Digital Innovation : International Journal of Management
E-ISSN: 3047-9053
P-ISSN: 3047-9681

(Research/Review) Article

Customer Satisfaction Mediates the Relationship Between Experiential Value and Customer Engagement Behavior in Virtual Try-On Technology

Ni Putu Chantika Aprilia Nariswari[1]*, Nyoman Sri Subawa[2]

[1]Faculty of Economics and Business, Universitas Pendidikan Nasional;
e-mail : chantikaaprilia189@gmail.com
[2]Faculty of Economics and Business, Universitas Pendidikan Nasional;
e-mail : shribawa@undiknas.ac.id
* Corresponding Author : chantikaaprilia189@gmail.com

Abstract: The advancement of digital technology has encouraged e-commerce platforms to adopt interactive features such as Virtual Try-On to enhance a more visual and personalized shopping experience. This feature allows consumers to virtually try products, thereby assisting in product evaluation prior to purchase decisions. This study aims to analyze the effect of experiential value on customer engagement behavior, with customer satisfaction as a mediating variable. The research employs a quantitative approach through a survey of 150 respondents in Indonesia who have used Virtual Try-On, using a purposive sampling technique. Data were collected through questionnaires and analyzed using Partial Least Squares (PLS). The results indicate that experiential value has a positive and significant effect on both customer satisfaction and customer engagement behavior. Furthermore, customer satisfaction also has a positive effect on customer engagement behavior and partially mediates the relationship between experiential value and customer engagement behavior. These findings suggest that valuable technology-driven experiences can enhance customer satisfaction and encourage more active consumer engagement. This study contributes theoretically to the literature on digital consumer behavior and offers practical implications for e-commerce platforms in optimizing Virtual Try-On features.

Keywords: Customer Engagement Behavior; Customer Satisfaction; Digital Consumer Behavior; Experiential Value; Virtual Try-On.

1. INTRODUCTION

The advancement of digital technology has transformed the way consumers search for information, evaluate products, and make purchasing decisions through e-commerce platforms. Consumers utilize digital platforms not only as transactional tools but also as spaces to obtain more practical, fast, and interactive shopping experiences (Kovács & Keresztes, 2024). This shift is particularly evident in the fashion and beauty product categories, which require visual evaluation prior to purchase. Indonesian consumers demonstrate an increasing tendency to rely on product visualization when shopping online (Gabriel et al., 2023). Katadata reports that 76% of e-commerce users in Indonesia consider realistic product visualization to influence their purchasing decisions in fashion and beauty products. These findings indicate that consumers require product representations that provide a realistic preview before transactions occur in order to reduce the risk of product mismatch.

E-commerce companies have responded to these behavioral changes by developing interactive technologies based on augmented reality through the implementation of Virtual Try-On. This technology allows consumers to try products virtually, making the evaluation process more personal and closely resembling in-store shopping experiences. Virtual Try-On features have developed rapidly as they assist consumers in assessing product suitability prior to purchase, particularly for fashion, cosmetics, and accessories (Chen et al., 2024).

Received: January 25, 202;
Revised: February 20, 2025;
Accepted: March 25, 2026;
Published: April 23, 2026;
Curr. Ver.: April 23, 2026.

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The increasing demand for more realistic visual experiences has encouraged various e-commerce platforms to intensively integrate augmented reality-based features into their digital services. Digital platforms leverage interactive visual technology to enhance user experience throughout the product search process to purchase decision-making (Fele et al., 2022). The implementation of these features indicates that e-commerce companies are not only focused on transaction efficiency but also strive to create shopping experiences that provide comfort and confidence for consumers (Lin et al., 2023). The adoption of augmented reality and Virtual Try-On technologies on major e-commerce platforms in Indonesia has shown consistent growth in recent years. Various platforms are increasingly developing interactive visual features, particularly in product categories that require deeper visual evaluation before purchase. The growing number of Virtual Try-On users also reflects increasing consumer acceptance of interactive technologies as an essential component of digital shopping experiences.

