

ABSTRACT

The development of technology, especially in the e-commerce industry, the Virtual Try-on (VTO) feature is an important innovation that enhances the consumer shopping experience. This study aims to analyze the effect of perceived enjoyment and perceived innovativeness on consumer attitudes towards VTO on the Shopee e-commerce platform, as well as its impact on the intention to purchase cosmetic products online. This research uses a quantitative method with a survey approach. Data were collected through questionnaires distributed to 151 Shopee user respondents who have utilized the VTO feature. Data analysis was carried out using the PLS-SEM method to test the proposed hypothesis, then processed using Smart PLS 4 software. The results showed that perceived enjoyment and perceived innovativeness significantly and positively influence consumer attitudes towards VTO. In addition, a positive attitude towards VTOs also has a significant effect on the intention to purchase cosmetic products online. These findings indicate that pleasant experiences and technological innovation in VTO features can increase consumers' intention to buy cosmetic products online.

Keywords: *enjoyment, innovativeness, attitude toward, Virtual Try-on, online purchase intention*