Purchase Intention), Measurement in this study uses Adjusted R Square, from 0 - 1. The value of the Adjusted R Square determination coefficient is 0.0657 or 65.7%, which means that 65.7% of the variation in Purchase Intention (Y) can be explained by the Social Media Influencer (X1) and Augmented Reality Virtual Try-On (X2) variables towards L'Oréal products in the city of Semarang. While the remaining 34.3% of (100% - 65.7%) is explained by other factors not included in this study.

The F test of this study, the significant value of  $F < 0.05$  is used to determine the independent variables X1 and X2 together have a significant influence on the dependent variable (Y) (Ghozali, 2018). The results obtained the calculated F value of 95.645 with a significance of 0.000 smaller than  $< 0.05$ , with this the regression model is significant simultaneously. Social Media Influencers and Augmented Reality Virtual Try-On together influence Purchase Intention. The t test is set at 5% ( $\alpha = 0.05$ ), a significant value of  $0.000 < 0.05$  is obtained, which means the hypothesis is accepted with a standard beta coefficient value of 0.473. The results found that Social Media Influencers have a positive and significant effect on Purchase Intention. In the Augmented Reality Virtual Try-On variable, a significant value of  $0.000 < 0.05$  is obtained, which means the hypothesis is accepted with a standard beta coefficient value of 0.435. The results found that the Augmented Reality Virtual Try-On variable had a positive and significant effect on Purchase Intention.

#### *H<sub>1</sub>: Social Media Influencers Have a Positive Influence on Purchase Intention*

The results of the multiple linear regression analysis study, the Social Media Influencer variable (X1) has a significant and positive effect on Purchase Intention (Y). Proven by a significance level of 0.000 ( $p > 0.05$ ) and a regression coefficient of 0.473. The findings of this study correlate with previous studies conducted by (Sharipudin et al., 2023) and (Lee et al., 2023) which show that Social Media Influencers have a significant influence on Purchase Intention.

In other words, the higher the perception of the influencer's image, the higher the Purchase Intention towards the product. illustrates that the function of influencers is not only to convey promotional messages, but also to build trust in the brand. Influencers who show consistency, charisma, and are considered "authentic" by the audience tend to have a psychological influence on consumer purchasing choices.

#### *H<sub>2</sub>: Augmented Reality Virtual Try-On has an Positive Influence on Purchase Intention*

The results of the multiple linear regression analysis study, the Augmented Reality Virtual Try-on variable (X2) showed a significant and positive influence on Purchase Intention (Y). indicated by a



significant level of 0.000 ( $p < 0.05$ ) along with a regression coefficient of 0.435. Statistically, the higher the positive perception of consumers towards the Augmented Reality Virtual Try-On feature, the higher their intention to buy L'Oréal lipstick products. The findings of this study correlate with previous studies conducted by (Wahyudin et al., 2024) and (Wu, 2023), which showed that Augmented Reality Virtual Try-On had a significant impact on Purchase Intention.

Augmented Reality Virtual Try-On is considered capable of presenting an interesting and enjoyable experience so that it helps increase consumer confidence in choosing products, especially cosmetics. Augmented Reality Virtual Try-On technology not only functions as a tool to enhance visuals but also as an interactive media that can increase consumer confidence during the purchasing decision-making process and replicate a simulation of an experience that is like real life, consumers can assess products directly without having to visit a physical store.

## CONCLUSION

The results of the study show that Social Media Influencers significantly and positively influence consumer Purchase Intention towards L'Oréal lipstick products in the city of Semarang. The choice of influencers illustrates the dynamics as credible public figures with loyal followers. Augmented Reality Virtual Try-On significantly and positively influences Purchase Intention. Augmented Reality technology allows consumers to try products virtually before making a purchase which effectively increases their confidence in purchasing decisions. The virtual experience facilitated by this digital feature allows users to see the color, texture, and finish of the lipstick on the consumer's face in real time, which can strengthen their confidence in the quality of the product. Augmented Reality not only increases trust in the product but also fosters a sense of innovation around the brand.

The author's advice that can be conveyed is the need for companies to carefully consider their influencer selection strategy, because not all influencers have the same impact on Purchase Intention. Factors such as Visibility, Credibility, Attraction, and Expertise on social media play an important role in the success of influencer-driven marketing campaigns. And companies must be more agile in responding to the demands of modern consumers who prioritize efficiency, convenience, and authentic visualization of the products they consider with increasingly advanced technology.

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