

PREDICTING CONTINUED USAGE INTENTION BASED ON FIT CONFIDENCE, INNOVATIVENESS, IMMERSION, AND USER PERCEIVED VALUES

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ABSTRACT

This study aims to analyze the influence of fit confidence, innovativeness, and immersion on continued usage intention through perceived hedonic value, utilitarian value, and social value. The research approach employed a quantitative method with a survey method of AR-based application users, with a purposive sampling technique to ensure respondents were relevant users. Data analysis was conducted using Structural Equation Modeling (SEM) to test the direct and indirect relationships between variables. The results showed that not all proposed hypotheses were empirically proven; however, several variables such as immersion and social value were shown to have a significant influence on continued usage intention. These findings confirm that the level of user engagement and perceived social value are important factors in driving continued usage intention towards AR technology. This study provides theoretical contributions to the digital marketing literature as well as practical implications for developers and marketers in designing engaging and valuable user experiences.

Keywords: Fit confidence, innovativeness, immersion, perceived hedonic, utilitarian value.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh fit confidence, innovativeness, dan immersion terhadap continued usage intention melalui perceived hedonic value, utilitarian value, dan social value. Pendekatan penelitian yang digunakan menggunakan metode kuantitatif dengan metode survei terhadap pengguna aplikasi berbasis AR, dengan teknik purposive sampling untuk memastikan responden merupakan pengguna yang relevan. Analisis data dilakukan menggunakan Structural Equation Modeling (SEM) untuk menguji hubungan langsung dan tidak langsung antar variabel. Hasil penelitian menunjukkan bahwa tidak semua hipotesis yang diajukan terbukti secara empiris; namun, beberapa variabel seperti immersion dan social value terbukti memiliki pengaruh signifikan terhadap continued usage intention. Temuan ini menegaskan bahwa tingkat keterlibatan pengguna dan nilai sosial yang dirasakan menjadi faktor penting dalam mendorong niat penggunaan berkelanjutan terhadap teknologi AR. Penelitian ini memberikan kontribusi teoretis terhadap literatur pemasaran digital serta implikasi praktis bagi pengembang dan pemasar dalam merancang pengalaman pengguna yang menarik dan bernilai.

Kata Kunci: Fit confidence, innovativeness, immersion, perceived hedonic, utilitarian value.

1. Introduction

The development of digital technology has brought significant changes to consumer consumption patterns, particularly in the realm of interactions between consumers and brands. One rapidly developing innovation is augmented reality technology, which can deliver interactive experiences by combining real-world and digital elements. The application of AR in marketing applications serves not only as an information tool but also as an entertainment medium that can increase consumer engagement (Davis & Aslam, 2024).

IKEA recorded an 86% increase in sales after integrating augmented reality (AR) into their digital catalog (Sasmita & Dewi, 2022). AR technology has been proven to increase consumer confidence, leading to higher engagement and reduced product return rates. Through the IKEA Place app, consumers can more accurately assess the products they intend to purchase by seeing how they look and function in real-world conditions (Wang & Zhang, 2021).

This app is available not only in several European countries but also in Indonesia. The "try before you buy" concept offers added value. Consumers can visualize the size, shape, appearance, and functionality of the product in their space, reducing the risk of post-purchase disappointment. However, the feature's relative lack of popularity means consumers are not fully utilizing it. This is reflected in the 1,013 reviews left on Google Play, with an overall rating of 3.2/5.0 (Ozturkcan, 2021). In fact, using IKEA Place allows shoppers to see how products will fit into their homes, which increases confidence during transactions, reduces returns, and creates a more enjoyable shopping experience. Furthermore, the app also strengthens the engagement between consumers and the brand through immersive and engaging digital interactions (Shaadiqiin & Sari, 2024).

