



Virtual Try-On and Impulsive Buying in Online shopping: The role of Wardah Consumer Experience

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ABSTRACT

In the beauty industry, virtual try-on makes it easier to visualize product and reduces uncertainty, thus influencing purchasing decision. In addition, bundling strategies with more attractive prices have the potential to trigger impulse purchases. This study used quantitative methods with a causal approach. Data were collected from 230 respondents, consisting of 220 women and 10 man, who use local cosmetic products in Jakarta. The analysis was conducted using SEM. The result of the study show that virtual try-on and promo bundling have a significant effect on customer experience. Virtual try-on has a significant effect on impulsive buying, and customer experience has a significant effect on impulsive buying. However, promo bundling has no significant effect on impulsive buying. This finding also reveals that virtual try-on and promo bundling have a significant effect on impulsive buying through customer experience. The study focused only on Wardah cushion product consumers in Jakarta. This limits the generalizability of the research results because consumer preferences outside Jakarta and in other cosmetic product categories may differ significantly. This study implies that virtual try on and bundling promotions are effective in enhancing customer experience, but not enough to drive impulse purchases. Therefore, marketing strategies need to be supported by a stronger emotional and contextual approach.

INTRODUCTION

The development of the modern era has brought significant changes to consumer interaction patterns with products and how they make purchases. Tiktok shop has emerged as one of the fastest growing e-commerce platforms by integrating short video-based entertainment content and online shopping features, developed by Tiongkok ByteDance since 2016. This integration makes TikTok Shop function not only as a social media platform but also as an effective marketing and sales tool (Laila Nur Rahmadani, 2024).

The shift from conventional to online shopping in Indonesia, regarded as more practical and economical, has increased e-commerce transaction. Unlike offline shopping, which allows consumers to see products directly, online shopping facilitates access to information through catalogs of images, videos, and product descriptions (Hardilawati et al., 2020). This situation has encouraged various industries, including the beauty industry, to innovate in creating a more attractive online shopping experience amid the development of digital marketing.

Despite this, online cosmetic purchases still face challenges, such as difficulty choosing the right shade and discrepancies between a product's appearance and consumers' expectations. These issues can lead to dissatisfaction, consequently, many beauty brands are developing technology-based solutions. This can lead to dissatisfaction, prompting many beauty brands to develop technology-driven solutions.

To address these challenges, various beauty brands are leveraging augmented reality (AR) based virtual try-on technology that allows consumers to try products virtually. Tiktok is one of the platforms offering this feature enabling users to adjust product colors and receive recommendations tailored to their needs (Chan et al., 2022). The use of virtual try-on is considered to improve the effectiveness and convenience of the cosmetic purchasing process (Rizqia Savitri et al., 2024).

Wardah is an Indonesian cosmetics brand specializing in makeup and skincare. Founded by PT Paragon Technology and Innovation and launched in 1995, Wardah is known as a pioneer of halal beauty products in Indonesia, having obtained halal certification from LPPOM MUI in 1999 (Wardah, 2025). By combining modern and Islamic values, Wardah has cultivated an image as part of Indonesian women's lifestyle, particularly for Muslim women. With technological advances and the evolving needs of modern consumers, Wardah continues to innovate by offering a virtual try-on feature to deliver a more realistic digital shopping experience and help consumers determine product shade, especially cushion foundations (Wardah Beauty, 2023).

The virtual try-on feature allows consumers to try products virtually on their smartphone, making it easier to evaluate items without direct physical interaction. This technology is considered capable of enhancing the user experience and influencing the purchase decision-making process, including encouraging impulse purchases (Zhang et al., 2019). In addition, Wardah employs a bundling promotion strategy offering multiple products in a single, more affordable package which can increase shopping appeal and encourage impulsive buying on the Tiktok Shop platform (Romadhon et al., 2025).

This study aims to build on and expand previous research by examining the influence of virtual try-on and bundle promotion on impulse buying in Tiktok Shop, using customer experience as a mediating variable. Focusing on consumers of wardah cushion products on Tiktok Shop, the study is expected to fill gaps in the literature and provide useful insights for Wardah and other cosmetic brands seeking to adopt similar strategies.