The experiential value perceived by consumers has the potential to shape satisfaction when digital features meet user expectations during the usage process (Hidayat & Idrus, 2023). Customer satisfaction plays a crucial role in shaping post-usage consumer behavior in digital services (Lee & Peng, 2021). Satisfied consumers tend to demonstrate higher levels of engagement with platforms through positive behaviors such as providing reviews, recommending services to others, and revisiting platforms (Hui et al., 2025). Satisfaction derived from using Virtual Try-On technology can strengthen consumers' emotional connection with digital platforms, thereby encouraging more active engagement. Research by Tirado et al. (2024) shows that customer satisfaction has a positive and significant effect on customer engagement behavior, as satisfaction motivates consumers to engage in voluntary interactions beneficial to companies. Similar findings are reported by Vo et al. (2022), indicating that customer satisfaction significantly enhances intentions to share experiences, provide recommendations, and actively participate on digital service platforms.

Customer engagement refers to consumer involvement behaviors that emerge after experiencing positive interactions with a service or digital platform (Ao et al., 2023). These behaviors may include providing reviews, recommending services to others, sharing usage experiences, and actively participating in digital interactions related to the service. The development of Virtual Try-On technology enables consumers not only to act as service users but also as active contributors in shaping public perception through post-usage digital activities (Barrett et al., 2025). The use of Virtual Try-On technology has the potential to encourage customer engagement behavior, as interactive visual experiences can create emotional attachment to digital platforms. Consumers who experience satisfaction are more likely to engage in repeat visits, recommendations, and information sharing through digital media. This condition indicates that customer engagement behavior serves as an important indicator in evaluating the success of interactive technology implementation in e-commerce platforms.

Based on the development of Virtual Try-On technology in e-commerce platforms, it is evident that consumers increasingly place visual experience as a critical component in product evaluation prior to purchase (Rahman et al., 2025). The use of this interactive technology not only provides functional benefits, such as ease of virtual product trials, but also creates experiential value that shapes consumer perceptions of digital service quality. The experiential value gained during the use of Virtual Try-On features has the potential to influence customer satisfaction when the experience aligns with user expectations and needs. This satisfaction can subsequently drive customer engagement behavior through active consumer involvement, including reviews, recommendations, experience sharing, and repeat visits. However, inconsistencies in previous research findings regarding the relationship between experiential value and customer satisfaction indicate that further investigation is needed, particularly in the context of Virtual Try-On technology usage in Indonesia. Therefore, this study aims to examine the mediating role of customer satisfaction in the relationship between experiential value and customer engagement behavior in Virtual Try-On technology.

2. METHOD

This study was conducted in Indonesia, with data collected online through Google Forms distributed via social media, e-commerce user communities, and digital forums relevant to Virtual Try-On (VTO) usage. The selection of Indonesia as the research setting is based on its high internet penetration and rapid growth of the digital market. Data from the Indonesian Internet Service Providers Association (APJII, 2025) indicate that internet users

have reached 229.4 million people, representing 80.66% of the total population, making Indonesia a representative context for studying digital consumer behavior.

The research population consists of all e-commerce users who have used Virtual Try-On features, while the sample was determined using purposive sampling with specific criteria, including a minimum age of 17 years, residency in Indonesia, and prior experience using VTO. Based on Hair et al. (2019), the minimum sample size ranges from 75 to 150 respondents; however, this study established a minimum of 150 respondents to enhance the validity and stability of the analysis.

This study employs quantitative data in the form of numerical values analyzed statistically to examine relationships among variables and test research hypotheses. Data were collected through structured questionnaires, enabling objective and systematic measurement of variables. The data sources consist of primary and secondary data. Primary data were obtained directly from respondents who have used VTO, reflecting perceptions related to experiential value, customer satisfaction, and customer engagement behavior. Secondary data were obtained from books, academic journals, and relevant publications to strengthen the theoretical foundation and conceptual framework. This combination allows for comprehensive analysis supported by strong empirical evidence.

Data collection was conducted using questionnaires with a five-point Likert scale to measure respondents' attitudes and perceptions in a structured manner. This instrument is considered effective in reaching a broad range of respondents while producing valid and reliable data. Data analysis was performed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, which includes evaluation of both the outer model and inner model.

The outer model evaluation includes convergent validity (loading factor > 0.7 and Average Variance Extracted (AVE) > 0.5), discriminant validity (cross-loading), and reliability (Cronbach's Alpha and composite reliability > 0.7). Meanwhile, the inner model is evaluated using R-square to measure predictive power and Q-square to assess predictive relevance. Hypothesis testing was conducted using the bootstrapping technique, with significance criteria of p-value < 0.05 and t-statistic > 1.97.

