

ABSTRACT

This study aims to analyze the effect of Perceived personalization on Purchase intention, with Perceived trust and Perceived usefulness as mediating variables, among users of Wardah's AI Personal Color feature in Semarang. This study employs a quantitative approach using a survey method by distributing questionnaires to respondents who meet the research criteria. The sampling technique used purposive sampling with a sample size of 85 respondents. The data obtained were then analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to test the relationships among variables in the research model. The results indicate that Perceived personalization has a positive effect on Perceived Trust, Perceived Usefulness, and Purchase intention. Perceived usefulness was found to mediate the effect of Perceived personalization on Purchase intention, whereas Perceived trust was not found to be a significant mediator. These findings suggest that perceived AI-based personalization can provide tangible benefits to consumers, which ultimately drives the formation of purchase intentions among users of the Wardah AI Personal Color feature.

Keywords: Perceived personalization, Perceived Trust, Perceived Usefulness, Purchase intention, Artificial Intelligence

