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ANALYSIS OF THE INFLUENCE OF VIRTUAL TRY-ON ON THE PURCHASE DECISION OF WARDAH COLORFIT CUSHION ON THE HEALTH AND BEAUTY CHANNEL IN SOUTH JAKARTA

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Abstract. The development of augmented reality technology is changing the way consumers evaluate cosmetic products before buying. This study analyzes the influence of virtual try-on on the purchase decision of Wardah Colorfit Cushion on the Health and Beauty channel in South Jakarta. The research uses an explanatory quantitative approach. Primary data was collected through a Likert-scale questionnaire to consumers who were at least 17 years old who knew or had used the try-on virtual feature and had experience purchasing or considering Wardah Colorfit Cushion at Guardian, Watsons, or Boots. The analysis was carried out with Partial Least Squares Structural Equation Modeling using SmartPLS. The results of the evaluation of the measurement model showed that the construct met the criteria of convergent validity, discriminant validity, and reliability. In structural models, the virtual try-on is able to explain 40.6% of the variation in purchasing decisions and has a large effect size ($f^2 = 0.694$). Hypothesis testing showed a positive and significant influence of virtual try-on on purchase decisions ($\beta = 0.640$; $t = 6.990$; $p < 0.001$). These findings show that the virtual experience of trying products can reduce uncertainty, increase confidence in product suitability, and drive cosmetic purchasing decisions.

Keywords: augmented reality, virtual try-on, purchase decision, cosmetics, Health and Beauty channel

I. INTRODUCTION

The cosmetics industry is evolving along with consumers' increasing attention to self-care, product innovation, and a more personalized shopping experience. Competition no longer only relies on the physical quality of the product. Companies also need to help consumers understand color match, texture, and finish before a transaction is made. This need is especially felt in the complexion category, including cushions, because the wrong choice of shade can cause dissatisfaction and delay the purchase.

Digitalization then changes the consumer journey in seeking information, comparing alternatives, and assessing products. Social media, marketplaces, brand apps, and retail outlets are all part of one interconnected shopping experience. In this situation, digital experiences no longer function as a complement, but become a source of information that affects consumer beliefs. Consumers expect processes that are fast, relevant, and able to reduce risk before transactions (Lemon & Verhoef, 2021; Dwivedi et al., 2023).

One of the technologies that supports that need is augmented reality. This technology blends digital objects with the real environment through the device's camera. In the retail context, augmented reality improves visual clarity, interactivity, and user control during the evaluation process. These characters are relevant for cosmetic products that rely heavily on personal appearance and compatibility (Javornik, 2022; Poushneh, 2021).

Virtual try-on is a form of applying augmented reality that allows consumers to try products digitally without applying them directly. In complexion products, this feature helps consumers estimate the suitability of shade and final appearance. An easy-to-use, useful, interactive, accurate, and trustworthy experience will reduce doubt during the evaluation process.

Wardah Colorfit Cushion was chosen because this product demands a fairly thorough visual assessment. At Health and Beauty outlets such as Guardian, Watsons, and Boots, consumers can interact with physical products while using digital information sources. The combination of offline and digital experiences forms the right context to assess the role of virtual try-ons in purchasing decisions.

Previous studies have shown that augmented reality and virtual try-ons can improve experience, belief in suitability, and buying interest. However, research that specifically tests the purchase decision of local brand cushions on Health and Beauty channels in Indonesia is still limited. This research fills the space by placing the quality of the virtual try-on experience as a factor that influences the purchase decision of Wardah Colorfit Cushion in South Jakarta.

Technology Acceptance Model

The Technology Acceptance Model explains that the acceptance of technology is mainly influenced by the perception of ease of use and the perception of benefits (Davis, 1989). Consumers tend to use technology when the process is not complicated and the benefits are felt immediately. In the context of virtual try-on, the ease of accessing features and technological capabilities helps assess shade as an important basis for the formation of acceptance and purchase decisions.

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Stimulus-Organism-Response

The Stimulus-Organism-Response framework explains that stimuli from the environment affect an individual's internal conditions, resulting in a behavioral response. The virtual try-on acts as a visual and interactive stimulus. These experiences shape consumer confidence, comfort, and perception of risk as an internal condition, then drive a response in the form of a purchase decision.

Virtual Try-On

Virtual try-on is an augmented reality-based technology that displays a simulation of product usage through the device's camera. In cosmetics, this feature helps consumers get an idea of color and appearance without physically trying on the product. The quality of the try-on virtual experience can be seen from the ease of use, perceived benefits, interactivity, visual accuracy, and trust in technology.

Purchase Decision

Purchasing decisions are the result of a series of needs recognition, information search, alternative evaluation, selection determination, and post-purchase evaluation. In the digital environment, the quality of information and interactive experiences help determine how confident consumers are in their choices. Virtual try-ons can shorten the evaluation process because consumers get a more concrete picture of the product before the transaction.

Research Hypothesis

Based on the Technology Acceptance Model, the Stimulus-Organism-Response framework, and the findings of previous research, the hypothesis proposed is: virtual try-on has a positive effect on the purchase decision of Wardah Colorfit Cushion on the Health and Beauty channel in South Jakarta.

III. RESEARCH METHODS

The research uses a quantitative approach with an explanatory design. The object of the study was Wardah Colorfit Cushion consumers who shopped or evaluated products through Guardian, Watsons, and Boots outlets in South Jakarta. The sample was determined using purposive sampling with the criteria that respondents were at least 17 years old, had known or used the virtual try-on feature, and had purchased or considered purchasing Wardah Colorfit Cushion.