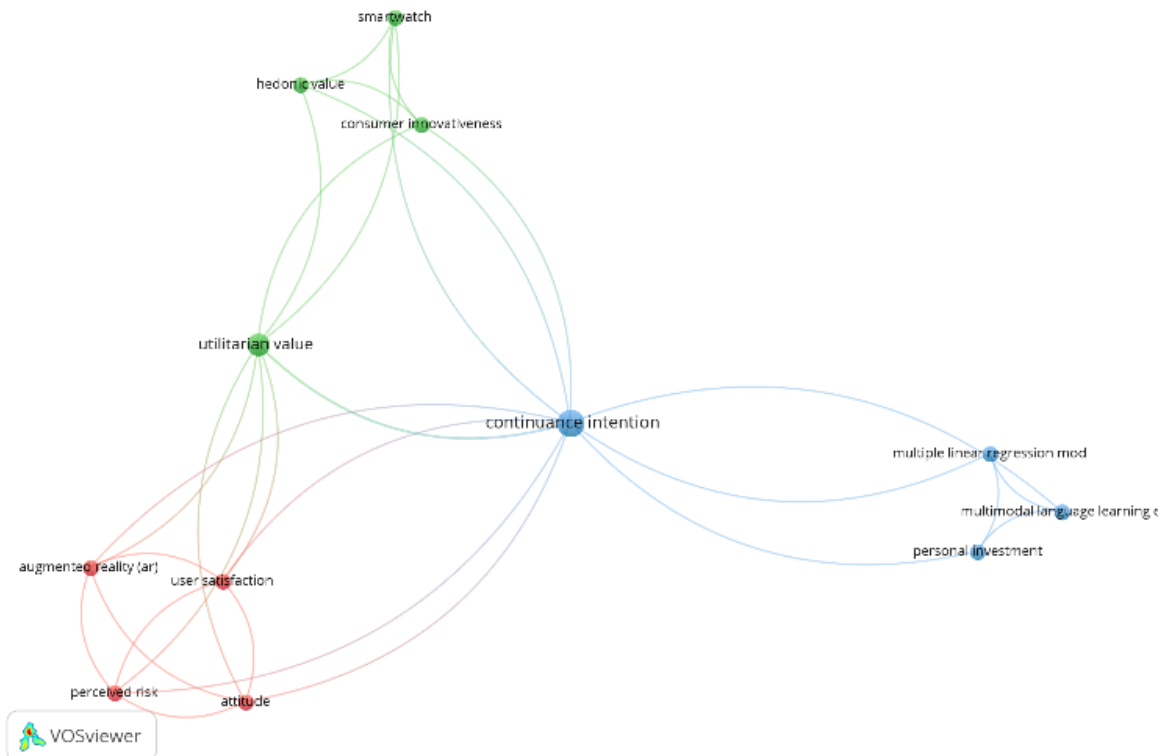
However, the influence of these factors on continued usage intention does not stand alone, but is mediated by consumers' perceived value, whether in the form of hedonistic value, utility value, or social value. This is where the research gap arises, namely, although previous studies have discussed the benefits of AR on the shopping experience or consumer satisfaction, empirical studies that specifically examine the relationship between fit confidence, innovativeness, and immersion with continued usage intention through perceived value, especially in the context of IKEA Place users in Indonesia, are still very limited (Addin et al., 2024).

One factor suspected of contributing to this decline is the use of augmented reality (AR) technology through the IKEA Place app, which has not yet functioned optimally in the Indonesian market. Although AR technology is designed to enhance the consumer shopping experience by allowing users to virtually visualize furniture in their home spaces, its implementation in Indonesia still faces various obstacles, such as low technology adoption rates, limited AR-supported devices, and minimal digital literacy among consumers. These conditions have resulted in the AR feature not being able to drive increased purchase intentions as expected. Furthermore, most Indonesian consumers still prefer the in-person shopping experience in physical stores to ensure product quality, size, and fit in real time, thus reflecting a gap between the digital innovations offered by IKEA and local consumer shopping behavior. Thus, this phenomenon indicates that although AR technology has great potential to support increased sales and customer experience, without adequate education, promotion, and outreach strategies, its impact on sales growth will remain limited and may even contribute to the downward trend in IKEA sales in Indonesia (Kumar et al., 2024).

On the other hand, the development of AR also aligns with the growing trend of gamification and digital entertainment in everyday activities. Consumers, especially the younger generation, seek experiences that are not only useful but also enjoyable. AR addresses this need by combining

elements of interactivity, entertainment, and emotional pleasure. In this regard, research indicators such as "using AR apps makes me happy" or "using AR apps makes me excited" reflect a hedonistic dimension that is relevant for further research (Shyr et al., 2024).

Figure 1. VOS Viewer



Source: Researcher (2025)

Based on the data in Figure 1., the VOS Viewer results show that previous research has focused on classic variables such as perceived ease of use, perceived usefulness, and satisfaction, as well as utilitarian and hedonistic values. However, few studies have linked fit confidence, innovativeness, and immersion with continued usage intentions through hedonistic value, utilitarian value, and social value. Therefore, this study offers novelty in expanding the model to include psychological and social dimensions relevant to the behavior of today's digital application users.

The under-explored variables in this study are fit confidence, innovativeness, immersion, and social value. These four variables are considered crucial because

they are conceptually directly related to user experience in the context of interactive technologies like AR. Fit confidence highlights the extent to which consumers believe a digital product is appropriate for their needs and context, innovativeness reflects an individual's openness to new technological innovations, immersion describes the level of emotional and cognitive engagement in the AR experience, and social value emphasizes the social benefits and recognition that arise from using the technology. However, these four variables have not been the primary focus of research, particularly in terms of their mediation through perceived consumer values. Although this study focuses on under-explored variables, the use of over-

explored variables such as perceived hedonistic value and utilitarian value is maintained because both have an important role as mediating variables that bridge the relationship between external factors (FC, IN, IM) and continued usage intention. Theoretically, hedonistic and utilitarian values have been proven to be strong predictors of user behavior in the digital context, so their existence remains relevant to comprehensively test the strength of the conceptual model. By combining over- and under-explored variables, this study not only fills the literature gap but also expands the understanding of how cognitive, affective, and social dimensions interact in shaping the intention to continue using AR technology.

