

ABSTRAK

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PENGARUH *PROSPECTIVE PERSONALIZED* DAN *IMMERSIVE ARTIFICIAL INTELLIGENCE* TERHADAP *INTENTION TO USE AESTHETIC SERVICE* DENGAN MEDIASI *PERCEIVED ATTRIBUTE INNOVATION*, *HEDONIC*, DAN *EUDAIMONIC ORIENTATION* SERTA MODERASI *SOCIAL MEDIA ENGAGEMENT* DI INDONESIA

Penerapan *artificial intelligence* (AI) dalam layanan estetika menunjukkan pentingnya pemahaman terhadap faktor psikologis dan atribut inovasi yang membentuk perilaku konsumen. Penelitian ini mengisi kekosongan dengan mengkaji bagaimana fitur AI yang dipersonalisasi dan imersif mempengaruhi niat konsumen untuk menggunakan layanan estetika, serta peran mediasi persepsi atribut inovasi, orientasi hedonik dan eudaimonik, dan efek moderasi keterlibatan media sosial. Dengan melibatkan 156 responden, dipilih melalui purposive sampling berdasarkan kriteria tertentu yaitu individu berusia 18 hingga 43 tahun, terlibat aktif layanan estetika dan media sosial serta ingin menggunakan layanan berbasis AI yang bisa disediakan oleh klinik kecantikan di Indonesia. Data dikumpulkan melalui *survey online* dan dianalisis menggunakan Partial Least Squares-Structural Equation Modeling untuk menguji hipotesis. Temuan menunjukkan *Perceived Attribute Innovation* (PAI) berperan sentral sebagai mediator, menghubungkan fitur *Prospective Personalized AI* (PPA) dan *Prospective Immersive AI* (PIA) dengan orientasi psikologis konsumen. Menariknya, pengaruh langsung PPA terhadap *Hedonic Orientation* (HO) dan PIA terhadap *Eudaimonic Orientation* (EO) tidak signifikan. PAI ditemukan sebagai faktor krusial dalam mengubah fitur AI menjadi manfaat psikologis. Selain itu, *Hedonic Orientation* (HO) muncul sebagai jalur yang terkuat dalam mendorong niat konsumen untuk menggunakan layanan estetika. Diluar ekspektasi, *Social Media Engagement* (SME) tidak berperan signifikan sebagai moderator. Penelitian ini berkontribusi dalam pengembangan *Human Centered AI* dengan menyediakan kerangka yang dapat direplikasi untuk menyelaraskan inovasi teknologi dengan kebutuhan psikologis. Implikasi praktis menekankan pentingnya merancang fitur AI yang mengharmoniskan personalisasi dan imersi, sekaligus mendorong keterlibatan emosional, memberikan pemahaman yang aplikatif bagi industri layanan estetika dan sektor lainnya.

Kata kunci: *Artificial intelligence, personalized, immersive, innovation, hedonic, eudaimonic.*

Referensi: 63 (1984 - 2024)

ABSTRACT

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(xix + 263 Pages + 12 Figures + 23 Tables + 8 Appendices)

EXPLORING PROSPECTIVE PERSONALIZED AI AND PROSPECTIVE IMMERSIVE AI TOWARDS INTENTION TO USE AESTHETIC SERVICES MEDIATED BY PERCEIVED ATTRIBUTE OF INNOVATION, HEDONIC ORIENTATION, AND EUDAIMONIC ORIENTATION AND MODERATED BY SOCIAL MEDIA ENGAGEMENT IN INDONESIA

The adoption of artificial intelligence (AI) into aesthetic services highlights the importance of understanding psychological factors and innovation attributes that influence customer behavior. This research explores how personalized and immersive AI features impact customers' intentions to use aesthetic services, examining the mediating role of Perceived Attribute Innovation (PAI), hedonic and eudaimonic orientations, and the moderating effect of social media engagement. The study involved 156 respondents selected through purposive sampling, based on criteria; individuals aged 18 to 43 years, actively engaged with aesthetic services and social media, and are interested in using AI-based services offered by beauty clinics in Indonesia. Data were collected via an online survey and analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM) to test the hypotheses. Findings reveal that PAI plays a central role as a mediator, linking Prospective Personalized AI (PPA) and Prospective Immersive AI (PIA) features with customer psychological orientations. Interestingly, the direct effects of PPA on Hedonic Orientation (HO) and PIA on Eudaimonic Orientation (EO) were not significant. PAI was identified as a key factor in translating AI features into psychological benefits. Furthermore, Hedonic Orientation (HO) emerged as the stronger pathway driving customers' intention to use aesthetic services. Contrary to expectations, social media engagement was found as insignificant moderator. This research advances human-centered AI by providing a replicable framework and emphasize the importance of designing AI features that harmonize personalization and immersion with psychological needs to enhance customer engagement and intention to use aesthetic services. Keywords: Artificial intelligence, personalized, immersive, innovation, hedonic, eudaimonic.

References: 63 (1984 - 2024)