3. RESULTS AND DISCUSSION

Data Analysis

a. Measurement Model Evaluation (Outer Model)

The measurement model (outer model) in PLS-SEM analysis is used to assess the extent to which indicators represent the latent variables being measured. This stage aims to ensure the validity and reliability of each indicator, so that the latent constructs truly reflect the intended concepts. Therefore, evaluating the outer model is a crucial step in assessing the quality of the research instrument. The following presents the results of the outer model analysis based on the PLS algorithm used in this study.

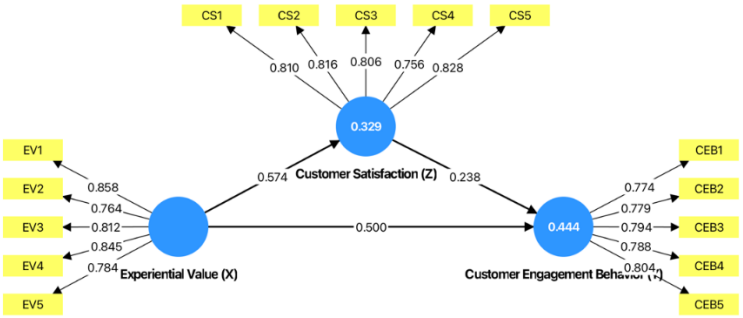


Figure 1. PLS Outer Model Algorithm

Source: Processed data (2025)

Convergent Validity

Tabel 1. Hasil Outer Loading

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
Experiential Value (X)	EV1	0,858	0,700	Valid
	EV2	0,764	0,700	Valid
	EV3	0,812	0,700	Valid
	EV4	0,845	0,700	Valid
	EV5	0,784	0,700	Valid
Customer Satisfaction (Z)	CS1	0,810	0,700	Valid
	CS2	0,816	0,700	Valid
	CS3	0,806	0,700	Valid
	CS4	0,756	0,700	Valid
	CS5	0,828	0,700	Valid
Customer Engagement Behavior (Y)	CEB1	0,774	0,700	Valid
	CEB2	0,779	0,700	Valid
	CEB3	0,794	0,700	Valid
	CEB4	0,788	0,700	Valid
	CEB5	0,804	0,700	Valid

Source: Processed data by the authors (2026)

Convergent validity in the measurement model is assessed based on the correlation between indicators and latent constructs through loading factor values, with acceptable criteria being greater than 0.70 (Ghozali). Based on Table 1, all indicators of the variables Experiential Value, Customer Satisfaction, and Customer Engagement Behavior have loading factor values above 0.70. Therefore, all indicators are considered valid and meet the criteria for convergent validity.

For the Experiential Value (X) variable, the highest loading factor is found in indicator EV1 (0.858), while the lowest is EV2 (0.764). For Customer Satisfaction (Z), the highest value is CS5 (0.828) and the lowest is CS4 (0.756). Meanwhile, for Customer Engagement Behavior (Y), the highest loading factor is CEB5 (0.804) and the lowest is CEB1 (0.774). These results indicate that all indicators adequately reflect their respective latent constructs.

After evaluating outer loadings, further testing is conducted by examining the Average Variance Extracted (AVE) values. An indicator is considered valid if the AVE value exceeds 0.50 (Ghozali, 2021).

Based on Table 2, all variables demonstrate AVE values above 0.50, namely Experiential Value (0.662), Customer Satisfaction (0.646), and Customer Engagement Behavior (0.620). These results indicate that each construct explains more than 50% of the variance of its indicators, confirming that all variables meet the criteria for convergent validity.

