

THE EFFECT OF SHOPEE VIRTUAL TRY-ON ON FASHION PRODUCT PURCHASE INTENTION THROUGH ATTITUDE

By Abdillah Hammam Al Ghifari

Abstract

This study was conducted to examine the influence of Perceived usefulness and Perceived enjoyment on fashion product Purchase Intention through Attitude in the context of Shopee's Virtual Try-On feature. A quantitative research approach was employed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4 software. Respondents were selected using a purposive sampling technique, resulting in a total of 105 Shopee users residing in the Special Capital Region of Jakarta (DKI Jakarta). The respondents consisted of male and female users aged 18 years and above who had actively used Shopee within the previous three months and had experience using the Virtual Try-On feature for fashion products during the same period. Data were collected through an online questionnaire distributed via Google Forms. The empirical findings revealed that: (1) Perceived usefulness has a effect on Purchase Intention; (2) Perceived enjoyment demonstrates a relationship but does not affect Purchase Intention; (3) Attitude exerts a positive and significant influence on Purchase Intention; (4) Attitude does not mediate the relationship between Perceived usefulness and Purchase Intention; and (5) Attitude serves as a mediating variable in the relationship between Perceived enjoyment and Purchase Intention. The findings indicate that the perceived functional benefits of Shopee's Virtual Try-On feature play an important role in enhancing consumers' intention to purchase fashion products. Furthermore, enjoyable user experiences can contribute to stronger Purchase Intentions through the development of favorable consumer attitudes.

Keywords: *Attitude, Perceived enjoyment, Perceived usefulness, Purchase Intention, Shopee Virtual Try-On.*

**PENGARUH *VIRTUAL TRY-ON* SHOPEE TERHADAP
PURCHASE INTENTION PRODUK *FASHION*
MELALUI *ATTITUDE***

Oleh Abdillah Hammam Al Ghifari

Abstrak

Penelitian ini dilakukan untuk menganalisis pengaruh *Perceived usefulness* dan *Perceived enjoyment* terhadap *Purchase Intention* produk *fashion* melalui *Attitude* pada penggunaan fitur *Virtual Try-On* Shopee. Penelitian menggunakan pendekatan kuantitatif dengan metode analisis *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) berbantuan perangkat lunak SmartPLS 4. Teknik pengambilan sampel dilakukan menggunakan *purposive sampling*, dengan jumlah responden sebanyak 105 pengguna Shopee yang berdomisili di Provinsi DKI Jakarta, memiliki akun Shopee, aktif menggunakan aplikasi Shopee dalam tiga bulan terakhir, serta pernah menggunakan fitur *Virtual Try-On* pada kategori produk *fashion* dalam kurun waktu tiga bulan terakhir. Temuan penelitian menunjukkan bahwa: (1) *Perceived usefulness* memiliki pengaruh terhadap *Purchase Intention*; (2) *Perceived enjoyment* menunjukkan arah hubungan positif, namun tidak berpengaruh terhadap *Purchase Intention*; (3) *Attitude* terbukti berpengaruh positif terhadap *Purchase Intention*; (4) *Attitude* tidak mampu memediasi pengaruh *Perceived usefulness* terhadap *Purchase Intention*; serta (5) *Attitude* terbukti memediasi hubungan antara *Perceived enjoyment* dan *Purchase Intention*. Hasil penelitian mengindikasikan bahwa manfaat yang dirasakan pengguna dari fitur *Virtual Try-On* Shopee berperan penting dalam meningkatkan minat pembelian produk *fashion*. Di sisi lain, pengalaman penggunaan yang menyenangkan dapat meningkatkan *Purchase Intention* melalui pembentukan sikap pengguna yang positif terhadap penggunaan fitur tersebut.

Kata kunci: *Attitude, Perceived enjoyment, Perceived usefulness, Purchase Intention, Virtual Try-On Shopee.*