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Value-Based Adoption Model to Increase Purchase Intention in the Use of Virtual Try-On

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Abstract:
The rapid advancement of e-commerce, driven by the integration of Augmented Reality (AR) Virtual Try-On technology, has significantly transformed consumer purchasing behavior. This study explores the impact of AR-based Virtual Try-On on purchase intention using the Value-Based Adoption Model (VAM) framework. A quantitative approach with Structural Equation Modeling (SEM) was applied to analyze data from 318 respondents through an online survey. The respondents consisted of Generation Y (1981-1996) and Generation Z (1997-2012), representing diverse demographic backgrounds. The findings reveal that Perceived Value, Perceived Ease of Use, Perceived Usefulness, Perceived Enjoyment, and Technology Informativeness positively and significantly affect purchase intention. Perceived Value, as the core of VAM, reflects the balance between perceived benefits and sacrifices in adopting new technology. Meanwhile, other factors, such as Perceived Ease of Use and Perceived Usefulness, are adapted from the Technology Acceptance Model (TAM) to offer a broader perspective on consumer adoption of AR Virtual Try-On. This technology enhances user experience, reduces perceived product risk, and provides substantial added value for consumers. The study concludes that implementing AR-based Virtual Try-On is a crucial innovation to boost consumer engagement and loyalty, ultimately driving the growth and competitive advantage of e-commerce platforms, particularly in Indonesia.

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INTRODUCTION

The development of the digital era, which is currently growing rapidly, has encouraged changes in consumer behavior from purchasing through *offline shops* to purchasing through *online shops* or *e-commerce* (Ratchford et al., 2022). This change affects consumer purchasing decisions in buying a product. The COVID-19 pandemic has also driven the growth of the *e-commerce* industry, so that currently business owners are very adaptive and competitive in creating various strategies to continue to increase consumer interest in shopping through *e-commerce* (Gabriel et al., 2023). Interactions between consumers and social features in *e-commerce*, such as product reviews and ratings, play an important role in driving purchase intentions. This shows the importance of improving technology and features on *e-commerce* platforms (Sintia et al., 2023). Well-designed social media

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marketing activities, such as interactive content and collaboration also significantly increase purchase intention (Daya et al., 2022). Consumer trust in *e-commerce* platforms is influenced by the ease of access, transaction security, and service quality, which directly increase consumer purchase intentions (Rusti & Masnita, 2024).

However, shopping through *e-commerce* also has some disadvantages. Previous research, by Mulyarahman & Sumadi (2023) when shopping through *e-commerce* if the product received does not meet expectations, the interest in using *e-commerce* will decrease. Currently, *e-commerce* faces other challenges such as high rates of returns, abandonment of online shopping carts, and *webrooming*, which is browsing products *online* and then buying them *offline* (S. Wang et al., 2022). These problems arise because *online* products do not provide the same sensory information as found when shopping through *offline stores* (Ratchford et al., 2022).

The gap between *offline* and *online* shopping can be reduced with the help of *Augmented Reality-based Virtual Try-On* technology (Febrianty et al., 2024). The shift in consumer behavior is also based on the convenience offered by *e-commerce*. One of the conveniences offered by *e-commerce* is the existence of current innovative technology, namely *Augmented Reality Virtual Try-On* technology. *Augmented Reality* (AR) is an interactive tool that combines the real world and the virtual world by modifying the original environment using virtual elements (Dargan et al., 2023). AR technology in *e-commerce* allows customers to virtually try on products on their face in a real environment in real-time (for example: on *makeup*, *furniture*, household appliances, glasses, and *fashion*) (Sekri et al., 2024).The use of AR is increasing every year, not only in Indonesia but almost all over the world during the period 2017-2021 (Dargan et al., 2023).

The Value-Based Adoption Model is a conceptual framework that assesses the balance between the benefits and sacrifices that consumers perceive in adopting new technologies. In the context of *Augmented Reality* (AR) technology for the *Virtual Try-On* feature, VAM becomes an effective tool for understanding how perceived value affects consumer purchase intentions. The role of AR technology in the form of *Virtual Try-On* in the consumer purchase decision-making process in the beauty industry found that high-value perceptions of this technology positively influenced consumers' online purchase intentions (Sekri et al., 2024). By applying VAM, research (Erdmann et al., 2023) highlights that the perceived benefits of AR, such as increased interactivity and a better shopping experience, can increase consumers' perceived value, and will drive purchase intentions. Model. Therefore, in this study, the *Value-Based Adoption Model* is the theoretical framework because overall, the application of VAM in the context of AR *Virtual Try-On* provides valuable insights into how perceived value is related to technology features and consumer purchase intentions. This understanding is important for marketers and technology developers in designing AR that meets consumer expectations and encourages technology adoption in the online purchasing process (Sekri et al., 2024).