Table 2. Results of Average Variance Extracted (AVE) Testing

Variable	Average Variance Extracted (AVE)
Experiential Value (X)	0,662
Customer Satisfaction (Z)	0,646
Customer Engagement Behavior (Y)	0,620

Source: Processed data by the authors (2026)

The Average Variance Extracted (AVE) value is used to evaluate convergent validity for each latent construct. A construct is considered to meet convergent validity if its AVE value exceeds 0.50 (Ghozali). Based on Table 2, all research variables exhibit AVE values above 0.50, namely Experiential Value (0.662), Customer Satisfaction (0.646), and Customer Engagement Behavior (0.620). These results indicate that each construct is able to explain more than 50% of the variance of its indicators, thereby confirming that all variables in this study meet the criteria for convergent validity.

a. Discriminant Validity

Table 3. Results of Discriminant Validity (HTMT) Testing

Variable	Customer Engagement Behavior (Y)	Customer Satisfaction (Z)	Experiential Value (X)
Customer Engagement Behavior (Y)	-	-	-
Customer Satisfaction (Z)	0,607	-	-
Experiential Value (X)	0,733	0,655	-

Source: Processed data by the authors (2026)

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT) to ensure that each construct is distinct from the others. HTMT values are considered acceptable if they are below 0.90. Based on the test results, all HTMT values between variables are below 0.90, namely the relationship between Customer Satisfaction and Customer Engagement Behavior (0.607), the relationship between Experiential Value and Customer Engagement Behavior (0.733), and the relationship between Experiential Value and Customer Satisfaction (0.655). Therefore, all variables in this study meet the criteria for discriminant validity.

b. Reliability

Table 4. Composite Reliability Results

Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Conclusion
Experiential Value (X)	0,872	0,907	0.700	Reliable
Customer Satisfaction (Z)	0,863	0,901	0.700	Reliable
Customer Engagement Behavior (Y)	0,847	0,891	0.700	Reliable

Source: Processed data by the authors (2026)

Construct reliability was assessed by examining Cronbach's Alpha and Composite Reliability values, with a minimum threshold of 0.70. Based on the results, all variables exhibit Cronbach's Alpha and Composite Reliability values above 0.70, indicating that all constructs are reliable. The Experiential Value variable shows the highest Composite Reliability value (0.907), followed by Customer Satisfaction (0.901) and Customer Engagement Behavior (0.891). Therefore, all variables in this study demonstrate good internal consistency in measuring the latent constructs Structural Model Evaluation (Inner Model)

a. R-Square

Table 5. R-Square Results

Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Z)	0,329	0,325
Customer Engagement Behavior (Y)	0,444	0,436

Source: Processed data by the authors (2026)

Based on Table 5, Customer Satisfaction (Z) has an R-square value of 0.329, indicating that Experiential Value explains 32.9% of its variance, while the remaining variance is influenced by other factors. Customer Engagement Behavior (Y) shows an R-square value of 0.444, meaning that Experiential Value and Customer Satisfaction jointly explain 44.4% of its variance, which is categorized as moderate. The error terms (Pe) were calculated as 0.819 for Customer Satisfaction and 0.746 for Customer Engagement Behavior to assess overall model accuracy. Furthermore, the total coefficient of determination (R^2m) is 0.627, indicating that the model explains 62.7% of the variance in endogenous variables and demonstrates fairly good explanatory power.

b. F-Square

Table 6. f-square Values

Variable	Customer Engagement Behavior (Y)	Customer Satisfaction (Z)	Cathegory
Customer Satisfaction (Z)	0,069	-	Small
Experiential Value (X)	0,302	0,490	Medium/Large

Source: Processed data by the authors (2026)

The f-square value is used to assess the magnitude of the effect of each exogenous variable on endogenous variables in the structural model. According to Ghozali, values of 0.02, 0.15, and 0.35 indicate small, medium, and large effect sizes, respectively.

Based on Table 6, the Experiential Value (X) variable has an f-square value of 0.490 on Customer Satisfaction (Z), which falls into the large effect category. This indicates that Experiential Value provides a strong contribution in explaining changes in Customer Satisfaction in the context of Virtual Try-On technology. Furthermore, the f-square value of Experiential Value on Customer Engagement Behavior (Y) is 0.302, which is categorized as a medium effect, indicating a meaningful contribution to customer engagement. Meanwhile, Customer Satisfaction (Z) has an f-square value of 0.069 on Customer Engagement Behavior (Y), which falls into the small effect category. This indicates that although Customer Satisfaction influences Customer Engagement Behavior, its effect is relatively weaker compared to Experiential Value.