2. Literature Review

Relationship between Social Value and Continued Usage Intention

Social value plays a crucial role in shaping continued usage intention, as it reflects the benefits individuals perceive from the social approval, recognition, and connections they gain through use. When users perceive that a product or service enhances their social identity, reputation, or sense of belonging, they are more likely to continue using it (Alalwan, 2020). Social value fosters positive peer influence and social acceptance, which foster continued engagement (Chen & Lin, 2021). Other studies have also shown that social value has a positive effect on continued usage intention (Voicu et al., 2023; Ananda & Patrisia 2024; Kaur et al., 2021; Dhir et al., 2020; Zhao & Baca 2020; Keni & Tjengharwidjaja 2024; Sari et al. 2025; Wang et al. 2020; Kaur et al. 2020; Tandon et al. 2021). Therefore, the following hypothesis is formulated:

H1a: Social value has a positive effect on continued usage intention.

Relationship between Immersion and Continued Usage Intention

Immersion has been widely recognized as a key determinant positively

influencing continued usage intention, particularly in digital and interactive experiences. When users experience immersion, they become highly engaged, attentive, and emotionally connected to the activity, which increases their likelihood of maintaining usage over time. Immersion creates a sense of presence and flow, which encourages users to perceive the activity as more meaningful and enjoyable, thus strengthening their intention to continue using the platform or service (Lee et al., 2020). Immersive experiences increase satisfaction and foster loyalty, as users feel absorbed in the environment and less distracted by external factors (Shin, 2021). Other studies have also shown that immersion has a positive effect on continued usage intention (Hewei & Youngsook 2022; Kang & Hwang 2022; Sari et al. 2025; Voicu et al. 2023; Li et al. 2025; Zhang et al. 2025; Chang & Suh 2025; Seridarana et al. 2024; Jiang et al. 2024; Wu et al. 2022). Therefore, the following hypothesis is formulated:

H1b: Immersion has a positive effect on continued usage intention.

Relationship between Fit Confidence and Continued Usage Intention

Fit confidence, which refers to an individual's belief that a product, service, or digital solution aligns with their needs and preferences, has been shown to positively influence continued usage intention. When users experience high levels of confidence, they are more likely to trust the effectiveness of an offering and feel confident that it will consistently deliver value, thus encouraging continued engagement (Zhao et al., 2020). This confidence reduces uncertainty and increases perceived reliability, leading to stronger intentions to reuse a product or service (Kim & Kim, 2021). Furthermore, fit confidence strengthens the perceived personal relevance of use, which is important for fostering loyalty and reducing switching behavior (Yang & Lin,

2022). Other research also shows that fit confidence has a positive effect on continued usage intention (Voicu et al., 2023; Chen et al., 2024; Kabir et al., 2025; Micheletto et al., 2025; Pookulangaraa et al., 2021; Sricharan et al., 2025; Perret and Schwientek 2025; Attri et al., 2024; Butt et al., 2024; Roster, 2024). So the hypothesis is formulated as follows:

H1c: Fit confidence has a positive effect on continued usage intention.

Relationship between Perceived Utilitarian Value and Continued Usage Intention

Perceived utilitarian value refers to the functional and goal-oriented benefits individuals derive from using a product or service and has been shown to significantly influence continued usage intention. Users who perceive a platform or service as offering efficiency, convenience, and problem-solving capabilities are more likely to maintain their engagement because the platform or service directly meets their needs (Hsieh et al., 2022). This pragmatic value reinforces satisfaction by emphasizing rational benefits such as time savings, cost efficiency, and effectiveness in completing tasks (Lin et al., 2023). Other studies also show that perceived utilitarian value has a positive effect on continued usage intention (Voicu et al., 2023; Yao et al., 2023; Wu & Huang 2023; Elnadi et al., 2024; Han & Zo, 2023; William & Fouad, 2024; Wang & Men, 2025; Ko & Ho, 2024; Maduku & Thusi, 2023; Tumaku et al., 2023). Therefore, the following hypothesis is formulated:

H1d: Perceived utilitarian value has a positive effect on continued usage intention.

Relationship between Immersion and Social Value

Immersion positively impacts social value by increasing users' sense of belonging, connectedness, and interaction with others in a digital context or

experience. When individuals experience deep immersion, they tend to feel emotionally and cognitively engaged, which fosters stronger social bonds and shared experiences (Hou et al., 2020). Immersion creates opportunities for individuals to build meaningful interactions, resulting in social recognition and acceptance (Huang et al., 2022). This social connectedness enhances perceptions of social value, as users derive satisfaction from being part of a shared community or environment (Chen et al., 2021). Other studies also show that immersion has a positive effect on social values (Voicu et al., 2023; Cano et al., 2023; Yousefi et al., 2024; Kalantari et al., 2023; Dunivan et al., 2024; Chen & Jin, 2022; Lanzieri et al., 2021; Thureau et al., 2023; Faralla et al., 2023; Sachan et al., 2025). Therefore, the following hypothesis is formulated:

H2: Immersion has a positive effect on social values.