Previous research has examined several *e-commerce* sites with different AR application features and different product focuses to try virtually. However, some of the apps studied are not available in Indonesia, such as the YouCam app, which is only available in Taiwan (Hsu et al., 2021), and Amazon (Nikhashemi et al., 2021). In addition, previous studies by (Gabriel et al., 2023); (Sekri et al., 2024) only focused on the benefits of *Augmented Reality Virtual Try-On* on beauty and *fashion* products. Therefore, this research presents a new contribution, which not only focuses on beauty products, but also fashion products that include (clothes, pants, shoes, bags, and accessories) and household appliances. In addition, the novelty of this research is to test the inconsistency of the influence between Perceived Enjoyment and Perceived Value. Research conducted by Sekri et al., (2024) states that Perceived Enjoyment (PE) has no significant effect on Perceived Value (PVAL), while research conducted by Luo et al., (2022), mentions how consumer perceived value affects product purchase intentions, by highlighting the role of Perceived Enjoyment in shaping Perceived Value. Based on these two studies, this study

will confirm these inconsistencies with the addition of the Perceived Ease of Use variable. So, it is hoped that this research can help AR developers, especially in *e-commerce*, to find out what factors significantly contribute to users' intention to continue using the *Virtual Try-on* feature for shopping in *e-commerce*. Finally, *e-commerce* in Indonesia can start improving the quality of its services, especially in the *Virtual Try-on* feature, to contribute to the development of *e-commerce* in Indonesia in terms of the number of users and product purchases.

Purchase intention as an individual's behavior to buy a product is closely related to an individual's future purchasing behavior (Costa et al., 2021). Perceived value is defined as an overall evaluation of the usefulness of a product based on perceptions of what is received and given. Perceived Value plays an important role in influencing Purchase Intention consumer assessments of functional, emotional, and product benefits become the basis for making decisions to buy (Rizkiatami et al., 2023). The perceived value of AR technology for online purchases has a considerable and positive impact on online purchase intentions (Erdmann et al., 2023). Perceived value serves as an efficient mediator between AR technology experience and consumer purchase intention on online shopping platforms (Yin & Qiu, 2021). Consumers who realize the great benefits of *Augmented Reality* technology are expected to use it to make purchases. Based on the literature review above, the hypotheses that will be tested in this study
H1: Perceived Value has a positive effect on Purchase Intention

Technology that can improve performance without causing difficulties in its use is more likely to be favored by users (Suhendra & Masnita, 2023). This happens because customers are looking for more comfort in using technology. Thus, Perceived Usefulness is very important to the attitude of using AR integration in *e-commerce* sites to improve product visualization, interactivity, and personalization, all of which contribute to increasing the value perceived by consumers. The perceived usefulness of AR features in *e-commerce* applications significantly affects consumer repurchase intentions, these findings suggest that increasing perceived usefulness through AR can increase the value perceived by consumers (Anifa & Sanaji, 2022). The usefulness of using technology, including AR applications, shows that increasing perceived usefulness through AR can increase the value perceived by consumers in the context of *e-commerce* (Phuthong, 2022). Based on the literature review above, the hypotheses that will be tested in this study
H2: Perceived Usefulness has a positive effect on Perceived Value.

The perceived ease of use of value in using AR features in *e-commerce* applications shows that it significantly increases the value perceived by consumers, and it will affect the intention to make repeat purchases (Anifa & Sanaji, 2022). The perceived ease of use in online shopping with AR technology plays an important role in increasing the value perceived by consumers and has an impact on purchase intentions (Guo & Zhang, 2024). The effect of AR in *e-commerce* on purchase intentions, taking into account variables such as Perceived Ease of Use, the results show that perceived ease of use contributes positively to the value perceived by consumers, which will increase purchase intentions (Beurer-Züllig et al., 2022). Based on the literature review above, the hypotheses that will be tested in this study
H3: Perceived Ease of Use has a positive effect on Perceived Value