c. Q-Square

Table 7. Q-Square Results

Endogenous Variables	Q^2 Predict
Customer Satisfaction (Z)	0,206–0,239
Customer Engagement Behavior (Y)	0,167–0,301

Source: Processed data by the authors (2025)

Based on the PLSpredict results, all indicators of Customer Satisfaction and Customer Engagement Behavior variables show positive Q^2 predict values, indicating that the model has good predictive relevance. For Customer Satisfaction, Q^2 predict values range from 0.135 to 0.239, with the highest value found in indicator CS3 (0.239), indicating the strongest predictive capability within the construct. For Customer Engagement Behavior, Q^2 predict values range from 0.167 to 0.301, with the highest value in indicator CEB5 (0.301). These findings indicate that the model has adequate predictive ability in explaining customer engagement behavior.

Overall, all positive Q^2 values indicate that the research model has good predictive relevance in explaining the relationships among Experiential Value, Customer Satisfaction, and Customer Engagement Behavior.

Hypothesis Testing

Hypothesis testing in this study aims to examine the significant effects of the exogenous variable Experiential Value on the endogenous variable Customer Engagement Behavior, both directly and indirectly through the mediating variable Customer Satisfaction. The analysis was conducted using the bootstrapping method in SEM-PLS, which produces t-statistic and p-value values as the basis for decision-making.

Based on the testing criteria proposed by Ghozali, a hypothesis is accepted if the t-statistic value is greater than 1.96 at a 5% significance level and the p-value is less than 0.05, indicating a significant relationship between variables. Conversely, if the t-statistic is ≤ 1.96 or the p-value is > 0.05, the hypothesis is rejected, indicating no significant effect.

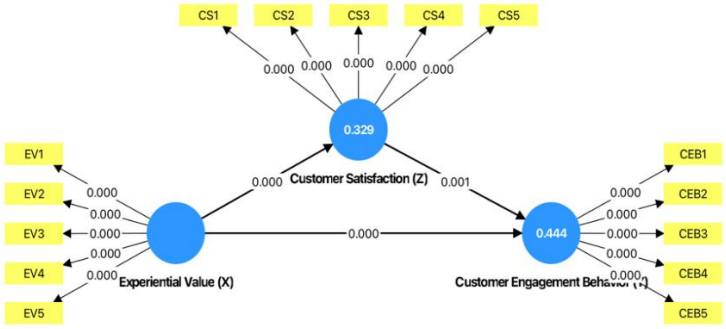


Figure2. Bootstrapping

Source: Processed data by the authors (2025)

Table 8. Hypothesis Testing Results

Relationship Between Variables	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistic	P-Value
Experiential Value terhadap Customer Engagement Behavior	0,500	0,501	0,068	7,305	0,000
Experiential Value terhadap Customer Satisfaction	0,574	0,576	0,054	10,667	0,000
Customer Satisfaction terhadap Customer Engagement Behavior	0,238	0,242	0,075	3,191	0,001
Experiential Value terhadap Customer Engagement Behavior melalui Customer Satisfaction	0,137	0,140	0,048	2,845	0,004

Source: Processed data by the authors (2026)

Hypothesis Testing 1 (H1)

The results indicate that the relationship between Experiential Value and Customer Engagement Behavior has a path coefficient of 0.500, with a t-statistic of 7.305 and a p-value of 0.000. These findings demonstrate that Experiential Value has a positive and significant effect on Customer Engagement Behavior. This implies that the higher the positive experience perceived by consumers when using Virtual Try-On technology, the higher the level of customer engagement toward the product or service. Therefore, the first hypothesis is accepted.

Hypothesis Testing 2 (H2)

The results show that the relationship between Experiential Value and Customer Satisfaction has a path coefficient of 0.574, with a t-statistic of 10.667 and a p-value of 0.000. These findings indicate that Experiential Value has a positive and significant effect on Customer Satisfaction. This suggests that enjoyable, interactive, and convenient experiences provided by Virtual Try-On technology can enhance customer satisfaction. Therefore, the second hypothesis is accepted.

Hypothesis Testing 3 (H3)

The results indicate that the relationship between Customer Satisfaction and Customer Engagement Behavior has a path coefficient of 0.238, with a t-statistic of 3.191 and a p-value of 0.001. These findings demonstrate that Customer Satisfaction has a positive and significant effect on Customer Engagement Behavior. This means that customers who feel satisfied tend to exhibit higher levels of engagement with the services or products they use. Therefore, the third hypothesis is accepted.

