



Review Article

# The Effect of Augmented Reality Virtual Try-On on Purchase Intention Through the Mediation of Perceived Enjoyment

Ni Made Prayogi Wahyu Sutarjana <sup>1\*</sup>, Ni Wayan Ekawati<sup>2</sup>

<sup>1</sup> Udayana University, Bali, Indonesia; e-mail : [prayogiiwahyu@gmail.com](mailto:prayogiiwahyu@gmail.com)

<sup>2</sup> Udayana University, Bali, Indonesia; e-mail : [nckawati@unud.ac.id](mailto:nckawati@unud.ac.id)

\* Corresponding Author : Ni Made Prayogi Wahyu Sutarjana

**Abstract:** Abstract. The shift in consumer behavior from offline to online platforms has significantly accelerated the growth of e-commerce in Indonesia, fundamentally transforming how businesses interact with their customers. Luxcrime, a local cosmetic brand, has responded to this digital evolution by integrating an augmented reality (AR) virtual try-on feature through the Shopee marketplace. This feature is a key component of the brand's digital marketing strategy aimed at enhancing customer engagement, interactivity, and purchase decision-making processes. This study investigates the mediating role of perceived enjoyment in the relationship between AR virtual try-on experiences and consumers' purchase intention toward Luxcrime products on Shopee, specifically in Denpasar City. A total of 100 respondents were surveyed using offline questionnaires with purposive non-probability sampling. The research adopts a combined theoretical framework—Stimulus-Organism-Response (SOR) theory and the Technology Acceptance Model (TAM)—to better understand consumer psychological responses and behavioral outcomes in digital environments. The collected data were analyzed using path analysis via SPSS version 26.0. The results show that all hypotheses are supported: AR virtual try-on has a significant and positive impact on both perceived enjoyment and purchase intention. Furthermore, perceived enjoyment plays a partial mediating role between AR try-on and purchase intention, indicating that enjoyment enhances the persuasive power of virtual product interactions. The study concludes that AR features should not only serve a functional purpose but also evoke positive emotional experiences to maximize their impact. Luxcrime is advised to continue improving the quality, realism, and interactivity of its AR features to increase consumer satisfaction and conversion rates in a competitive digital marketplace.

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

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## 1. Introduction

The development of information technology has driven a shift in Indonesian consumer shopping behavior from conventional to online channels (Utamanyu and Darmastuti, 2022). This transformation has reshaped the retail landscape, spurred the growth of e-commerce, and altered how companies reach their customers. In 2022, e-commerce in Indonesia contributed USD 59 billion, accounting for 76% of the country's total digital economy (Kominfo, 2023). According to the 2024 We Are Social report, 59.3% of Indonesian internet users shop online weekly, placing Indonesia 10th globally, on par with India (Katadata, 2024).

The growing awareness of personal appearance has driven people to use cosmetics to boost their self-confidence. According to the JAKPAT Beauty Trends Report (2022), 78% of respondents feel more confident when wearing makeup. Approximately 66% of consumers purchase cosmetics through e-commerce platforms, with Shopee being the most

popular (Databoks.id, 2022). A Populix survey also revealed that 54% of 500 women prefer local brands, while only 11% choose international ones (Databoks.id, 2022). The local cosmetics industry has experienced rapid growth, supported by a large consumer base. The Indonesian Cosmetic Producers Association (PPA Kosmetika Indonesia) recorded a 21.9% increase in local cosmetic companies—from 913 in 2022 to 1,010 by mid-2023 (Ekon.go.id, 2024).

PT Luxury Cantika Indonesia, through its brand Luxcrime, has become one of the leading local cosmetic brands thanks to its innovative marketing strategies. Data from Compass.co.id (2022) shows that Luxcrime ranked third in facial cosmetic sales on e-commerce platforms, following Maybelline and Make Over. Luxcrime gained widespread recognition after launching its Blur and Cover Two Way Cake facial product in 2019. According to data from Kompas.co.id, Luxcrime ranked first in the best-selling powder category on Shopee and Tokopedia in 2021 (Kompas.co.id, 2021), and maintained that position on Shopee in 2022 based on the highest sales revenue (Kompas.co.id, 2022). However, in 2023, Luxcrime reportedly faced a downturn in its performance (Kompas.co.id, 2023).