Perceived enjoyment plays an important role in increasing the ease of use perceived by consumers, which will then affect purchase intentions (Guo & Zhang, 2024). Perceived enjoyment in the use of *e-commerce* platforms can significantly increase the ease of use perceived by consumers, the result will affect the intention to make repeat purchases (Anifa & Sanaji, 2022). The effect of AR in *e-commerce* on the intention to use *mobile* applications, taking into account motivational variables such as perceived enjoyment, the results show that perceived enjoyment contributes positively to the ease of use felt by consumers, which

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will increase the intention to use the application (Gupta & Nair, 2021). Based on the literature review above, the hypotheses that will be tested in this study
H4: Perceived Enjoyment has a positive effect on Perceived Ease of Use.

Technological factors, such as visual quality and interactivity of AR, significantly increase the usefulness perceived by consumers and will affect purchase intentions (Guo & Zhang, 2024). Acceptance of AR technology by consumers in the context of online purchases shows that technological factors, including ease of use and reliability of AR systems, have a positive impact on perceived usefulness, which will affect consumer attitudes and intentions to use the technology and make purchases in *e-commerce* (Khoshroo & Irani, 2024). The role of AR in creating a shopping experience found positive results that technological factors, such as visual quality and ease of navigation in AR applications, increase the usability felt by users, this will increase the intention to shop using AR-based *e-commerce* platforms (Alves & Machado, 2024). Based on the literature review above, the hypotheses that will be tested in this study
H5: Technology Informativeness has a positive effect on Perceived Usefulness

The technological features in shopping applications found in AR affect customer satisfaction and purchase behavior (Sanaei, 2024). Visual quality and interactivity enhanced through AR increase the enjoyment felt by consumers during the online shopping process (Alves & Machado, 2024). *Technology informativeness* has a direct positive effect on Perceived Usefulness and Perceived Enjoyment, which will increase consumers' intention to use *Augmented Reality* technology in the context of *e-commerce* (Zheleva et al., 2021). Based on the literature review above, the hypotheses that will be tested in this study
H6: Technology Informativeness has a positive effect on Perceived Enjoyment.

Based on the literature review of the hypothesis, the conceptual framework in this study is shown in Figure 1.

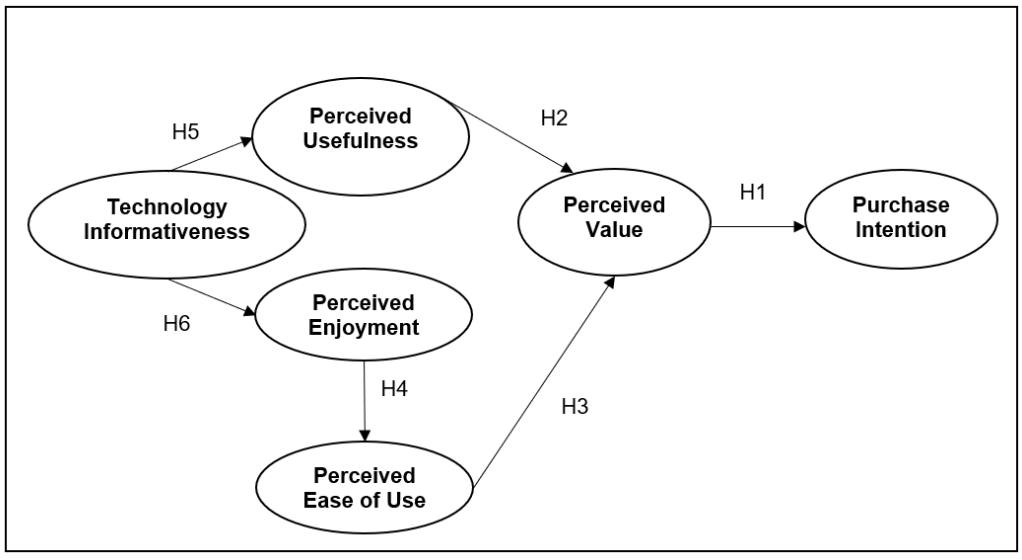

Figure 1: Conceptual Framework
Source: Author's (2025)

METHODS

This research uses a quantitative and causal approach. This research is a cross-sectional study, in which researchers observe subjects in one period of time through the simultaneous distribution of questionnaires (X. Wang & Cheng, 2020). This study uses primary data, namely data collected directly through questionnaire instruments. A total of 22 statement indicators were used in the questionnaire. All statements are measured using a 5-item Likert scale. Answers ranging from 1 = "strongly disagree" to 5 = "strongly agree".