LITERATURE REVIEW

This research uses the SOR theory, where the virtual try-on is positioned as a stimulus (S) that provides a visual and interactive experience to consumers when shopping online. The experience affects the organism (O) in the form of customer experience, which includes cognitive, affective and sensory responses of consumers. Furthermore, the customer experience affects the consumer's response in the form of impulsive buying behavior when purchasing products on online shopping platforms.

Virtual Try-On and Impulsive Buying

Virtual try-on allows consumers to try products digitally before purchasing and has been shown to have a positive effect on purchase decisions (Dwi Viohafeni et al., 2023), although its effect on impulsive buying remains understudied. Virtual try-on features that are perceived as useful and easy to use can increase consumer engagement in online shopping and create a more interactive digital experience though augmented reality technology (Hilken et al., 2022).

H1: Virtual try-on has a positive effect on impulsive buying.

Promo Bundling and Impulsive Buying

Bundling promotions are a marketing strategy that packages multiple products at a single price to encourage spontaneous purchases. Although generally considered effective, research by (Mayzura Nur Maulida, 2024) found that bundling promotions did not have a significant effect on impulsive buying among consumers at Hyepermart Ponorogo City Center. The study indicated contextual differences that could produce different outcomes, so further testing is needed on social platforms such as Tiktok shop

H2: Bundled promotions have a positive effect on impulsive buying.

Virtual Try-On and Customer Experience

Virtual try-on has the potential to enhance the quality of consumers shopping experience by increasing engagement and satisfaction in online shopping. Although previous research has focused more on user experience (Makarawung et al., 2023), studies on customer experience is used as a mediating variable in this study.

H3: Virtual try-on has a positive effect on Customer Experience.

Promo Bundling and Customer Experience

(Kusnanto et al., 2020) found that discounts positively affect impulse purchases, which is relevant to the concept of promotional bundling in this study.

Therefore, Customer Experience should be reexamined as a mediating variable in the context of shopping on Tiktok Shop (Leedi Setiawati, 2022).

H4: Promotional bundling has a positive effect on customer experience.

Customer Experience and Impulsive Buying

(Yuli Anita, n.d.) research shows that customer experience has a positive effect on impulsive buying. Therefore, experiences shaped by digital interactions, such as the use of virtual try-on and the implementation of bundling promotion, can increase consumers tendency to make impulsive purchases.

H5: Customer Experience has a positive effect on impulsive buying.

The Effect of Virtual Try-On and Impulsive Buying through Customer Experience

Consumers' experience using virtual try-on can shape positive perception of products and potentially encourage impulse purchase. In this context, customer experience functions as a mediating mechanism between the adoption of marketing technology and impulsive buying behavior.

H6: Virtual try-on has a positive effect on impulsive buying through customer experience.

The Effect of Promotional Bundling and Impulsive Buying through Customer Experience

In addition to attracting attention with lower priced offers, bundle promotions can also create a more valuable shopping experience for consumers. This perceived value can strengthen customer experience and encourage impulsive buying

H7: Bundle promotions have a positive effect on impulsive buying through customer experience.

Based on previous theories and research, the author developed the following conceptual framework as an approach to problem solving:

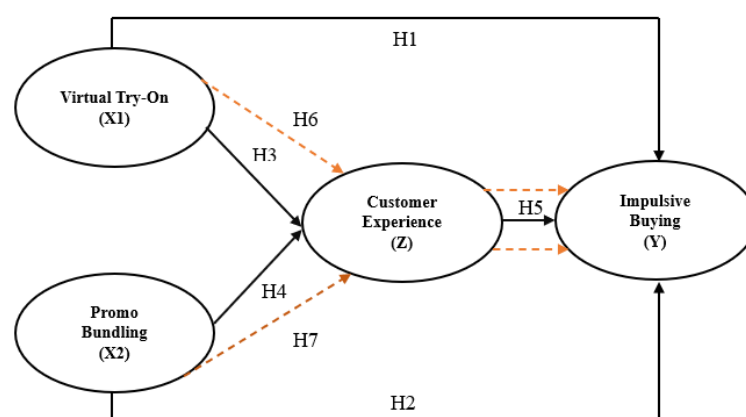


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative research method to analyze and empirically test the effect of virtual try-on features and bundling promotion strategies on impulsive buying behavior among consumers of Wardah products on Tiktok Shop, with customer experience serving as a mediating variable.