Relationship between Fit Confidence and Immersion

Fit confidence reflects users' belief in the suitability and reliability of a system or product to meet their needs and has been shown to positively influence immersion. When users believe that the technology or service they are using aligns with their expectations and needs, they tend to experience deeper engagement and engagement (Zhao et al., 2020). A high level of fit confidence reduces uncertainty and cognitive dissonance, allowing users to focus on the experience rather than on functionality or usability (Chen et al., 2021). Other studies have also shown that fit confidence has a positive effect on immersion (Voicu et al., 2023; Chen et al., 2024; Aggarwal et al., 2024; Micheletto et al., 2025; Kabir & Kang, 2025; Jiang et al., 2022; Lee et al., 2021; Ricci et al., 2023; Gao & Liang, 2025, Nguyen et al., 2025). Therefore, the following hypothesis is formulated:

H3a: Fit confidence has a positive effect on immersion.

Relationship between Perceived Hedonistic Value and Immersion

Perceived hedonistic value, which refers to the enjoyment, excitement, and pleasure derived from using a product or service, has been shown to positively influence immersion. When users perceive high levels of hedonic value, they tend to experience deep engagement and lose their sense of time during their interactions, which strengthens immersion (Kosa et al., 2020). In digital contexts such as mobile apps, AR/VR, and games, hedonic enjoyment acts as a motivational driver that increases users' focus and emotional engagement (Zhang et al., 2020). Other studies have also shown that perceived hedonistic value has a positive effect on immersion (Voicu et al., 2023; Gao and Liang, 2025; Tan, 2024; Wang et al., 2025; Bai & Tan, 2024; Zhang et al., 2025; Song et al., 2022; Rohden et al., 2025; Micheletto et al., 2025; Zhu et al., 2025). Therefore, the following hypothesis is formulated:

H3b: Perceived hedonistic value has a positive effect on immersion.

Relationship between Immersion and Perceived Utilitarian Value

Immersion has a significant positive effect on perceived utility value because highly engaging experiences enhance users' perceptions of efficiency, functionality, and overall usefulness. When users are immersed, they are more focused and attentive, allowing them to maximize the instrumental benefits of a system or service. For example, immersion in digital platforms helps users process information effectively and perceive greater value in terms of convenience and productivity (Shen et al., 2020). Immersive experiences encourage users to interact longer with the technology, thereby strengthening the perception of utility in achieving goals (Wu & Holsapple, 2022). Other studies have also shown that immersion has a positive

effect on perceived utilitarian value (Voicu et al., 2023; Tu & Jia, 2024; Zhu & Wang, 2025; Hewei, 2022; Ricci et al., 2023; Ardura et al., 2023; Gao & Liang, 2025; William & Fouad, 2025; Zhong & Hamouda, 2024; Bagratuni et al., 2025; Wan et al., 2025). Therefore, the following hypothesis is formulated:

H4a: Immersion has a positive effect on perceived utilitarian value.

Relationship between Fit Confidence and Perceived Utilitarian Value

Fit confidence, defined as consumers' belief that a product aligns with their personal needs or preferences, has been shown to positively influence perceived utility value, particularly in digital and retail contexts. When consumers believe a product fits their needs, they are more likely to perceive it as useful and functional, which increases the utility value of their consumption experience (Choi & Kim, 2021). This confidence reduces uncertainty in decision-making and increases efficiency, as customers save time and effort in evaluating alternatives (Kim & Kim, 2020). Other studies also show that fit confidence has a positive effect on perceived utilitarian value (Voicu et al., 2023; Chen et al., 2024; Batool & Mou, 2024; Smitha et al., 2022; Attri et al., 2024; Mollel & Chen, 2025; Kabir & Kang, 2025; Micheletto et al., 2025; Wang et al., 2022; Tawira & Ivanov, 2022). Therefore, the following hypothesis is formulated:

H4b: Fit confidence has a positive effect on perceived utilitarian value.

Relationship between Perceived Hedonistic Value and Perceived Utilitarian Value

Hedonistic value positively influences perceived utilitarian value, as consumers often integrate emotional pleasure with functional benefits when evaluating products or services. When

individuals derive pleasure, excitement, or entertainment from an experience, they tend to perceive it as more rewarding and valuable because such pleasure increases overall satisfaction (Lee & Chen, 2021). Hedonistic experiences contribute to deeper emotional connections that strengthen perceptions of practical benefits, making utilitarian value seem more significant (Xu & Wang, 2020). Other studies have also shown that perceived hedonistic value has a positive effect on perceived utilitarian value (Voicu et al., 2023; Huang & Liu, 2024; Jo, 2022; Lavuri et al., 2021; Ciocodeică et al., 2025; Silalahi et al., 2025; Avcilar & Ozsoy, 2021; Widjaja et al., 2023; Kousi et al., 2023; Zhang et al., 2025). Therefore, the following hypothesis is formulated:

H4c: Perceived hedonistic value has a positive effect on perceived utilitarian value.