The sampling technique was carried out using a non-probability method with a purposive sampling approach. Data collection was carried out using a questionnaire adapted from research (Sekri et al., 2024) and (Dai et al., 2024). The questionnaire is a series of statements designed by researchers to be answered by respondents. This study uses an individual unit of analysis, namely *e-commerce* users within a minimum period of the last 3 months, with ages between Gen Y (born in 1981-1996) to Gen Z (born in 1997-2012). Since the population in this study is very large, the sampling process was carried out by considering the number of indicators used in the study. In this study, there are 22 indicators, so the sample size was determined based on the number of indicators, which was then multiplied by 10 to ensure valid and reliable statistical analysis. According to Hair Jr et al., (2021), in Structural Equation Modeling (SEM) analysis, the recommended sample size is at least 5 to 10 times the number of indicators used in the study. With 22 indicators used in this study, the selected sample size meets the recommended criteria, which falls within the appropriate range for SEM analysis. The questionnaire was distributed online via WhatsApp, Instagram, and Facebook Direct Message. A total of 323 responses were received, with 318 valid responses included in the final analysis.

Data analysis was carried out using the SEM (Structural Equation Modeling) method, and questionnaire data was analyzed using AMOS 24. This technique is a method used to test statistical models in the form of causality models of the variables used.

RESULTS AND DISCUSSION

The results of the statements submitted through the questionnaire were analyzed based on the research data collected from as many as 323 respondents. Of this data, 318 respondents met the criteria and continued to the deeper analysis stage. This study uses the SEM (Structural Equation Modeling) method to test the hypothesis and uses AMOS 24 and SPSS to analyze the questionnaire data. The analysis includes the influence of Purchase Intention, Perceived Value, Perceived Usefulness, Perceived Enjoyment, Perceived Ease of Use, and Technology Informativeness. According to the guidelines (Hair et al., 2020) and using the *Value-Based Adoption Model* theory.

Table 1. Respondent Profile

E-commerce user for at least 3 months		
User	**Total**	**Percentage %**
Yes	318	100
No	0	0
Total	318	100

Source: Author's Data (2025)

Table 2. Respondent Profile Age Group

	Age	
Age Group	Total	Percentage %
Gen Y (1981-1996)	60	18.9
Gen Z (1997-2012)	258	81.1
Total	318	100

Source: Author's Data (2025)

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Table 3. Demographic Data

Gender			**Education Level**		
Gender	**Total**	**Percentage**	**Education Level**	**Total**	**Percentage**
Female	216	67,9	High School / Equivalent	77	24,21
Male	102	32,1	Bachelor	221	69,50
			More	20	6,29
Total	318	100	Total	318	100
Revenue			**Product Categories most frequently purchased through *e-commerce***		
Revenue	Total	Percentage	Product Categories	Total	Percentage
< 5.000.000	103	32,39	Beauty	130	40,88
5.000.000-10.000.000	167	52,52	Fashion (Clothes, Pants, Shoes, Bags, and Accessories)	125	39,31
>10.000.000	48	15,09	Home Appliances	43	13,52
			More	20	6,29
Total	318	100	Total	318	100

Types of *e-commerce* platforms most commonly used

Platform	Total	Percentage
Tokopedia	53	16,67
Shopee	189	59,43
Lazada	29	9,12
Blibli	22	6,92
Zalora	10	3,14
More	15	4,72
Total	318	100

Source: Author's Data (2025)

Based on Tables 1,2,3, the descriptive profile of respondents can be described as follows: Based on the data, 318 *e-commerce* users in a period of at least 3 months, dominated by Gen Z (born in 1997-2012) 81.1%. Generation Z is the generation that spends the most time almost every hour accessing social media and is also the generation that makes many *e-commerce* transactions (Ummi Safiratul Mufidah et al., 2023). Respondents are dominated by women as many as 216 or 67.9%, and 221 or 69.50% of respondents are undergraduates.167 respondents have incomes that are in the income range between 5 million and 10 million. The type of *e-commerce* platform most often used is shopee with the results of 189 respondents or 59.43% and the product categories most often purchased through *e-commerce* platforms are beauty and fashion products 40.88% and 39.31%.

