

RINGKASAN

Penelitian ini merupakan studi kuantitatif yang menganalisis pengaruh Virtual Try-On Technology terhadap minat beli dengan Hedonic Value dan Utilitarian Value sebagai variabel mediator dan User Information Privacy Control sebagai variabel moderator. Penelitian ini bertujuan untuk menjelaskan inkonsistensi penelitian sebelumnya mengenai pengaruh Virtual Try-On Technology terhadap minat beli dan memperoleh pemahaman yang lebih mendalam tentang faktor-faktor yang mendorong perilaku minat beli dalam konteks teknologi augmented reality pada e-commerce. Secara spesifik, penelitian ini bertujuan untuk mengeksplorasi dampak keterlibatan teknologi VTO dalam pemasaran produk terhadap perilaku minat beli konsumen, dengan mempertimbangkan peran Hedonic Value dan Utilitarian Value sebagai mediator potensial dalam proses pengambilan keputusan, serta eksplorasi lebih lanjut terhadap dampak kontrol privasi informasi pengguna. Secara objektif, penelitian ini melakukan studi kasus pada konsumen aktif aplikasi SATURDAYS di Indonesia, melibatkan 221 anggota sebagai responden, menggunakan metode non-probability sampling dengan teknik convenience sampling. Penelitian ini menunjukkan beberapa temuan kunci: Virtual Try-On Technology berpengaruh positif terhadap Hedonic Value, Virtual Try-On Technology berpengaruh positif terhadap Utilitarian Value, Hedonic Value berpengaruh positif terhadap minat beli, Utilitarian Value berpengaruh positif terhadap minat beli, Hedonic Value memediasi pengaruh Virtual Try-On Technology terhadap minat beli, Utilitarian Value memediasi pengaruh Virtual Try-On Technology terhadap minat beli, User Information Privacy Control memoderasi pengaruh Virtual Try-On Technology terhadap Hedonic Value, dan User Information Privacy Control memoderasi pengaruh Virtual Try-On Technology terhadap Utilitarian Value. Temuan ini memberikan wawasan berharga tentang bagaimana mekanisme teknologi Virtual Try-On mempengaruhi perilaku konsumen dalam konteks e-commerce dan industri eyewear.

Keywords: Virtual Try-On Technology, Hedonic Value, Utilitarian Value, User Information Privacy Control, Purchase Intention, SATURDAYS, Augmented Reality, E-commerce

SUMMARY

This research is a quantitative study that analyzes the effect of Virtual Try-On Technology on purchase intention with Hedonic Value and Utilitarian Value as mediating variables and User Information Privacy Control as a moderating variable. This study aims to explain the inconsistencies of previous research regarding the effect of Virtual Try-On Technology on purchase intention and gain a deeper understanding of the factors that drive purchase intention behavior in the context of augmented reality technology in e-commerce. Specifically, it aims to explore the impact of VTO technology involvement in product marketing on consumers' purchase intention behavior, by considering the role of Hedonic Value and Utilitarian Value as potential mediators in the decision-making process, as well as further exploration of the impact of user information privacy control. Objectively, this research conducted a case study on active consumers of SATURDAYS application in Indonesia, involving 221 members as respondents, using non-probability sampling method with convenience sampling technique. This study shows several key findings: Virtual Try-On Technology has a positive effect on Hedonic Value, Virtual Try-On Technology has a positive effect on Utilitarian Value, Hedonic Value has a positive effect on purchase intention, Utilitarian Value has a positive effect on purchase intention, Hedonic Value mediates the effect of Virtual Try-On Technology on purchase intention, Utilitarian Value mediates the effect of Virtual Try-On Technology on purchase intention, User Information Privacy Control moderates the effect of Virtual Try-On Technology on Hedonic Value, and User Information Privacy Control moderates the effect of Virtual Try-On Technology on Utilitarian Value. These findings provide valuable insights into how Virtual Try-On Technology mechanisms affect consumer behavior in the context of e-commerce and eyewear industry.

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