Relationship between Innovativeness and Perceived Utilitarian Value

Innovation has been shown to positively influence perceived utility value by improving the efficiency, functionality, and practicality of consumer experiences. Innovative products and services often introduce features that simplify tasks, save time, or optimize performance, thereby increasing their perceived utility. According to Chou et al. (2020), consumer innovation drives the adoption of new solutions that enhance functional benefits, leading to higher perceived utility value. Kim and Lee (2021) highlight that technological innovation in retail environments improves customer decision-making, making shopping more efficient and goal-oriented. Wu & Chen (2022) emphasize that innovative digital platforms provide personalized and adaptive functions, which directly strengthen perceptions of utility. Other studies also show that innovativeness has a positive effect on perceived utilitarian value (Voicu et al., 2023; Jalu et al., 2023; Bu et al., 2023; Maharani & Hidayat, 2023; Yum & Kim, 2024; Hu, 2021; Jeong & Chop, 2022; Bae & Jeon, 2022; Negassa,

2024; Lavuri et al., 2022). Therefore, the following hypothesis is formulated:

H4d: Innovativeness has a positive effect on perceived utilitarian value.

Relationship between Fit Confidence and Perceived Hedonistic Value

Fit confidence, defined as consumers' belief that a product or service aligns with their personal preferences and needs, has a positive influence on perceived hedonistic value by increasing enjoyment, satisfaction, and emotional engagement in consumption. When consumers believe a product is suitable, they experience greater pleasure, excitement, and joy from its use, which strengthens perceptions of hedonic value (Lee & Kim, 2020). Perceived fit enhances emotional responses by reducing uncertainty and fostering trust, allowing consumers to focus on the enjoyment derived from the product (Choi & Park, 2021). Other studies also show that fit confidence has a positive effect on perceived hedonistic value (Voicu et al., 2023; Chen et al., 2024; Letwin & Alex 2023; Nayak et al., 2021; Shang et al., 2023; Batool & Mou 2024; Chen et al., 2024; Micheletto et al., 2025; Prasetyo, 2021; Kariim, 2025). Therefore, the following hypothesis is formulated:

H5a: Fit confidence has a positive effect on perceived hedonistic value.

Relationship between Innovativeness and Perceived Hedonistic Value

Innovation plays a crucial role in shaping perceptions of hedonistic value, as it enhances consumers' sense of enthusiasm, novelty, and enjoyment during product use or shopping experiences. Hedonistic value relates to the emotional satisfaction and pleasure derived from consumption beyond its functional purpose. Innovative products or services often spark curiosity and excitement by offering creative designs, new functionality, or engaging

experiences, contributing to consumers' emotional satisfaction. For example, technological innovations such as augmented reality shopping interfaces or smart devices are associated with higher enjoyment and entertainment, leading to stronger hedonistic perceptions (Kang et al., 2020). Similarly, innovative brand strategies enhance customer experiential engagement, which translates into pleasure and enjoyment during consumption (Choi & Kim, 2021). Other studies also show that innovativeness has a positive effect on perceived hedonistic value (Voicu et al., 2023; Batyar & Esmailpour 2021; Maharani & Hidayat 2023; Sen et al., 2025; Cuong, 2025; Saygılı & Yalçintekin, 2021; Nny et al., 2024; Eng & Nong, 2024; Bettiga et al., 2020; Yum & Kim, 2024; Park et al., 2023). Therefore, the following hypothesis is formulated:

H5b: Innovativeness has a positive effect on perceived hedonistic value.

Relationship between Innovativeness and Fit Confidence

Innovation has a positive effect on fit confidence because consumers perceive innovative products as better able to meet their personal needs and preferences, thereby strengthening their confidence in the product's fit. When companies introduce innovative features such as advanced customization tools, augmented reality fitting, or smart product recommendations, consumers gain greater certainty that the product will meet their expectations (Huang & Luo, 2021). This high perception of fit reduces uncertainty, thereby increasing fit confidence. Studies in digital retail show that innovative technologies such as virtual try-ons and AI-based personalization increase user confidence in product accuracy and fit (Park & Yoo, 2020). Other studies also show that innovativeness has a positive effect on fit confidence (Voicu et al., 2023; Jiang et al., 2025; Zeng & Song, 2025; Papachristopoulos et al., 2023; Ma & Zhou, 2025; Yu et al., 2025; Deng et al., 2025; Choi et al., 2023; Xiong et al., 2025;

Dai et al., 2024; Zhao et al., 2022). Therefore, the following hypothesis is formulated:

H6: Innovativeness has a positive effect on fit confidence.

The Effect of Perceived Hedonistic Value in Mediating the Effect of Fit Confidence on Perceived Utilitarian Value

Perceived hedonistic value serves as a mediating mechanism in the relationship between fit confidence and perceived utilitarian value, as emotional enjoyment enhances the functional benefits derived from product use. When consumers have high fit confidence and believe that a product meets their needs or preferences, they tend to experience feelings of pleasure, enthusiasm, and satisfaction (Huang & Liao, 2021). Positive emotions can increase engagement and perceptions of meaningfulness in interactions, which in turn strengthen perceptions of usefulness and efficiency (Zhang & Zhao, 2022). Other studies have also shown that perceived hedonistic value can mediate the effect of fit confidence on perceived utilitarian value (Voicu et al., 2023; Dieck et al., 2024; Negm, 2024; Rodríguez et al., 2024; Qin et al., 2024; Yo, 2023; Lau & Tang, 2025; Vieira, 2022; Yang, 2021; Hong et al., 2023). Thus, perceived hedonistic value bridges the gap between fit beliefs and utilitarian outcomes, demonstrating how emotional satisfaction enhances the functional value consumers attribute to a product. Therefore, the following hypothesis is formulated:

H7: Perceived hedonistic value can mediate the effect of fit confidence on perceived utilitarian value.