Table 4. Validity Test Results and Descriptive Statistical Test

Variables	Item	Factor Loading	Conclusion	Cronbach Alpha	Mean	Std Deviation
Purchase Intention (Sekri et al., 2024)	1. If possible, I can imagine buying beauty products, fashion, and home appliances from *e-commerce* sites.	0,635	Valid	0,661	4,47	,648
	2. When buying beauty, fashion, and homeware products again, I will consider shopping on this *e-commerce* site if the products are available.	0,485	Valid		4,32	,614
	3. I would be very interested in buying beauty products, fashion, and home appliances on *e-commerce* sites.	0,799	Valid		4,38	,657
Perceived Value (Sekri et al., 2024)	1. Overall, I believe that the use of the *virtual try-on* feature is very helpful for purchasing decisions.	0,787	Valid	0,796	4,33	,788
	2. Overall, I feel that the benefits I gained from using the *virtual try-on* feature far outweigh what I sacrificed.	0,698	Valid		4,07	,786
	3. Overall, I believe that the *virtual try-on* feature met my expectations.	0,797	Valid		4,03	,915
Perceived Usefulness (Sekri et al., 2024)	1. I think the *virtual try-on* feature has excellent benefits.	0,715	Valid	0,785	4,41	,676
	2. The *virtual try-on* feature provides great inspiration in choosing products.	0,7	Valid		4,26	,686
	3. The *virtual try-on* feature is very motivating and gives creative ideas related to beauty, fashion and homeware products	0,625	Valid		4,29	,659
	4. The *virtual try-on* feature is a very effective tool in helping me make decisions in choosing beauty, fashion, and homeware products.	0,762	Valid		4,29	,782
Perceived Ease of Use (Dai et al., 2024)	1. I find it very easy to use the *virtual try-on* feature on *e-commerce* sites when purchasing beauty, fashion, and homeware products.	0,796	Valid	0,781	4,28	,79
	2. I find the use of virtual presentations for beauty, fashion, and homeware products very easy and practical.	0,677	Valid		4,19	,677

	3. I think the use of *virtual try-on* features on *e-commerce* platforms for beauty, fashion, and homeware products is very easy to understand.	0,597	Valid		4,31	,641
Perceived Enjoyment (Sekri et al., 2024)	1. I find using *virtual try-ons* on *e-commerce* very fun	0,747	Valid	0,814	4,35	,732
	2. *Virtual try-on* is an effective method to try before buying beauty, fashion, and homeware products on *e-commerce.*	0,65	Valid		4,22	,707
	3. I found it fun to explore the *virtual try-on* feature.	0,769	Valid		4,31	,761
	4. With the *virtual try-on* feature, I feel like I can explore *e-commerce* more.	0,629	Valid		4,31	,726
Technology Informativeness (Sekri et al., 2024)	1. *Virtual try-on Augmented Reality* displays the information I expect.	0,825	Valid	0,869	4,19	,833
	2. *Virtual try-on Augmented Reality* provides detailed information about the product.	0,709	Valid		4,14	,728
	3. *Virtual try-on Augmented Reality* provides complete information about the product.	0,75	Valid		4,21	,731
	4. *Virtual try-on Augmented Reality* provides information that helps me make decisions.	0,732	Valid		4,26	,751
	5. *Virtual try-on Augmented Reality* provides information to compare products.	0,747	Valid		4,35	,669

Source: Authors Data (2025)

Table 4 shows the results of the validity test, reliability test, and descriptive statistics in this study. Validity is the extent to which a measurement instrument can measure what should be measured. Validity ensures that the research measuring instrument measures the intended concept so that the measurement results can be trusted and accurate (Moore et al., 2021). This study has a sample size of 318 respondents, so the standard factor loading used is 0.35. The reliability test shows the extent to which a measuring device can produce the same results when repeated on the same subject. A Cronbach's Alpha value greater than 0.6 indicates that the instrument is reliable (Moore et al., 2021). Descriptive statistics are used to explain specific data. In this study, descriptive statistics were tested using mean and standard deviation. Table 4 shows that all instruments used to measure variables can be declared valid because all instruments have factor loading> 0.35, which means that all instruments are suitable for measuring variables. The Cronbach alfa value of all variables is> 0.60, which means that all instruments in this study are declared reliable, so that reliability measurements are considered consistent. The results of descriptive statistics show that all variables get a variety of responses, with most of them in the range of 4 to 5 responses and a standard deviation value that stays away from 0.