Luxcrime's powder sales on its official Shopee and Tokopedia stores reached 23.4 thousand units in January 2023 with a market share of 12.40%. However, this number declined to 21.7 thousand units with a market share of 11.74% in February 2023 (Kompas.co.id, 2023). This decline is suspected to be due to the suboptimal implementation of the augmented reality feature. A report by KrASIA (2021) noted that users encountered issues such as unnatural color rendering, filters that did not align properly with the face, and technical problems such as the feature freezing. Other issues like poor depth perception and blurry images also arose due to camera limitations (Liu and Napitupulu, 2020). These inconveniences may negatively impact consumers' purchase intentions toward Luxcrime products.

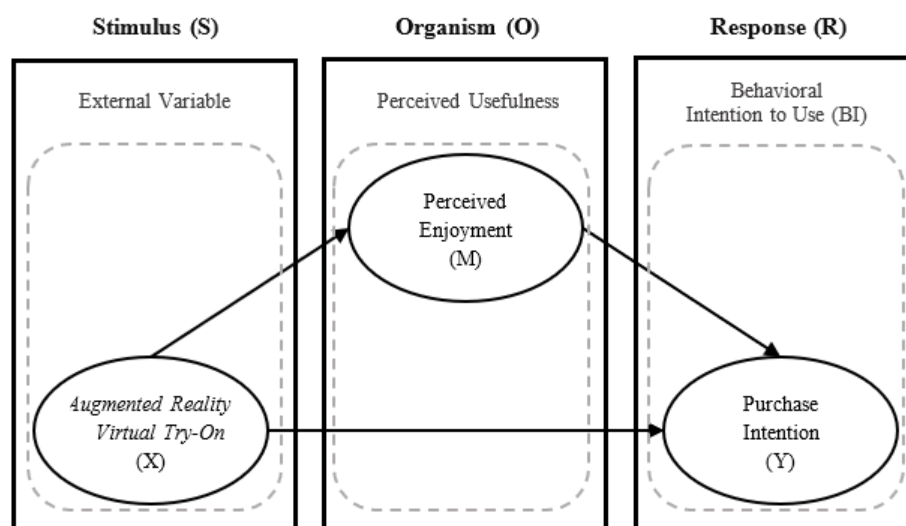
Purchase intention reflects a consumer's willingness to buy a product as a result of observation, experience, and other external influences (Pandika et al., 2021; Ahmed et al., 2023). In the context of online shopping, a pleasant and interactive environment can enhance enjoyment and encourage purchase intention (Othman et al., 2019). However, the lack of direct experience with products in e-commerce creates uncertainty and perceived risk (Andersen and Schreck, 2018). To overcome this issue, augmented reality (AR) technology offers a solution through real-time visual simulations that enable consumers to virtually try on products, enhancing satisfaction and minimizing the risk associated with purchasing (Hilken et al., 2017; Cruz et al., 2019; Basari and Dewanti, 2024; Ekawati et al., 2025). AR technology has been widely adopted by both global and local companies as an interactive digital marketing strategy (Rauschnabel et al., 2019). Shopee is one of the e-commerce platforms that has offered AR features since 2019 (Wahyudin and Aksari, 2024). Luxcrime, as a local brand, has utilized virtual try-on technology through Shopee Beauty Cam since 2021 (Hypeabis.id, 2023), enabling consumers to virtually try products such as powder, blush, and lipstick. This technology helps guide users in selecting the right color and texture, reduces the likelihood of purchase errors, and increases buying intention. Augmented reality provides a unique experience and is proven to bring consumers closer to the product (Ekawati et al., 2025). However, challenges such as color mismatches, blurry displays, and technical issues remain barriers to optimal AR implementation (Liu and Napitupulu, 2020; Ahmad and Ashfi, 2024).

Numerous studies support that AR has a positive effect on purchase intention (Beck and Crié, 2018; Poushneh and Parraga, 2017; Nugroho and Febrianta, 2024; Sustaningrum, 2023), although some research presents contradictory findings (Whang et al., 2021; Djakasaputra et al., 2023). To bridge this gap, this study introduces perceived enjoyment as a mediating variable. Perceived enjoyment refers to the pleasure consumers feel when using shopping applications or virtual try-on features, which has been proven to influence their attitudes, intentions, and behaviors (He et al., 2018; Liu and Napitupulu, 2020; Smink et al., 2019). The study by Wahyudin and Aksari (2024) further supports that the effect of augmented reality on purchase intention is significantly mediated by perceived enjoyment.

