

## **ABSTRACT**

*Beauty products are essential needs for individuals, with a market offering a variety of products. Madame Gie is one brand utilizing Augmented Reality (AR) technology to facilitate consumer product selection. This research aims to evaluate the impact of AR experience on Purchase Intention and the role of Consumer's Control in this relationship. The study employs a quantitative approach, collecting data via questionnaires distributed to 385 respondents in Bandung through Google Form. Data is analyzed using the Smart-PLS statistical program.*

*Results indicate that AR experience positively influences Consumer's Control, which in turn affects Purchase Intention. Additionally, Consumer's Control acts as a mediator between AR experience and Purchase Intention, suggesting that consumers with greater control over AR usage tend to have higher purchase intentions toward Madame Gie products.*

*These findings offer valuable insights for companies in designing marketing strategies leveraging AR technology to enhance consumer Purchase Intention. Moreover, the research emphasizes the importance of Consumer's Control as a variable mediating the relationship between AR experience and consumer purchase intention. By considering the consumer's role in the beauty product purchasing process, companies can be more effective in devising marketing strategies and improving consumer experience quality.*

*In the competitive beauty product market, the implementation of AR technology can serve as a differentiating strategy for Madame Gie products. Utilizing this technology not only facilitates consumer product selection but also enhances consumer engagement, creating a more interactive experience. Consequently, companies can enhance brand image and foster stronger consumer loyalty.*

*Based on this research, the AR experience positively influences consumer Purchase Intention toward Madame Gie products. Consumer's Control also plays a crucial role in the relationship between AR experience and Purchase Intention. Therefore, companies need to consider the importance of giving control to*

*consumers in AR technology usage to maximize its impact on consumer purchase intention and enhance the performance of their beauty product marketing.*

***Keywords:*** *Augmented Reality, Purchase Intention.*