Table 5. Model fit test indicators

Measurement Type	Measurement	Fit Model Decision	Processed	Decision
Absolute fit measures	*Chi-square*	*Low chi-square*	807,091	
	p-value Chi-Square	≥ 0.05	0.000	Poor Fit
	GFI	≥ 0.90	0.785	Poor Fit
	RMSEA	0.03-0.08	0.96	Marginal Fit
	RMR	≤ 0,05	0.039	Model Fit
Incremental fit measures	TLI	≥ 0,90	0.829	Marginal Fit
	NFI	≥ 0,90	0.808	Marginal Fit
	CFI	≥ 0,90	0.848	Marginal Fit
Parsimonious fit measure	CMIN/DF	Between 1 to 5	3.937	Model Fit
	AIC	Approaching the Saturated value compared to the independent.	903.091	Model Fit

Source: (Moore et al., 2021)

The model fit test aims to determine whether the structural model in this study is suitable or not for this study (Moore et al., 2021). In Table 5, the test results of the 10 parameters tested, 3 criteria indicate a good model fit, namely RMR, CMIN / DF, and AIC. Meanwhile, 4 criteria indicate a moderate or marginal model fit, namely RMSEA, TLI, NFI, and CFI. While the GFI and *Chi-Square p-value* criteria indicate a low model fit. Based on the results of the model fit test indicators, hypothesis testing can be carried out because most of the model fit criteria are met.

Table 6. Hypothesis Test

	Hypothesis Description	Estimate	p-value	Conclusion
H1	Perceived Value has a positive effect on Purchase Intention	0.399	0.000	Supported
H2	Perceived Usefulness has a positive effect on Perceived Value	0.762	0.000	Supported
H3	Perceived Ease of Use has a positive effect on Perceived Value	0.762	0.000	Supported
H4	Perceived Enjoyment has a positive effect on Perceived Ease of Use	0.822	0.000	Supported
H5	Technology Informativeness has a positive effect on Perceived Usefulness	0.794	0.000	Supported
H6	Technology Informativeness has a positive effect on Perceived Enjoyment	0.762	0.000	Supported

Source: Authors Data (2025)

Table 6 shows the results of hypothesis testing in this study. The first hypothesis test has a p-value of 0.000< 0.05 and has a positive estimate value of 0.399, with these results it can be concluded that the hypothesis is accepted. These results state that Perceived Value has a significant effect on Purchase Intention.

The second hypothesis test has a p-value of 0.000 <0.05 and has a positive estimate value of 0.762, with these results it can be concluded that the hypothesis is accepted. These results state that Perceived usefulness has a positive effect on Perceived Value.

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The third hypothesis test has a p-value of 0.000 <0.05 and has a positive estimate value of 0.762, with these results it can be concluded that the hypothesis is accepted. These results state that Perceived Ease of Use has a positive effect on Perceived Value.

The fourth hypothesis test has a p-value of 0.000 <0.05 and has a positive estimate value of 0.822 with these results it can be concluded that the hypothesis is accepted. These results state that Perceived Enjoyment has a positive effect on Perceived Ease of Use.

The fifth hypothesis test has a p-value of 0.000 <0.05 and has a positive estimate value of 0.794 with these results it can be concluded that the hypothesis is accepted. These results state that Technology Informativeness has a positive effect on Perceived Usefulness.

The sixth hypothesis test has a p-value of 0.000 <0.05 and has a positive estimate value of 0.762 with these results it can be concluded that the hypothesis is accepted. These results state that Technology Informativeness has a positive effect on Perceived Enjoyment.

Perceived Value Has a Significant Effect on Purchase Intention.

Perceived Value plays a crucial role in shaping consumer purchase intention, as it reflects the overall evaluation of a product or service based on the trade-off between perceived benefits and sacrifices. Consumers are more likely to develop a strong purchase intention when they perceive that a product provides significant value relative to its cost, effort, or risk. In the context of Augmented Reality (AR) Virtual Try-On technology, perceived value is enhanced by features that improve product visualization, interactivity, and decision-making confidence. When consumers feel that AR Virtual Try-On reduces uncertainty and enhances their shopping experience, their likelihood of purchasing the product increases. The findings of this study are in line with research (Rizkiatami et al., 2023). Based on previous research, perceived value is also an important link between AR technology experience and consumer intention to buy on online shopping platforms (Yin & Qiu, 2021).