## 2. LITERATURE REVIEW

The Stimulus-Organism-Response (S-O-R) model proposed by Mehrabian and Russell (1974) explains how external stimuli influence behavioral responses through individuals' internal conditions. In this study, the stimulus is represented by Luxcrime's augmented reality virtual try-on feature on Shopee; the organism is represented by perceived enjoyment as the consumer's emotional response; and the response is purchase intention. The Technology Acceptance Model (TAM) explains that technology acceptance is influenced by Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), which shape users' attitudes and intentions to use the technology (Davis, 1989). Perceived Usefulness (PU) can be defined as the extent to which consumers feel that the virtual try-on feature assists them in making more effective purchasing decisions, such as better understanding the product, visualizing the final result, and saving time in the product selection process. When consumers perceive that using the virtual try-on feature provides tangible benefits in their shopping experience, they are more likely to be motivated to continue using the technology. Therefore, in this study, Perceived Usefulness (PU) serves as a key component in explaining how consumers accept and respond to the application of augmented reality virtual try-on technology, which in turn contributes to the formation of perceived enjoyment and purchase intention.

This study adopts the Stimulus-Organism-Response (S-O-R) theory as the main theoretical foundation to explain how the external stimulus of augmented reality virtual Try-On technology influences consumers' internal states—such as perceptions and emotions—ultimately leading to a response in the form of purchase intention. The interactive and immersive experience acts as a stimulus that triggers perceived enjoyment within the organism (consumer), resulting in purchase intention. The Technology Acceptance Model (TAM) complements this framework by highlighting the role of perceived usefulness in shaping consumers' acceptance and enjoyment of the technology, which further enhances their intention to use it in the purchasing decision process.



**Figure 1. Theoretical synthesis**

The use of both theories is relevant as they complement each other in explaining the relationships between the variables examined in this study. The Stimulus-Organism-Response (S-O-R) theory helps illustrate the psychological processes consumers experience during purchase decision-making, while the Technology Acceptance Model (TAM) explains how new technologies are accepted and utilized through perceived usefulness, which ultimately influences behavioral intention. Integrating these two approaches provides a comprehensive theoretical foundation to analyze how perceived enjoyment functions as an intervening variable in the effect of augmented reality virtual try-on on purchase intention. This synthesis enables a deeper understanding of both consumers' psychological responses to technological stimuli and their technology adoption behavior, in line with the focus of this research.

Previous studies have shown that purchase intention is positively and significantly influenced by augmented reality, especially in the e-commerce and beauty product sectors (Abrar, 2018; Nallasivam and Kiran, 2022; Febrianty *et al.*, 2024; Gabriel *et al.*, 2023; Tanah *et al.*, 2022; Hudoyo *et al.*, 2022; Fenanda *et al.*, 2024; Sustaningrum, 2023). Nugroho and Febrianta (2024) also emphasize that the experience offered through AR directly affects consumers' intention to purchase cosmetic products.

**H<sub>1</sub>: Augmented reality virtual try-on has a positive and significant effect on purchase intention.**

Studies by Yim *et al.* (2017), Smink *et al.* (2019), and Zhang *et al.* (2019) demonstrate that there is a significant and positive relationship between augmented reality and perceived enjoyment. Yu *et al.* (2024) add that the immersive and interactive experience of AR technology significantly enhances perceived enjoyment in tourism and e-commerce contexts. Widyastuti (2024) also states that using AR virtual try-on in online cosmetic purchases can positively increase perceived enjoyment.