The study population comprised consumers of Wardah products who purchased via Tiktok Shop in Jakarta. The sampling method employed the calculation formula proposed by Hair et al., which involves multiplying the number of indicators by a factor of five to ten (Wati & Momon, 2021). With 20 questionnaire indicators, the minimum required sample size is 200 participants. The sampling approach employed purposive sampling, with respondents defined as consumers who had purchased Wardah products via Tiktok. To improve sample adequacy and obtain more stable analytical results, the researchers increased the number of respondents from 200 to 230. All data were then reanalyzed using the full sample.

Data were processed using the PLS-SEM method with SmartPLS software. The analysis included testing the validity and reliability of the measurement model (outer model) and assessing the structural model (inner model) via path coefficients to determine direct effects among variables. The interpretation of the result of this study is presented as follows:

$$Z = \beta_1 VTO + \beta_2 PB + \varepsilon_1 \dots (1)$$

$$IB = \beta_3 VTO + \beta_4 PB + \beta_5 CE + \beta_6 VTO_CE + \beta_7 PB_CE + \varepsilon_2 \dots (2)$$

Description:

- VTO = Virtual Try-On
- PB = Promo Bundling
- CE = Customer Experience
- IB = Impulsive Buying
- B = Multiple Coefficients
- ε_1 = Error
- ε_2 = Error

RESULT AND DISCUSSION

Table. 1 Respondent Characteristics

Characteristic	Amount Presentation	
	F	%
Gender		
Male	10	4.3
Female	220	95.7
Total	230	100
Age		
<17 years	2	9
17-25 years	221	96.1
26-35 years	7	3.0
36-45 years	0	0
Total	230	100

Level of Education		
Diploma	4	1.7
Master (S2/S3)	3	1.3
Bachelor (S1)	137	59.6
High School	86	37.4
Total	230	100
Domicile		
West Jakarta	24	10.4
Central Jakarta	58	25.2
South Jakarta	83	36.1
East Jakarta	47	20.4
North Jakarta	18	7.8
Total	230	100
Work		
Employees	31	13.5
Students	192	83.5
Enterpreneurship	7	3.0
Total	230	100
Shopping Frequency		
Rarely (one a month)	20	8.7
Sometimes (2-3 times a month)	105	45.7
Frequently (more than 3 times a month)	105	45.7
Total	230	100
Product Purchases		
No	0	0
Yes	230	100
Total	230	100
Virtual Try-On Users		
No	0	0
Yes	230	100
Total	230	100

The data presented in Table 1 indicate that of the 230 respondents, 95.7% were female and 4.3% were male. The age group with the most respondents was 17-25 years. The age groups with the fewest respondents were under 17 and 36-45 years. Most respondents held a bachelor's degree (S1), numbering 137 (59.6% of the sample). Conversely, the education level with the fewest respondents was postgraduate (S2/S3). Most of the respondents resided in South Jakarta, totaling 83 people (36.1% of the sample). Most of the respondents were students, totaling 192 people (83.5% of the sample).

The outer model was evaluated using validity and reliability tests. The validity test applied a minimum outer loading threshold of 0.5. This follows (Hair et al., 2019), who state that outer loading values between 0.5 and 0.6 are

acceptable, provided the reliability assumptions are met. the following figure illustrates the outer loading values of the research model.

