

ABSTRACT

Indonesia's cosmetics industry continues to grow along with consumers' increasing awareness of self-care and advances in digital technology. Wardah, a local halal cosmetics brand, uses Augmented Reality (AR) technology to enhance its customers' shopping experience. Through interactive features such as Virtual Try-On, they can view products in real-time and be more confident when making purchasing decisions.

This study aims to determine the effect of vividness and interactivity in AR technology on purchase intention, with consumer control as a mediating variable. This research focuses on Wardah consumers in Indonesia who use digital platforms to buy beauty products, especially those that use Augmented Reality (AR) features. This research tries to answer how AR features affect consumers' behavioral and cognitive controls and how they affect their purchasing decisions.

This research uses a quantitative method with a casual design. Researchers collected data distributed to 385 respondents who had used the Augmented Reality (AR) feature online or through Wardah's official website and had an interest in buying Wardah products or had purchased Wardah products online, so respondents were selected through purposive sampling technique. To assess the relationship between the independent variable (Augmented Reality), the mediating variable (Consumers' Control) and the dependent variable (Purchase Intention) is done using a structural equation model (SEM) based on SmartPLS for data analysis.

The results confirm that all constructs exhibit strong reliability and validity, with Outer Loading values exceeding 0.7 and Composite Reliability above 0.8. The R-Square (R^2) value for Purchase Intention is 0.554, indicating that the model explains 55.4% of the variance in purchase intention. Furthermore, the Q-Square (Q^2) value of 0.344 confirms strong predictive relevance. Path coefficient analysis shows that all relationships are positive and significant (P -value < 0.05), confirming that interactivity and vividness in AR enhance consumer control, media enjoyment, and purchase intention. Indirect effects further highlight that behavioral and cognitive control mediate the relationship between AR features and purchase intention, strengthening AR's role as a crucial digital marketing tool. These findings underscore that AR-driven marketing strategies can significantly improve shopping experiences and influence purchasing decisions for Wardah products.

Keyword: *Augmented Reality, Purchase Intention, Consumer's Control, Beauty Product, Interactivity, Vividness*