**H<sub>2</sub>: Augmented reality virtual try-on has a positive and significant effect on perceived enjoyment.**

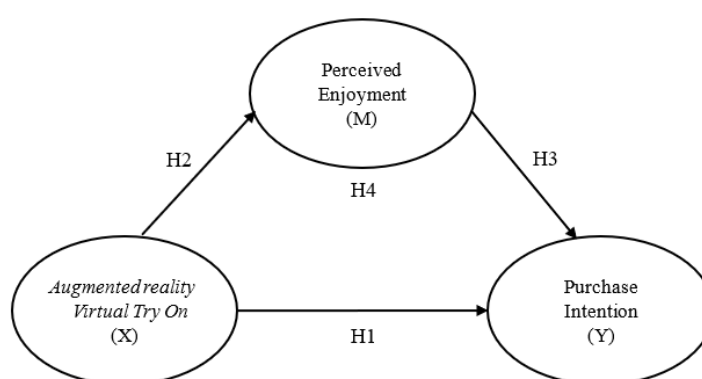
Research has shown that purchase intention is positively and significantly influenced by perceived enjoyment (Basari and Dewanti, 2024; Zhao *et al.*, 2024; Kasinphila *et al.*, 2023). Majeed *et al.* (2024) and Widyastuti (2024) further suggest that enjoyable shopping experiences

encourage consumer engagement and positive sentiment toward brands. Hwangbo *et al.* (2020) also affirm that enjoyment in using technology can directly enhance purchase intention.

**H<sub>3</sub>: Perceived enjoyment has a positive and significant effect on purchase intention.**

The use of augmented reality virtual try-on has been proven to enhance positive experiences and enjoyment, which in turn boosts purchase intention (Zhang *et al.*, 2019). Research shows that AR influences perceived enjoyment (Yim *et al.*, 2017; Smink *et al.*, 2019), which subsequently affects purchase intention (Basari and Dewanti, 2024; Zhao *et al.*, 2024). Perceived enjoyment is also proven to mediate the effect of AR on purchase intention (Wahyudin and Aksari, 2024; Yang and Lin, 2024).

**H<sub>4</sub>: Perceived enjoyment positively and significantly mediates the effect of augmented reality virtual try-on on purchase intention.**



**Figure 2. Conceptual Framework**

### 3. METHODS

A quantitative method with a causal associative approach was used in this study to examine the relationships between variables. The research was conducted in Denpasar City, focusing on consumer behavior, particularly purchase intention is shaped by augmented reality virtual try-on through the mediating role of perceived enjoyment. The population consisted of individuals in Denpasar who had never purchased Luxcrime products. The study involved 100 respondents, selected based on the minimum required sample size using a non-probability sampling technique, specifically purposive sampling. Using a Likert-scale questionnaire distributed offline, data were collected and subsequently analyzed through path analysis, along with the application of Sobel and VAF tests.

Respondents in this research were selected based on the following criteria: female individuals residing in Denpasar City, aged 18 years or older, and having completed at least a senior high school education (or its equivalent). Furthermore, respondents were active users of the Shopee platform, had previously utilized the Luxcrime virtual try-on feature available on Shopee, and had not made any purchases of Luxcrime products on the platform since the introduction of the virtual try-on feature.

#### 4. RESULTS

The description of respondents' responses to the study variables is conducted by categorizing the average scores of their answers based on a predefined measurement scale divided into five categories. These categories are determined using interval ranges, as shown in Table 1.

**Table 1. Variable Description Criteria**

Average Value Interval	Category		
	<i>Augmented Reality Virtual Try-On</i>	Perceived Enjoyment	Purchase Intention
1,00 – 1,79	Very Low	Very Low	Very Low
1,80 – 2,59	Low	Low	Low
2,60 – 3,39	Quite High	Quite High	Quite High
3,40 – 4,19	High	High	High
4,20 – 5,00	Very High	Very High	Very High

Source: Sugiyono (2022)

This study analyzed three variables, that are Augmented Reality Virtual Try-On (X), Perceived Enjoyment (M), and Purchase Intention (Y). The details of each of these variables are explained below.

##### Description of Augmented Reality Virtual Try-On (X)

Augmented Reality Virtual Try-On in this study is an exogenous variable measured using five indicators. Table 2 presents a detailed overview of respondents' perceptions regarding the augmented reality virtual try-on variable.