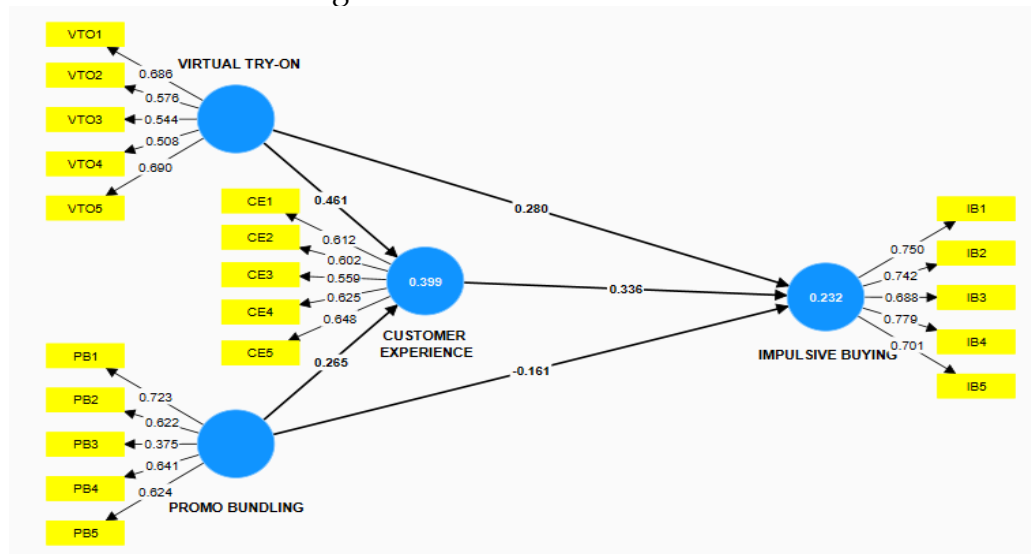


Figure 2. Visualization of Outer Model Measurement in SmartPLS

Figure 1 presents the outer loading values for each research indicator. An outer loading of $\geq 0,7$ is considered ideal. However, indicators with values between 0,4 and 0,7 may be retained if they do not reduce the constructs' reliability and validity. Accordingly, indicators with outer loadings above 0,6 in this study were retained because they met the measurement criteria. The indicators with outer loading below 0,6 were VTO3, VTO4, PB3, and CE3. Consequently, these four indicators were removed from the research model. Table 2 below shows the loading values for each indicator:

Table 2 Outer Loding

Variabel	Indicator	Loading	Validity
Virtual Try-On	X1.01	0,686	Valid
	X1.02	0,576	Invalid
	X1.03	0,544	Invalid
	X1.04	0,508	Invalid
	X1.05	0,690	Valid
Promo Bundling	X2.01	0,723	Valid
	X2.02	0,622	Valid
	X2.03	0,375	Invalid
	X2.04	0,641	Valid
	X2.05	0,624	Valid
Impulsive Buying	Y.01	0,750	Valid
	Y.02	0,742	Valid
	Y.03	0,688	Valid
	Y.04	0,779	Valid
	Y.05	0,701	Valid

Customer Experience	Z.01	0,612	Valid
	Z.02	0,602	Valid
	Z.03	0,559	Invalid
	Z.04	0,625	Valid
	Z.05	0,648	Valid

Table 3. Results Heterotrait-monotrait ratio (HTMT)

	Customer Experience	Impulsive Buying	Promo Bundling	Virtual Try-On
Customer Experience				
Impulsive Buying	0.612			
Promo Bundling	0.809	0.233		
Virtual Try-On	1.039	0.511	0.784	

Table 4. Results Fornell-Lacker criterion

	Customer Experience	Impulsive Buying	Promo Bundling	Virtual Try-On
Customer Experience	0.644			
Impulsive Buying	0.417	0.730		
Promo Bundling	0.466	0.150	0.662	
Virtual Try-On	0.563	0.341	0.441	0.713

The HTMT result showed that all constructs in the model had HTMT values below the 0,90 threshold. These findings indicate that each variable is conceptually distinct and that there is no evidence of overlap between constructs. The lowest HTMT value was observed for the customer experience (CE) and impulsive buying (IB) pair 0,417, confirming that these two constructs are conceptually distinct. Meanwhile, the HTMT values for the promo bundling pair and the impulsive buying - promo bundling pair were 0,662 and 0.150, respectively.