Hypothesis Testing 4 (H4)

The results indicate that the indirect effect of Experiential Value on Customer Engagement Behavior through Customer Satisfaction has a coefficient of 0.137, with a t-statistic of 2.845 and a p-value of 0.004. These findings demonstrate that Customer

Satisfaction significantly mediates the relationship between Experiential Value and Customer Engagement Behavior. Since the direct effect of Experiential Value on Customer Engagement Behavior remains significant after including the mediating variable, the type of mediation is classified as partial mediation. Therefore, the fourth hypothesis is accepted.

Discussion

The Effect of Experiential Value on Customer Satisfaction

The results of this study indicate that Experiential Value has a positive and significant effect on Customer Satisfaction in the use of Virtual Try-On technology, with a path coefficient of 0.574, a t-statistic of 10.667, and a p-value of 0.000. These findings suggest that the higher the positive experience perceived by consumers during the use of Virtual Try-On technology, the higher the level of customer satisfaction with the service.

Experiential Value plays an important role in shaping customer satisfaction, as the experience obtained during interactions with technology influences consumers' evaluation of overall service quality. Experiences that provide convenience, comfort, efficiency, and emotional benefits enhance positive perceptions of digital services. This finding is consistent with the work of Valarie Zeithaml, who emphasizes that perceived experiential value is a key determinant of customer satisfaction, as consumers compare perceived benefits with their initial expectations. Similar findings are also reported in the International Journal of Retail & Distribution Management, indicating that high-value digital experiences significantly improve customer satisfaction, particularly in interactive technology-based services.

The characteristics of Virtual Try-On technology offer a distinct experience compared to conventional shopping methods, as consumers can simulate products directly before purchase. The system's ability to provide realistic product visualization, fast responses, and assistance in evaluating product suitability enhances user comfort. In relation to expectation-confirmation theory, satisfaction arises when actual experiences meet or exceed prior expectations. Positive experiences during Virtual Try-On usage reinforce consumer perceptions that the technology effectively fulfills their needs in product evaluation.

The respondent characteristics further support the relationship between experiential value and customer satisfaction. Most respondents are digital users accustomed to utilizing technology in daily consumption activities, making them more sensitive to the quality of digital experiences. Such consumers tend to evaluate satisfaction based on ease of use, interaction comfort, and perceived benefits. These findings confirm that customer satisfaction in Virtual Try-On usage is shaped by valuable digital experiences that meet consumer expectations.

The Effect of Customer Satisfaction on Customer Engagement Behavior

The results indicate that Customer Satisfaction has a positive and significant effect on Customer Engagement Behavior in the use of Virtual Try-On technology, with a path coefficient of 0.238, a t-statistic of 3.191, and a p-value of 0.001. This suggests that higher levels of satisfaction lead to higher levels of customer engagement with the service or product.

Customer Satisfaction plays a crucial role in shaping engagement behavior, as it reflects consumers' positive evaluations of their service experiences. Satisfied customers tend to exhibit more active responses, such as providing positive feedback, engaging in repeated interactions, and maintaining ongoing relationships with the platform. This finding aligns with research by Roland T. Rust, which highlights customer satisfaction as a key driver of long-term customer engagement. Similar results are reported in the Journal of Business Research, showing that satisfied customers are more likely to actively engage in brand-related activities, including digital interactions and communication participation.

The characteristics of Virtual Try-On technology contribute to satisfaction, which subsequently leads to engagement. Ease of use, accurate visualization, and comfortable user experience create positive evaluations. When expectations are met, consumers are more likely to continue interacting with the platform through feature exploration, feedback provision, and other digital activities. From a relationship marketing perspective, customer satisfaction serves as the foundation for building long-term relationships, as it drives loyalty and active engagement.

The respondent characteristics further reinforce this relationship, as most are active digital users with high expectations for technological quality. These users are more likely to respond positively when services meet their needs efficiently and comfortably. The findings confirm that customer engagement behavior in Virtual Try-On usage is influenced not only by initial experience but also by the level of satisfaction formed after usage.