**Table 2. Description of Respondents' Answers to Augmented Reality Virtual Try-On**

No	Indicator	Respondents' Response Frequency (Person)					Average	Criteria
		1	2	3	4	5		
1.	Interactivity (X.1)	2	14	44	35	5	3,27	Quite High
2.	Vividness (X.2)	2	13	39	38	8	3,37	Quite High
3.	Novelty (X.3)	6	8	50	17	19	3,35	Quite High
4.	System Quality (X.4)	3	13	42	33	9	3,32	Quite High
5.	Product Informativeness (X.5)	3	12	37	33	15	3,45	High
Overall average of answer to <i>Augmented Reality Virtual Try-On</i>							3,35	Quite High

Source: Primary data processed, 2025

Table 2 shows respondents' perceptions of the augmented reality virtual try-on variable. Augmented reality virtual try-on is measured using five indicators, with an average score of 3.35, which falls into the "quite high" category. The indicator with the highest average value is the statement "I am able to interact with the virtual display of Luxcrime products on Shopee, allowing me to view the products from various angles (X.1)" with an average acquisition of 3.27, which means in general, respondents feel that the virtual try-on feature implemented by Luxcrime on Shopee has not yet fully succeeded in displaying the product from various angles. The statement that received the highest average score among the

indicators of the augmented reality virtual try-on variable is, “I obtain more detailed information about Luxcrime products by using the Luxcrime virtual try-on feature on Shopee (X.5),” with an average score of 3.45, which falls into the high category. This indicates that, the majority of respondents reported gaining more in-depth information about Luxcrime products after using the virtual try-on on Shopee.

### Description of Perceived Enjoyment (M)

Perceived enjoyment in this study is a mediating variable measured using four indicators. Respondents' perceptions of the perceived enjoyment variable are presented in more detail in Table 3.

**Table 3. Description of Respondents' Answers to Perceived Enjoyment**

No	Indicator	Respondents' Response Frequency (Person)					Average	Criteria
		1	2	3	4	5		
1.	Fun (M.1)	11	8	34	26	21	3,38	Quite High
2.	Enjoyable (M.2)	0	19	40	25	16	3,38	Quite High
3.	Pleasing (M.3)	3	16	40	31	10	3,29	Quite High
4.	Interesting (M.4)	0	18	36	31	15	3,43	High
Overall average of answer to Perceived Enjoyment							3,37	Quite High

Source: Primary data processed, 2025

Table 3 shows respondents' perceptions of the perceived enjoyment variable. Perceived enjoyment is measured using four indicators, with an average score of 3.37, which falls into the "quite high" category. The indicator of the perceived enjoyment variable with the lowest average score is the statement, “I feel satisfied when using the Luxcrime virtual try-on feature on Shopee (M.3)” with an average score of 3.29, which falls into the "quite high" category. This indicates that, in general, respondents do not yet feel fully satisfied when using the Luxcrime virtual try-on feature on Shopee. The indicator of the perceived enjoyment variable with the highest average score is the statement, “I find the use of the Luxcrime virtual try-on feature on Shopee to be interesting (M.4)” with an average score of 3.43, which is considered high. This suggests that, overall, most respondents find the virtual try-on feature implemented by Luxcrime on Shopee to be interesting.

### Description of Purchase Intention (Y)

Purchase intention in this study is an endogenous variable measured using three indicators. Respondents' perceptions of the purchase intention variable are presented in more detail in Table 4.

**Table 4. Description of Respondents' Answers to Purchase Intention**

No	Indicator	Respondents' Response Frequency (Person)					Average	Criteria
		1	2	3	4	5		
1.	Interested in product (Y.1)	7	11	28	39	15	3,44	High
2.	Exploratory interest (Y.2)	0	24	14	30	32	3,70	High
3.	Transactional interest (Y.3)	7	11	27	32	23	3,53	High
Overall average of answer to Purchase Intention							3,56	High

Source: Primary data processed, 2025

Table 4 presents respondents' perceptions regarding the purchase intention variable, which is assessed through three indicators. The average score obtained is 3.56, indicating a high level of purchase intention. The indicator of the purchase intention variable with the lowest average score is the statement, "I am interested in Luxcrime products that I have tried using the Luxcrime virtual try-on feature on Shopee (Y.1)" with a mean score of 3.44, classified as high but is the lowest among all the statements. This indicates that, in general, respondents are not yet fully interested in Luxcrime products they have tried virtually through the Luxcrime AR virtual try-on on Shopee. The statement that obtained the highest average score among the indicators of the purchase intention variable is, "I continuously seek information about Luxcrime products after trying them through the Luxcrime virtual try-on feature on Shopee (Y.2)" with an average score of 3.70, which falls into the high category. This indicates that, in general, the majority of respondents continuously seek information about Luxcrime products they have previously tried virtually through the Luxcrime virtual try-on feature on Shopee.