From a theoretical perspective, the relationship between perceived value and purchase intention is well-supported by the Value-Based Adoption Model (VAM). This model posits that consumer adoption of new technology is driven by a balance between perceived benefits and sacrifices. When the benefits, such as convenience, entertainment, and decision-making ease outweigh the sacrifices such as time, effort, or privacy concerns consumers are more likely to proceed with a purchase. Additionally, the Theory of Planned Behavior (TPB) explains that perceived value influences consumer attitudes, which subsequently affect purchase intention. Consumers who perceive AR Virtual Try-On as valuable develop positive attitudes toward using the technology, reinforcing their intent to buy. This suggests that businesses should optimize AR-based features to maximize perceived value, thereby enhancing consumer engagement and increasing conversion rates in e-commerce platforms.

Perceived Usefulness Has a Positive Effect on Perceived Value

Perceived Usefulness plays a crucial role in enhancing Perceived Value, especially in the adoption of new technologies such as Augmented Reality (AR) Virtual Try-On. When consumers perceive that this technology is truly useful, such as helping them visualize how a product will look before purchasing, they tend to see it as more valuable. Consumers who experience tangible benefits from AR Virtual Try-On, such as increased confidence in purchasing decisions and reduced risk of product mismatch, are more likely to develop a higher Perceived Value. A study by Oematan et al., (2024), Sarah et al., (2024), and Pambudi et al., (2023) found that the greater the perceived usefulness of a technology, the more likely consumers are to view it as valuable and worth using in their purchasing process.

Theoretically, this relationship can be explained through the Technology Acceptance Model (TAM) and the Value-Based Adoption Model (VAM). TAM emphasizes that Perceived Usefulness is one of the key factors driving user acceptance of technology. When users

believe that AR Virtual Try-On enhances their shopping efficiency and convenience, it strengthens their Perceived Value of the technology. In the VAM context, the perceived benefits of using technology directly contribute to its overall value evaluation. Therefore, businesses aiming to increase Perceived Value should ensure that their AR features provide real benefits to consumers, both in terms of ease of use and their impact on creating a better shopping experience.

Perceived Ease of Use Has a Positive Effect on Perceived Value

Perceived Ease of Use significantly influences Perceived Value, especially in the adoption of new technologies such as Augmented Reality (AR) Virtual Try-On. When consumers find a technology easy to use, they are more likely to engage with it, leading to a higher perception of its overall value. If AR Virtual Try-On is designed to be user-friendly, intuitive, and requires minimal effort to operate, consumers will perceive it as more beneficial and valuable in their shopping experience. A study by (Wilson et al., 2021), (Wafiyyah & Kusumadewi, 2021), and (Alam et al., 2023) highlights that ease of use in e-commerce applications enhances consumers' trust and perceived value, as they can efficiently interact with the technology without frustration or complications.

From a theoretical perspective, the relationship between Perceived Ease of Use and Perceived Value can be explained through the Technology Acceptance Model (TAM) and the Value-Based Adoption Model (VAM). TAM suggests that when consumers perceive a system as easy to use, they are more likely to see its usefulness, which in turn increases its perceived value. Meanwhile, VAM emphasizes that consumers evaluate a technology's worth based on the balance between its perceived benefits and the effort required to use it. Therefore, businesses implementing AR Virtual Try-On should focus on optimizing user experience by ensuring a seamless and intuitive interface, ultimately enhancing consumer satisfaction and increasing Perceived Value.

Perceived Enjoyment Has a Positive Effect on Perceived Ease of Use

Perceived Enjoyment plays a crucial role in influencing Perceived Ease of Use, particularly in the adoption of interactive technologies such as Augmented Reality (AR) Virtual Try-On. When consumers find technology enjoyable and engaging, they are more likely to perceive it as easy to use. Enjoyable experiences create a sense of motivation and willingness to explore the technology, reducing the perceived effort required to learn and use it. In the context of AR Virtual Try-On, interactive and entertaining features enhance user engagement, making the technology feel more intuitive and less complicated. A study by (Pambudi et al., 2023), (Febbyola et al., 2023), and (Sawitri & Warmika, 2024) found that enjoyment-driven engagement significantly improves users' perception of ease of use, as they are more inclined to interact with a system that provides a fun and immersive experience.

