

## **ABSTRACT**

*Cosmetic industry in Indonesia is predicted to grow every year until 2026. The trend of online shopping is increasing, including cosmetic shopping. The obstacle of shopping cosmetics online is the impossibility of trying the product live. However, augmented reality (AR) has been overcoming the problems. Due to the fact that AR is still relatively new in Indonesia, it is important to examine the acceptance of the technology. Wardah, one of the cosmetic companies in Indonesia, has also adopted this technology. Hence, the study aims to determine the acceptance of Wardah Virtual Try On users. The method in this research is quantitative method with descriptive analysis approach and causal analysis with SEM-PLS analysis method. This research model utilize the Technology Acceptance Model (TAM) approach and was tested on 100 women who had tried Wardah Virtual Try On. The results of the descriptive analysis show that perceived usefulness, perceived ease of use, perceived enjoyment, and attitude toward use are in the very good category, and behavioral intention to use is in the good category. The results of hypothesis testing indicate there is a significant and positive effect of perceived ease of use on perceived usefulness. Furthermore, perceived usefulness, perceived ease of use, and perceived enjoyment have a significant and positive effect on attitude toward use, alongside a significant and positive influence of attitude toward use on behavioral intention to use.*

**Keywords:** *augmented reality, cosmetic industry, technology acceptance, virtual try on.*