### **Hypothesis Testing**

#### **H<sub>1</sub>: Augmented reality virtual try-on has a positive and significant effect on purchase intention**

The analysis reveals that augmented reality virtual try-on yields a coefficient of 0.362 and a significance value of 0.000, supporting the acceptance of H<sub>1</sub>. This confirms a significant and positive effect of augmented reality virtual try-on on the purchase intention of Luxcrime customers in Denpasar City.

#### **H<sub>2</sub>: Augmented reality virtual try-on has a positive and significant effect on perceived enjoyment**

The analysis indicates that augmented reality virtual try-on has a coefficient value of 0.487 with a significance level of 0.000, leading to the acceptance of H<sub>2</sub>. These results demonstrate that augmented reality virtual try-on significantly and positively affects the perceived enjoyment of Luxcrime consumers in Denpasar City.

#### **H<sub>3</sub>: Perceived enjoyment has a positive and significant effect on purchase intention**

The analysis results indicates that perceived enjoyment has a coefficient value of 0.441 and significance of 0.000 so that H<sub>3</sub> is accepted. This shows that perceived enjoyment influence purchase intention of Luxcrime customers in Denpasar City positively and significantly.

#### **H<sub>4</sub>: Perceived enjoyment is able to significantly mediate the effect of augmented reality virtual try-on on purchase intention**

The Sobel test results obtained  $Z = 4.22$  and a VAF test value of 37.3 percent so that H<sub>4</sub> was accepted. This shows that perceived enjoyment is able to partially mediate the effect of augmented reality virtual try-on on purchase intention.

## **DISCUSSION**

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

The results obtained from testing the hypotheses in this research indicate that augmented reality virtual try-on has a positive and significant effect on purchase intention. This means that the more frequent the use of augmented reality virtual try-on, the higher the purchase intention of Luxcrime consumers in Denpasar City. The more often respondents use augmented reality virtual try-on, the more they are exposed to its content, which in turn generates an intention to purchase. Therefore, the first hypothesis is accepted.



Several indicators were used to measure the augmented reality virtual try-on variable in this research, including interactivity, vividness, novelty, system quality, and product informativeness. Based on respondents' answers, product informativeness emerged as the top-performing indicator in terms of average score for the augmented reality virtual try-on variable. This indicates that Luxcrime consumers' purchase intention in Denpasar City is more influenced by product informativeness, meaning that consumers gain more detailed product information by using the Luxcrime virtual try-on feature on Shopee. The information provided through AR technology enhances both user experience and online purchase intention (Ebrahimabad et al., 2024). Respondents continuously seek information about Luxcrime products after trying them through the Luxcrime virtual try-on feature on Shopee. This suggests that augmented reality virtual try-on can stimulate consumer interest and curiosity about the product, which then drives them to seek further information as part of the decision-making process. This increased engagement indicates the potential for a rise in purchase intention, as consumers who are actively engaged and confident in their virtual experience are more likely to make a purchase.

The influence of augmented reality virtual try-on on purchase intention aligns with the S-O-R theory, in which augmented reality virtual try-on functions as a stimulus that successfully elicits a response in the form of purchase intention. Within the TAM framework, particularly in relation to perceived usefulness, the study highlights that augmented reality technology enables consumers to view products in a realistic and interactive manner before making a purchase, providing significant value and thus making the AR feature highly useful for understanding products more comprehensively.

The results of this study align with the research conducted by Dhianita and Rufaidah (2024), which revealed that augmented reality virtual try-on positively and significantly influences purchase intention. These results are also in line with previous studies conducted by Zagorc and Bernik (2022); Andersen and Schreck (2018); Diana et al. (2023); Ibrahim et al. (2023); and Tanah et al. (2022), which similarly found that augmented reality virtual Try-On positively and significantly influences purchase intention. In other words, the more frequently augmented reality virtual try-on is used, the greater the increase in purchase intention.

### **The Influence of Augmented Reality Virtual Try-On on Perceived Enjoyment**

The results obtained from testing the hypotheses in this research indicate that augmented reality virtual try-on has a positive and significant effect on perceived enjoyment. This means that the more frequently augmented reality virtual try-on is used, the higher the level of perceived enjoyment experienced by Luxcrime consumers in Denpasar City. The more often respondents use augmented reality virtual try-on, the more their thoughts and emotions are stimulated, leading them to experience greater enjoyment from the feature. Therefore, the second hypothesis is accepted.