The Effect of Perceived Hedonistic Value in Mediating the Effect of Innovativeness on Immersion

Perceived hedonistic value can mediate the effect of innovation on immersion by transforming users'

openness to novelty into deeper experiential engagement. Innovative individuals or systems introduce stimulating new features that arouse curiosity and enjoyment; this pleasurable response (perceived hedonistic value) increases users' willingness to allocate attention and become absorbed in the experience (Leveau, 2023). Other studies have also shown that perceived hedonistic value can mediate the effect of innovativeness on immersion (Voicu et al., 2023; Laato et al., 2020; Hultman et al., 2021; Ariansyah & Yuniarti, 2021; Li et al., 2022; Phia et al., 2021; Limones et al., 2020; Maharani & Hidayat, 2023; Kim et al., 2025; Sen et al., 2025). Therefore, the following hypothesis is formulated:

H8: Perceived hedonistic value can mediate the effect of innovativeness on immersion.

The Effect of Fit Confidence in Mediating the Effect of Innovativeness on Perceived Hedonistic Value

Fitness confidence can mediate the effect of innovation on perceived hedonistic value by strengthening the emotional satisfaction and enjoyment consumers derive from innovative products. Innovation encourages companies to design products or technologies that better align with user preferences, thereby increasing their belief in the product's fit and personal relevance (Ha et al., 2024). When consumers perceive that an innovative product aligns with their needs and lifestyle, they experience greater pleasure and excitement during consumption, leading to stronger hedonistic value (Fadillah et al., 2022). Other studies have also shown that fit confidence can mediate the effect of innovativeness on perceived hedonistic value (Voicu et al., 2023; Tu et al., 2024; Ardura et al., 2023; Batool & Mou, 2024; Vieira et al., 2022; Dieck et al., 2024; Chen et al., 2024; Geng & Chang, 2022; Yang, 2021; Hewei, 2022). Therefore, when consumers believe in the suitability of an innovative product, they tend to experience higher hedonistic value due to the joy and satisfaction of using a product that feels right for them. Therefore,

the following hypothesis is formulated:

H9: Fit confidence can mediate the effect of innovativeness on perceived hedonistic value.

The Effect of Immersion in Mediating the Effect of Fit Confidence on Social Value

Immersion plays a crucial mediating role in linking fit beliefs to social value, as an increased sense of involvement transforms an individual's perception of product fit into a socially meaningful experience. When consumers feel strong fit beliefs, believing that a product aligns with their needs or characteristics, this encourages deeper immersion in the experience, characterized by presence, flow, and attentional absorption (Algharabat et al., 2020). Immersion then strengthens social interactions by making experiences more vivid and shareable, thereby increasing social acceptance and connectedness (Rauschnabel et al., 2022). Other studies have also shown that immersion mediates the effect of fit confidence on social value (Voicu et al., 2023; Aggarwal et al., 2025; Rumokoy & Frank 2025; Best et al., 2024; Teng et al., 2024; Thureau et al., 2022; Lee et al., 2022; Chen et al., 2023; Hossain et al., 2025; Hamilton et al., 2020). Thus, immersion not only enhances personal enjoyment of product fit but also channels it into valuable social outcomes, strengthening the role of depth of experience in creating social value. Therefore, the following hypothesis is formulated:

H10: Immersion mediates the effect of fit confidence on social value.

The Effect of Immersion in Mediating the Effect of Fit Confidence on Perceived Utilitarian Value

Immersion mediates the effect of fit beliefs on perceived utility value by transforming consumer beliefs about product fit into functional and goal-oriented benefits. When consumers hold

strong fit beliefs and believe a product aligns with their preferences or physical characteristics, they tend to engage more deeply in the use or trial experience, characterized by intense concentration, presence, and engagement (Yang & Li, 2021). This increased immersion allows consumers to evaluate a product's functionality more effectively, strengthening perceptions of its practical benefits (Shen et al., 2020). Other studies have also shown that immersion can mediate the effect of fit confidence on perceived utilitarian value (Voicu et al., 2023; Ardura et al., 2023; Hewei, 2022; Gao and Liang, 2025; Naveen et al., 2025; Yum & Kim, 2024; Söderström et al., 2024; Alzayat et al., 2021; Hewei, 2022; Rauschnabel & Babin, 2022). Thus, immersion serves as a psychological bridge, channeling beliefs about product fit into stronger perceptions of usability and efficiency. Immersive engagement ensures that product fit goes beyond simply satisfying aesthetic needs or hedonic experience, but also promotes tangible utilitarian value in consumer evaluations. Therefore, the following hypothesis is formulated:

H11: Immersion can mediate the effect of fit confidence on perceived utilitarian value.