The Effect of Experiential Value on Customer Engagement Behavior

The results show that Experiential Value has a positive and significant effect on Customer Engagement Behavior, with a path coefficient of 0.500, a t-statistic of 7.305, and a p-value of 0.000. This indicates that higher experiential value leads to higher customer engagement.

Experiential Value plays a key role in shaping behavioral responses, as experiences derived from technology usage create positive perceptions, comfort, and emotional attachment. Consumers who perceive real benefits, ease of use, and enjoyable experiences tend to engage more actively with digital platforms. This finding is consistent with research by Ko de Ruyter, which highlights that valuable digital experiences enhance customer engagement through sustained interaction. Similar findings are also reported in the Journal of Retailing and Consumer Services, indicating that interactive technology-based experiences significantly influence engagement behavior.

Virtual Try-On technology enables consumers to try products virtually, reducing uncertainty and increasing confidence in product evaluation. Interactive visuals, responsive systems, and personalized simulations create engaging experiences. From the perspective of experiential marketing theory, experiences involving sensory, emotional, and functional aspects strengthen consumer-brand relationships, encouraging behaviors such as feedback, feature exploration, and continued interaction.

The respondent characteristics further support these findings, as most participants are active digital users accustomed to online product evaluation. Such users are highly responsive to technology that provides efficiency and convenience. These results confirm that engagement behavior is influenced not only by functional benefits but also by positive experiential value.

The Mediating Role of Customer Satisfaction in the Relationship between Experiential Value and Customer Engagement Behavior

The results indicate that Customer Satisfaction significantly mediates the relationship between Experiential Value and Customer Engagement Behavior, with an indirect effect coefficient of 0.137, a t-statistic of 2.845, and a p-value of 0.004. This suggests that higher experiential value increases customer satisfaction, which in turn enhances engagement behavior.

Customer Satisfaction acts as a mechanism that explains how positive experiences translate into engagement. Experiences that provide comfort, convenience, and emotional value first create positive evaluations, which then drive active engagement. This finding is consistent with research by Christian Grönroos, which emphasizes that valuable customer experiences lead to satisfaction, forming the basis of interactive relationships between consumers and firms. Similar findings in the Journal of Service Theory and Practice confirm that customer satisfaction plays a significant mediating role between perceived experience and engagement in digital services.

In the context of Virtual Try-On technology, interactive experiences do not immediately result in engagement but first generate satisfaction. When consumers perceive the technology as realistic, easy to use, and helpful in product evaluation, satisfaction increases, which subsequently drives engagement behaviors. From the stimulus-organism-response (S-O-R) perspective, experiential value acts as a stimulus, customer satisfaction as the internal state, and engagement behavior as the resulting response.

The respondent characteristics also support the mediating role of customer satisfaction. Most respondents are digital consumers who quickly evaluate experiences, influencing subsequent engagement behavior. The results indicate that the direct effect of Experiential Value on Customer Engagement Behavior remains significant even after including the mediator, indicating partial mediation. Thus, experiential value influences engagement both directly and indirectly through customer satisfaction.

4. CONCLUSION

Based on the results of this study examining the effect of Experiential Value on Customer Engagement Behavior, with Customer Satisfaction as a mediating variable in the use of Virtual Try-On technology, the following conclusions can be drawn: Experiential Value has a positive and significant effect on Customer Satisfaction, indicating that the higher the positive experience perceived by consumers during the use of Virtual Try-On technology, the higher the level of customer satisfaction with the service. Additionally, Customer Satisfaction has a positive and significant effect on Customer Engagement Behavior, implying that

customers who feel satisfied after using Virtual Try-On technology tend to exhibit higher levels of engagement with the services or products offered. Furthermore, Experiential Value has a positive and significant effect on Customer Engagement Behavior, suggesting that valuable digital experiences can directly enhance customer engagement through more active interaction with digital services. Lastly, Experiential Value has a positive and significant effect on Customer Engagement Behavior through Customer Satisfaction, indicating that Customer Satisfaction significantly mediates the relationship between Experiential Value and Customer Engagement Behavior. Therefore, Customer Satisfaction acts as a partial mediating variable, meaning that the effect of Experiential Value on Customer Engagement Behavior occurs not only directly but also indirectly through increased customer satisfaction as a mediating mechanism.

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