ABSTRACT

THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON PURCHASING DECISIONS THROUGH CUSTOMER EXPERIENCE ON WARDAH DECORATIVE PRODUCTS (Study on The Personal Color Analysis Feature by Wardah)

Elisa Nur Kholid[1], Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H.[2]

[1] *Student of Management Department, Pembangunan Jaya University*

[2] *Lecturer of Management Department, Pembangunan Jaya University*

This study aims to analyze the influence of artificial intelligence in personal color analysis features on purchasing decisions for Wardah decorative products, with customer experience as an intervening variable. With the development of digital technology, particularly in the beauty industry, the integration of artificial intelligence (AI) has become one of the innovative strategies used by cosmetic brands such as Wardah to enhance consumer experience and encourage purchasing decisions. This study uses a quantitative approach with a survey method. The sampling technique used is Purposive Sampling, with a total of 135 respondents. Data collection was conducted through the distribution of an online questionnaire, and the data obtained were analyzed using Partial Least Square – Structural Equation Modeling (PLS-SEM) via the SmartPLS 4.0 software. The results of the study indicate that AI has a significant effect on customer experience ($O = 0.657$; $T = 7.087$; $p < 0.001$), and customer experience also has a significant effect on purchasing decisions ($O = 0.381$; $T = 2.426$; $p = 0.008$). Furthermore, AI directly influences purchasing decisions ($O = 0.377$; $T = 2.418$; $p = 0.008$) and also indirectly through the mediation of customer experience ($O = 0.250$; $T = 1.819$; $p = 0.034$). This indicates that the use of AI technology in consumer interactions can enhance the quality of the user experience and strengthen the tendency to purchase beauty products.

Keywords: *Artificial Intelligence, Customer Experience, Purchase Decision, Wardah, PLS-SEM*