The Effect of Immersion in Mediating the Effect of Fit Confidence on Continued Usage Intention

Immersion can mediate the effect of fit confidence on continued usage intention by transforming users' beliefs about the product's fit into a deep and immersive experience that enhances satisfaction, reduces uncertainty, and encourages habit formation. When fit confidence is high, users perceive the product or virtual representation as fitting their needs or body, enabling greater cognitive and emotional engagement (presence, flow) with the interface. This deeper engagement (immersion) focuses attention on the interaction and enhances perceptions of usefulness and enjoyment, both key

antecedents of continuation (Hung, 2021). Other studies have also shown that immersion can mediate the influence of fit confidence on continued usage intention (Voicu et al., 2023; Chang & Suh, 2025; Geng & Chang, 2022; William & Fouad, 2025; Leveau & Camus, 2023; Ambika et al., 2023; Saleem et al., 2024; Wang et al., 2024; Jung et al., 2024; Alam et al., 2022). Therefore, designers who build features that enhance perceived fit while encouraging immersive engagement can transform initial beliefs into long-term user retention. Therefore, the following hypothesis is formulated:

H12: Immersion can mediate the influence of fit confidence on continued usage intention.

The Mediating Effect of Immersion on Continued Usage Intention

Social value plays a significant mediating role in the relationship between immersion and continued usage intention. Immersion, which refers to the deep involvement and absorption users experience in a digital or virtual environment, increases perceptions of social connectedness and recognition within a community (Xu et al., 2020). When users feel immersed, they often experience a stronger sense of belonging and social identity, which contributes to higher social value (Park & Kim, 2021). Other studies have also shown that perceived hedonistic value can mediate the effect of innovativeness on fit confidence (Voicu et al., 2023; Mpinganjira et al., 2024; Jiang et al., 2022; Jung et al., 2024; Li et al., 2022; Ramadhoni & Prassida, 2025; Wu et al., 2024; Tu & Jia, 2024; Yu et al., 2024; Putrid & Syah, 2024; Moonen et al., 2023). Therefore, social value acts as a bridge that transforms immersion into long-term loyalty and continued usage intention. Therefore, the following hypothesis is formulated:

H13: Social value can mediate the effect

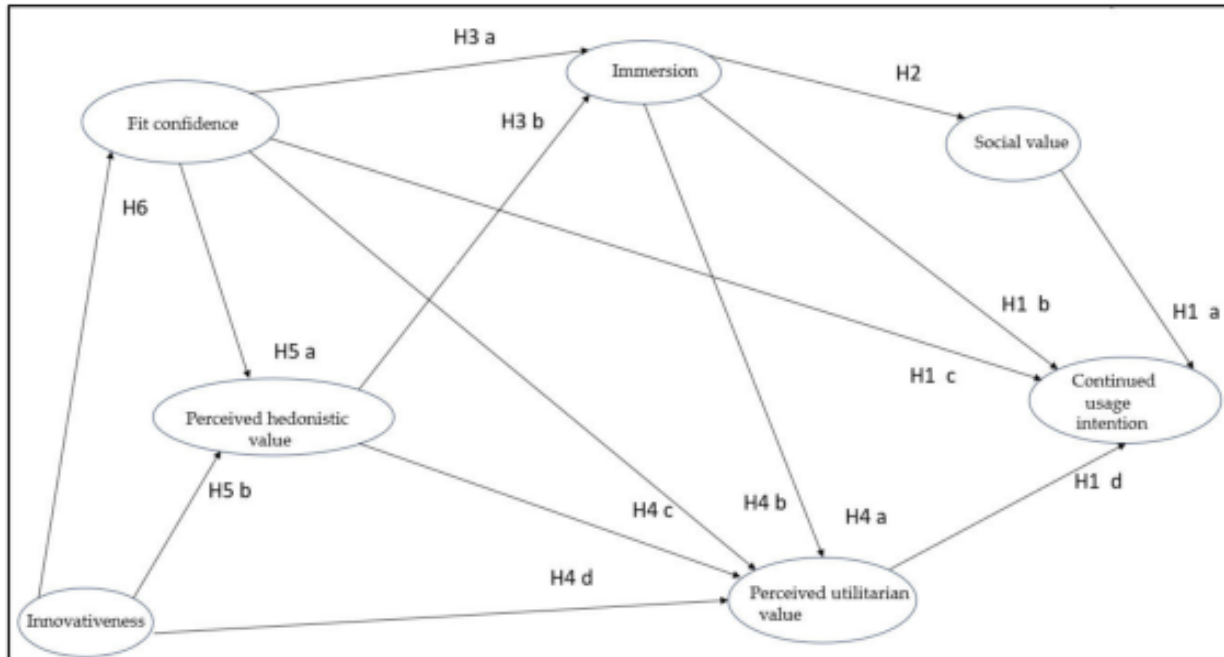
of immersion on continued usage intention.

Research Framework

The research framework provides a clear structure that illustrates the relationships among the study variables and

guides the development of hypotheses. It helps ensure that the analysis follows a logical and systematic flow based on relevant theories. The research framework used in this study is presented below.