Table 5. Hypothesis Testing

Hipotesis	Variabel	Coeff	T-stat	P values	Result
H1	VIRTUAL TRY-ON -> IMPULSIVE BUYING	0.187	2.333	0.010	Significant

H2	PROMO BUNDLING -> IMPULSIVE BUYING	- 0.091	1.068	0.143	Non- Significant
H3	VIRTUAL TRY-ON -> CUSTOMER EXPERIENCE	0.443	8.612	0.000	Significant
H4	PROMO BUNDLING -> CUSTOMER EXPERIENCE	0.271	4.062	0.000	Significant
H5	CUSTOMER EXPERIENCE -> IMPULSIVE BUYING	0.371	4.537	0.000	Significant
H6	VIRTUAL TRY-ON -> CUSTOMER EXPERIENCE -> IMPULSIVE BUYING	0.165	3.678	0.000	Significant
H7	PROMO BUNDLING -> CUSTOMER EXPERIENCE -> IMPULSIVE BUYING	0.101	3.261	0.001	Significant

The outer loading test is used to assess the relationships between indicators and constructs in the research model. After evaluating the model, hypotheses were tested at significance levels of 1%, 5%, and 10%. The results of the hypothesis tests based on the structural inner model are presented below.

Based on the hypothesis tests in the table above, seven of the eight hypotheses showed a significant effect, while one did not. In addition, testing of indirect effects also yielded significant results.

The effect of Virtual try-on on Impulse Buying [Hypothesis 1]

High interest in the virtual try-on feature does not necessarily translate into impulse purchases, because buying decisions are also shaped by personal preferences, rational considerations, and consumers values. based on the analysis result, the virtual try-on variable has a positive and significant influence on impulsive buying, so the first hypothesis is accepted. These findings show that the level of individual interest in the use of try on virtual features is not always a determining factor in triggering impulsive purchase behavior, especially among Wardah product consumers in Jakarta.

The results on this study are in line with the study (Dwi Viohafeni et al., 2023) which shows that there is a positive influence of virtual try-on on purchase decisions. This shows that the better the experience provided by the virtual try-on feature, the higher the tendency of consumers to make a purchase decision. This feature helps consumers get a clearer picture of the product to be purchased, so that it can increase confidence and encourage purchases.

The effect of Bundling Promo on Impulsive Buying [Hypothesis 2]

Bundling promo that offer more benefits do not always encourage impulse purchases, because consumers still make rational considerations regarding the needs and benefits of the product before deciding to buy. Based on the results of the analysis test, the bundling promo variable had a negative and insignificant influence on impulsive buying, so the second hypothesis was rejected. These findings shows that the level of consumers interest in bundling promo does not necessarily encourage impulse purchases.

The results of this study are in line with the research (Mayzura Nur Maulida, 2024) found that bundling promo do not have a significant effect on impulsive buying in Hypermart Ponorogo City Center consumers. This indicates that companies need to understand that bundling promo alone are not enough to encourage impulsive buying. Other supporting strategies, such as strengthening customer experience or emphasizing product added value, are needed so that promo can be more effective in influencing purchase decisions.

The effect of Virtual Try-On on Customer Experience [Hypothesis 3]

Based on the result of the analysis test, it is known that virtual try-on has a positive and significant influence on the customer experience so that the hypothesis can be accepted. This shows that the use of the virtual try-on feature is able to improve the consumer experience during the sopping process, both through the convenience of trying products virtually, increasing confidence in choosing products, and a higher perception of realism of the product display. Thus, optimizing try-on virtual features can be an effective strategy to strengthen the customer experience on digital saes platforms.

These results are in line with research (Makarawung et al., 2023) discussing user experience, but has not thoroughly examined customer experience. Therefore, this study makes an additional contribution by evaluating how the overall customer experience which includes cognitive, emotional, sensory, and social aspects is affected by the use of try-on virtual feature in the context of product purchases on digital platforms.