From the perspective of the Value-Based Adoption Model (VAM), Perceived Enjoyment enhances Perceived Ease of Use by increasing the perceived benefits associated with using the technology. VAM suggests that when users derive enjoyment from a system, they are more willing to invest time and effort in learning how to use it, thus lowering perceived complexity. Additionally, enjoyable experiences create positive emotions that lead to a more seamless interaction with technology. Therefore, businesses implementing AR Virtual Try-On should focus on integrating engaging and interactive elements to enhance consumer enjoyment, ultimately improving perceptions of ease of use and increasing adoption rates.

Technology Informativeness Has a Positive Effect on Perceived Usefulness

Technology Informativeness plays a vital role in shaping Perceived Usefulness, especially in digital and e-commerce environments where consumers rely on technology to make informed purchasing decisions. When a technology provides clear, accurate, and detailed information about products or services, consumers perceive it as more useful. In

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the context of Augmented Reality (AR) Virtual Try-On, informativeness enhances consumer confidence by offering realistic product visualization, detailed specifications, and interactive experiences. A study by Söderström et al., (2024) found that high-quality technological information positively influences consumers' perception of usefulness, as it reduces uncertainty and aids in better decision-making.

From the perspective of the Value-Based Adoption Model (VAM), Technology Informativeness contributes to Perceived Usefulness by increasing the perceived benefits of adopting AR Virtual Try-On. VAM suggests that users evaluate technology based on the trade-off between its perceived advantages and the sacrifices required to use it. When consumers receive clear and detailed product information, they perceive AR technology as a valuable tool that simplifies their shopping experience, thus enhancing its usefulness. Additionally, a well-informed consumer is more likely to trust and adopt new technology, reinforcing its value in e-commerce platforms. Therefore, businesses should focus on improving the informativeness of AR-based features to maximize Perceived Usefulness and encourage higher adoption rates.

Technology Informativeness Has a Positive Effect on Perceived Enjoyment

Technology Informativeness significantly enhances Perceived Enjoyment, particularly in digital shopping experiences where engaging and interactive elements play a crucial role. When technology provides clear, detailed, and relevant information, users find it easier to navigate and interact with, making the experience more enjoyable. In the context of Augmented Reality (AR) Virtual Try-On, high informativeness, such as accurate product details, real-time customization, and interactive features creates a more immersive and engaging shopping experience. A study by Bialkova & Barr (2022) found that technologies offering rich and well-structured information increase user enjoyment by making interactions more seamless and reducing frustration.

From the perspective of the Value-Based Adoption Model (VAM), Technology Informativeness contributes to Perceived Enjoyment by increasing the perceived benefits of using the technology. VAM posits that users evaluate technology based on the balance between perceived benefits and sacrifices. When a system provides informative and interactive features, consumers perceive it as more valuable, which enhances their enjoyment during the shopping process. Additionally, enjoyable experiences reduce the perceived effort needed to adopt new technology, further reinforcing its value. Therefore, businesses should ensure that AR-based Virtual Try-On technology engagingly delivers high-quality information to maximize Perceived Enjoyment and encourage continued usage.

CONCLUSION

Perceived Value plays a key role in increasing consumers' purchase intention toward Virtual Try-On technology. The higher the perceived value, the greater the likelihood that consumers will make a purchase. Perceived Usefulness contributes to Perceived Value. Consumers who find Virtual Try-On technology useful in assisting their purchasing decisions will perceive it as more valuable, thereby enhancing their overall perceived value. Perceived Ease of Use has a positive impact on Perceived Value. Technology that is easier to use tends to be more appreciated by consumers as it reduces barriers to adoption. Perceived Enjoyment strengthens Perceived Ease of Use. A pleasant experience while using Virtual Try-On makes the technology feel easier to use, increasing user engagement and satisfaction. Technology Informativeness significantly influences Perceived Usefulness and Perceived Enjoyment. The more informative the Virtual Try-On technology is in providing product details, the greater the perceived usefulness and enjoyment, ultimately enhancing purchase intention. The implementation of Augmented Reality in Virtual Try-On enhances consumer engagement by reducing product uncertainty and increasing confidence in purchasing decisions.

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