In this study, the augmented reality virtual try-on variable was assessed using several indicators, namely interactivity, vividness, novelty, system quality, and product informativeness. Among these, the product informativeness indicator recorded the highest average score based on respondents' feedback. This indicates that perceived enjoyment among Luxcrime consumers in Denpasar City is primarily influenced by the informativeness of the product—specifically, the extent to which they receive detailed information about Luxcrime products through the virtual try-on feature available on Shopee. Respondents perceived the

use of this feature as engaging, suggesting that it elicited a sense of enjoyment during interaction. This positive and enjoyable experience plays a role in shaping consumer attitudes toward the product and, indirectly, enhances their intention to make a purchase.

The effect of augmented reality virtual try-on on perceived enjoyment aligns with the S-O-R theory used in this study, where augmented reality virtual try-on acts as a stimulus that influences the organism, namely the perceptions formed in the consumer's mind, resulting in a sense of enjoyment when using the Luxcrime virtual try-on feature on Shopee. Within the TAM framework, the benefits offered by AR technology are capable of generating enjoyment during its use. When users find the AR experience engaging and enjoyable, they are more likely to be receptive to using the technology. The success of AR lies not only in its utility but also in its ability to deliver an entertaining and immersive experience. Consumers who perceive AR as providing useful information are more likely to feel satisfied, ultimately enhancing their positive perception of augmented reality usage (Widyastuti, 2024).

The findings of this study support the research conducted by Hilken et al. (2017), which found that augmented reality virtual try-on has a positive and significant effect on perceived enjoyment. These results are supported by previous research from Poushneh and Parraga (2017); Ebrahimabad et al. (2024); Naveen et al. (2025); Holdack et al. (2022); Chaudhry et al. (2023); and Smink et al. (2019), consistent with earlier studies, these results highlight that augmented reality virtual try-on positively and significantly affects perceived enjoyment. That is, consumers tend to experience greater enjoyment as they engage more frequently with the virtual try-on feature.

### **The Influence of Perceived Enjoyment on Purchase Intention**

The hypothesis testing results of this study show that perceived enjoyment has a positive and significant influence on purchase intention. In other words, an increase in perceived enjoyment leads to a higher level of purchase intention among Luxcrime consumers in Denpasar City. The enjoyable experience generated through the use of the virtual try-on feature fosters a sense of confidence and motivation in consumers to own the product. Thus, the third hypothesis is supported.

In this study, the perceived enjoyment variable was measured using several indicators, including fun, enjoyable, pleasing, and interesting. Based on the respondents' answers, the "interesting" indicator received the highest average score among all indicators used to measure perceived enjoyment. This indicates that consumers most strongly experienced the "interesting" aspect when using the augmented reality virtual try-on feature. In other words, among all the indicators of perceived enjoyment, "interesting" is the most dominant aspect perceived by consumers. The dominance of this perception contributes to the overall increase in perceived enjoyment, which in turn enhances consumers' purchase intentions after using the Luxcrime virtual try-on feature on Shopee.

Respondents continuously sought information about Luxcrime products after trying the virtual try-on feature, indicating that they were interested and actively engaged in the experience. This interest reflects the perception that augmented reality virtual try-on is both appealing and enjoyable, which effectively sparks greater curiosity about the product and creates a positive experience for respondents. This positive experience plays a role in shaping a better perception of the product, which ultimately can lead to increased purchase intention.

The influence of perceived enjoyment on purchase intention aligns with the S-O-R theory, in which the enjoyment perceived by the organism in this case, the consumer generates a response in the form of purchase intention. These findings also support the Technology Acceptance Model (TAM), which emphasizes that in addition to perceived usefulness, enjoyment is also a key factor in the consumer decision-making process. When consumers feel pleasure while using AR features, those positive feelings encourage their purchase intention.

The results of this study align with the findings of Basari and Dewanti (2024), who reported that perceived enjoyment significantly and positively affects purchase intention. This is further reinforced by prior research conducted by Wu (2023), Rahail and Ellyawati (2024), Poushneh (2018), Hwangbo et al. (2020), and Zhao et al. (2024), all of which conclude that perceived enjoyment plays a significant role in increasing purchase intention. These findings suggest that the more enjoyment consumers derive from using the augmented reality virtual try-on feature, the stronger their intention to make a purchase.