Primary data was collected through a five-point Likert scale questionnaire. The virtual try-on variables were measured through perceived ease of use, perceived usefulness, interactivity, visual accuracy, and technology trust. Purchase decision variables are measured through need recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. The instruments were compiled based on the synthesis of the Technology Acceptance Model, the Stimulus-Organism-Response framework, and research on augmented reality in cosmetics marketing.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling with SmartPLS. Evaluation of measurement models includes outer loading, Average Variance Extracted, Heterotrait-Monotrait Ratio, Fornell-Larcker Criterion, Composite Reliability, and Cronbach's Alpha. The structural model was evaluated through the determination coefficient, effect size, inner VIF, and Standardized Root Mean Square Residual. The hypothesis was tested through bootstrapping at a significance level of 5%.

IV. RESULTS AND DISCUSSION

Evaluation of Measurement Models

Evaluation of the measurement model is carried out to ensure that each indicator is able to represent the construct being studied. Most outer loading has exceeded the value of 0.70. One indicator of a purchase decision is below the ideal limit, but the construct as a whole still meets convergent validity and reliability. The AVE values of both constructs are greater than 0.50, while Composite Reliability and Cronbach's Alpha are above 0.90.

The validity of the discriminator is also fulfilled. The HTMT value of 0.639 is below 0.90, and the square root of AVE in the Fornell-Larcker test is larger than the interconstruct correlation. The results show that virtual try-ons and purchase decisions can be empirically distinguished.

Table 1. Summary of Measurement Model Evaluation

Criteria	Results	Interpretasi
Outer loading	0.780-0.908 (X); 0.542-0.957 (Y)	Most indicators meet the 0.70 limit
AVE	X = 0.747; Y = 0.785	Convergent validity met
HTMT	0,639	Discriminant validity fulfilled
Fornell-Larcker	X = 0.864; Y = 0.886	Discriminant validity fulfilled
Composite Reliability	0,967-0,973	Excellent reliability
Cronbach's Alpha	0,962-0,967	Very high internal consistency

Source: SmartPLS processing results in the research draft.

Structural Model Evaluation

The structural model shows that virtual try-ons have a fairly good ability to explain purchasing decisions. The R^2 value of 0.406 is in the medium category. The inner VIF value of 1,000 indicates that the model does not face the problem of multicollinearity. The SRMR of 0.081 is slightly above the ideal limit of 0.08, but the model is still acceptable considering the quality of the measurement model.

Table 2. Summary of Structural Model Evaluation

Parameter	Value	Interpretasi
R^2	0,406	Medium category explanatory ability
f^2	0,694	Large effect size
Inner VIF	1,000	No multicollinearity
SRMR	0,081	Pretty decent models

Source: SmartPLS processing results in the research draft.

Hypothesis Testing

The bootstrapping procedure yielded a positive path coefficient of 0.640. The t-statistic value of 6.990 is greater than 1.96, while the p-value is below 0.001. Thus, the hypothesis that the virtual try-on has a positive effect on the purchase decision is accepted.

Table 3. Hypothesis Testing Results

Hubungan	b	t	p	Verdict
Virtual Try-On → Purchase Decision	0,640	6,990	<0.001	Accepted

Source: SmartPLS processing results in the research draft.

Discussion

The test results show that virtual try-on has a positive and significant effect on purchasing decisions. The path coefficient of 0.640 shows a fairly strong relationship. The better the consumer experience when using the virtual try-on feature, the higher their tendency to decide to purchase Wardah Colorfit Cushion.

This influence can be explained through the Technology Acceptance Model. Consumers will embrace technology when features are easy to use and provide real benefits. In this study, virtual try-ons help consumers understand the color and

appearance matches of products without having to rely on static photos. These benefits make the evaluation process more efficient and increase confidence in choices.

These findings also fit into the Stimulus-Organism-Response framework. Interactive visual simulations are a stimulus for consumers. The stimulus affects internal conditions in the form of trust, comfort, and reduced perceptual risk. When consumers feel that the results of the simulation are realistic enough, the response that emerges is readiness to buy.

An R^2 value of 0.406 indicates that the virtual try-on explains 40.6% of the variation in purchasing decisions. The value is in the medium category and indicates that the purchase decision is not only determined by technological experience. Price, product quality, promotions, consumer reviews, brand image, and shopping experience can also influence decisions.

The effect size of 0.694 shows that the virtual try-on has a substantive role in the model. For the company, these results confirm the importance of color simulation accuracy, feature response, ease of navigation, and technological ability to adapt to the skin characteristics of Indonesian consumers. Interesting but inaccurate features can lower trust and actually increase doubt.

The practical implications of the research lie in the integration of digital and physical retail experiences. The virtual try-on should not stand alone, but be linked to shade information, product availability, beauty consultant recommendations, and the purchase process at the outlet. These integrations can strengthen the omnichannel experience while increasing conversion opportunities.

V. CONCLUSION

This study proves that virtual try-on has a positive and significant effect on the purchase decision of Wardah Colorfit Cushion on the Health and Beauty channel in South Jakarta. The measurement model has met the criteria of validity and reliability, while the structural model shows the ability to explain in the medium category with large effect sizes. Theoretically, the research findings support the Technology Acceptance Model and the Stimulus-Organism-Response framework. Convenience, benefits, interactivity, visual accuracy, and trust in technology shape an experience that reduces consumer uncertainty. The experience then boosts confidence and drives purchasing decisions. Practically, Wardah and the Health and Beauty channel manager need to improve the accuracy of the shade simulation, ease of use, and integration of features with product information and stock availability. Further research can include price perception, product quality, online reviews, electronic word of mouth, brand trust, and omnichannel experiences to make the explanation of purchasing decisions more broad.

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