The effect of Bundling Promo on Customer Experience [Hypothesis 4]

Based on the results of the analysis test, it is known that bundling promo have a positive and significant influence on customer experience so that the hypothesis is acceptable. This condition shows that bundling offers re able to provide a more pleasant and valuable shopping experience for consumers, both through the perception of price advantages, the ease of obtaining more than one product, and satisfaction with getting offers that are considered mmore profitanle. Thus, a bundling promo strategy can be one of the effective efforts to improve the quality of customer experience on digital sales platforms.

The results of this study are in line with the research (Kusnanto et al., 2020) showing that discounts have a positive effect on impulse purchases. The findings corroborate that pricing strategies that give the impression of direct profit can encourage consumers to make purchases without planning. Thus, discount or discounts are an effective form of stimulus in triggering spontaneous consumer reaction, especially in situations when they feel they are getting more value from the transaction made.

The influence of Customer Experience on Impulsive Buying [Hypothesis 5]

The results of the analysos test showed that costomer experience had a positive and significant effect on impulsive buying, so the hypothesis proposed was declared accepted. These findings indicate that a positive shopping experience may increase consumers tendency to make spontaneous purchases without prior planning.

This is in with research (Yuli Anita, n.d.) which shows that customer experience has a positive effect on impulsive buying. The findings indicate that a pleasant and satisfying shopping experience can encourage the emergence of consumer emotional urges, thereby increasing the tendency to make spontaneous purchases without prior planning.

The effect of Virtual Try-On on Impulsive Buying through Customer Experience [Hypothesis 6]

The test results showed that virtual try-on had a positive and significant influence on impulsive buying through customer experience. These findings indicate that a positive shopping experience resulting from the use of try-on virtual features can increase consumers tendency to make spontaneous purchases. In other words, customer experience plays a role as a mediating variable that strengthens the influence of virtual try-on on impulsive buying.

The effect of Bundling Promo on Impulsive Buying through Customer Experience [Hypothesis 7]

Based on the test results, it is known that bundling promo have a positive and significant influence on impulsive buying through customer experience. This shows that attractive bundling offers are able to create a more enjoyable and satisfying shopping experience, thus encouraging consumers to make spontaneous purchases. Thus, customer experience plays a role in mediating influence of bundling promos on impulsive buying. As far as the researcher's research is concerned, there has been no previous study that specifically tested the effect of bundling promos on impulsive buying through customer experience. Therefore, the findings of this study are expected to make an empirical contribution in enriching the study of the role of customer experience as a mediating variable in the relationship.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis, virtual try-on and customer experience have been proven to have a positive and significant effect on impulsive buying, wich shows that the use of virtual try-on features and a positive shopping experience can increase consumers tendency to make spontaneous purchases. Meanwhile, promo bundling does not have a significant effect directly on impulsive buying, but it has a positive and significant effect on customer experience. In additional, virtual try-on and promo bundling also have a positive and significant effect on impulsive buying through customer experience, indicating that the shopping experience created is an important factor in strengthening the nfluence of these two variables on impulsive buying behavior. Thus, improving the quality of customer experience through the use of virtual try-on features and promo bundling strategies can be effective effort in encouraging impulsive buying insonsumers.

Wardah and sellers on TikTok Shop are advised to continue to optimize the virtual try-on feature to provide a more realistic and informative experience, as well as implement bundling promos that are clear, honest, and in accordance with Islamic business ethics principles. Sompanies also need to focus on

improving customer experience through good service, education content, and responsive interactions. Consumers are expected to be wiser and more rational in utilizing the virtual try-on feature and bundling promos to avoid excessive consumption behavior. In addition, further research can add variables such as religiosity, self-control, perceived value, or consumer trust, as well as expand the research object to product categories and other e-commerce platforms to obtain more comprehensive results.

FUTHER STUDY

This study has several limitations, namely differences in consumer perceptions that are not controlled, such as digital experience, frequency of application use, and consumer confidence levels that have the potential to affect the results of the study. In addition, this study only focuses on consumers of Wardah cushion product in Jakarta, so the generalization of the results of the study is still limited and there may be differences in preferences in consumers outside Jakarta and in other categories of cosmetic products.

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