### **The Role of Perceived Enjoyment in Mediating the Effect of Augmented Reality Virtual Try-On on Purchase Intention**

The hypothesis testing results, based on the Sobel test and VAF test values, reveal that perceived enjoyment serves as a partial mediator in the relationship between augmented reality virtual try-on and purchase intention. This partial mediation is demonstrated by several key findings: augmented reality virtual try-on has a direct, positive, and significant effect on purchase intention; it also significantly enhances perceived enjoyment. In turn, perceived enjoyment positively and significantly influences purchase intention. Moreover, even when perceived enjoyment is included as a mediating variable, the direct effect of augmented reality virtual try-on on purchase intention remains significant and positive. This means that the higher the level of perceived enjoyment experienced by consumers after using the augmented reality virtual try-on feature, the greater their tendency to form a purchase intention. The partial mediation indicates that, in addition to the direct effect of augmented reality virtual try-on on purchase intention, there is also an indirect effect through perceived enjoyment as a mediating variable.

The perceived enjoyment variable in this study was measured using several indicators, including fun, enjoyable, pleasing, and interesting. Based on respondents' answers, the "interesting" indicator received the highest average score among all the indicators used to measure perceived enjoyment. This suggests that the perceived enjoyment experienced by Luxcrime consumers in Denpasar City is often driven by their interest in using augmented reality virtual try-on, which in turn contributes to their intention to purchase, especially after interacting with the feature.

These findings align with the S-O-R theory applied in this study, in which augmented reality virtual try-on serves as a stimulus that enhances perceived enjoyment within the organism (i.e., the consumer), resulting in a response in the form of purchase intention. From the perspective of the Technology Acceptance Model (TAM), this also highlights that not only cognitive factors such as usefulness but also affective factors like enjoyment play a crucial role in bridging technology use and consumer behavior. Therefore, augmented reality virtual try-on influences purchase intention not only directly but also indirectly through its effect on consumers' perceived enjoyment, which mediates the relationship between augmented reality virtual try-on and purchase intention.

These results support previous research conducted by Yang and Lin (2024); Wahyudin and Aksari (2024); Chaudhry et al. (2023); Wu (2023); and Naveen et al. (2025), which confirmed that the relationship between augmented reality virtual try-on and purchase intention is positively and significantly mediated by perceived enjoyment. In other words, the higher the perceived enjoyment experienced by consumers when using the augmented reality virtual try-on feature, the greater their purchase intention.

## 5. CONCLUSIONS

The findings of this research show that augmented reality virtual try-on positively and significantly influences both perceived enjoyment and purchase intention, suggesting that increased usage of this feature enhances consumers' enjoyment and strengthens their intention to purchase Luxcrime products in Denpasar City. Additionally, perceived enjoyment also positively influences purchase intention and serves as a partial mediator in the relationship between augmented reality virtual try-on and purchase intention, highlighting its key role in enhancing consumer responses toward the use of this technology.

Based on the findings of this study, it is recommended that the use of the augmented reality virtual try-on feature implemented by Luxcrime on Shopee be improved, particularly in terms of display quality. The questionnaire results indicate that most consumers are not fully satisfied with the current feature due to limitations in product interaction and the feature's inability to display products from multiple perspectives. Therefore, it is essential to further develop the augmented reality virtual try-on feature to be more interactive and realistic, so that the virtual try-on experience more closely resembles an in-person trial. This enhancement is expected to increase perceived enjoyment and encourage consumers' purchase intention.

## LIMITATION

This study is subject to several limitations that should be considered when interpreting the results. First, the research was limited to online buyers of Luxcrime products in Denpasar City, which may restrict the applicability of the findings to consumers in other geographic areas or different market contexts. Second, the study utilized a relatively small sample size and a geographically specific population, thereby limiting the generalizability of the results to broader or more diverse consumer groups. Third, the scope of the study was confined to specific predetermined variables augmented reality virtual try-on, perceived enjoyment, and purchase intention without exploring other potential influencing factors which could also play a role in shaping consumer behavior. Future research is encouraged to address these limitations by incorporating a more diverse sample and exploring additional variables for a more comprehensive understanding.

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