Figure 2. Research Framework



Source: Replication of research by Voicu et al., (2023)

3. Research Method

The sample size in this study was determined using several methodological approaches to ensure that the number of respondents met the requirements for Structural Equation Modeling (SEM). The first approach referred to the inverse square root method proposed by Kock and Hadaya (2018), which is commonly used to estimate the minimum sample size needed for complex PLS-SEM models. Based on this method, a minimum of approximately 160 respondents was required to achieve sufficient statistical power and reduce measurement error within a model involving multiple constructs and indicators (Sekaran & Bougie, 2020).

The second approach involved conducting a power analysis using G*Power version 3.1.9.4, with parameters set at $\alpha = 0.05$, an effect size of 0.15, and a statistical power level of 0.95. The results indicated that at least 153 respondents were

needed to detect medium-sized effects within the structural model. To strengthen this estimate, sample sizes used in previous studies with similar research designs were also reviewed, ensuring consistency with empirical standards commonly applied in digital technology and consumer behavior research (Sugiyono, 2020).

The study employed the PLS-SEM rule of thumb, which recommends using at least ten times the number of indicators in the construct with the most indicators, or ten times the number of structural paths directed at a particular latent variable. Based on this rule, the minimum required sample was approximately 150 respondents. Taking all methods into consideration, the final sample size was set at 160 respondents, ensuring that the data collected satisfied methodological rigor and provided reliable input for SEM analysis. The primary analytical

technique used in this research was Structural Equation Modeling (SEM), a statistical method for testing and modeling relationships and influences among variables.

Table 1. Variable Operational Definitions

Variable	Indicators	Source
Continued Usage Intention	<ul style="list-style-type: none"> • I plan to continue using this AR application when selecting IKEA Indonesia furniture products. • I will always try to use this AR application when shopping for IKEA Indonesia furniture. • I will continue using this AR application as often as I do now. • I expect to purchase IKEA Indonesia furniture after using the AR application. • I will use this AR application every time I choose IKEA Indonesia furniture products, if possible. • I plan to use this AR application for future IKEA Indonesia furniture purchases. • I want to use this AR application for future IKEA Indonesia furniture shopping. 	Voicu et al., (2023)
Social Value	<ul style="list-style-type: none"> • I use the IKEA AR application to create a positive impression of my room for others. • Using the IKEA AR application makes others perceive my room design more positively. • The IKEA AR application helps me feel more accepted by others through attractive room appearance. • I enjoy sharing my AR-based room designs with friends. • The IKEA AR application helps me exchange design experiences with others through social media. 	Voicu et al., (2023)
Fit Confidence	<ul style="list-style-type: none"> • The IKEA furniture I choose through the AR application feels suitable for me. • The AR application helps me find furniture colors that match my preferences. • I believe the AR-displayed furniture fits my personal needs. • The virtual visualization of IKEA furniture looks suitable for my room. • I am confident the furniture dimensions shown via AR match my room space. 	Voicu et al., (2023)
Perceived Utilitarian Value	<ul style="list-style-type: none"> • The IKEA AR application helps me meet my needs in choosing furniture more easily. • The app's features provide practical benefits when shopping for furniture. • Using the IKEA AR app saves me time compared to traditional shopping. • The AR application helps me make better decisions when selecting furniture. • The app provides clear information about IKEA furniture products. 	
Immersion	<ul style="list-style-type: none"> • I am absorbed in what I am doing when using the AR application. • I feel immersed in the process of trying IKEA Indonesia furniture. • I feel drawn into the virtual experience of trying IKEA furniture. • The AR application makes me think actively about how IKEA furniture fits me. • The IKEA furniture displayed through AR feels realistic. • I feel as if I am truly present in the virtual IKEA experience. 	Voicu et al., (2023)
Innovativeness	<ul style="list-style-type: none"> • I enjoy using new technology when shopping for IKEA furniture. • I like learning about new technologies for IKEA product shopping. • I look for opportunities to try new technologies for IKEA furniture. • Compared to friends, I am usually among the first to try AR technology. • I believe AR technology is useful for online IKEA furniture shopping. 	
Perceived Hedonistic Value	<ul style="list-style-type: none"> • I use the IKEA AR application just for fun even when I don't need the products. • I feel entertained when placing IKEA furniture in my space through AR. • I often use the AR feature mainly for entertainment rather than actual need. • I spend a lot of time using the AR application for personal enjoyment. • I still use the AR application even when I don't consider its usefulness 	Voicu et al., (2023)

4. Results and Discussion

Respondent's Characteristics

In this study, the sample consists of IKEA Indonesia consumers who reside in Jakarta and have purchased at least one IKEA product within the past month. Based on Table 4.6, most respondents are aged 20–30 years (79 respondents or 49.4%), followed by those aged 31–40 years (68 respondents or 42.5%). Meanwhile, 41–50 years represents 10 respondents (6.3%), and those under 20 years old account for 3 respondents (1.9%).

For the occupation category, the majority are employees (90 respondents or 56.3%), followed by entrepreneurs business owners (38 respondents or 23.8%), and

civil servants (PNS) (32 respondents or 20%). Regarding education, most respondents hold a Bachelor's degree (S1) (100 respondents or 62.5%), followed by Diploma graduates (D1/D2/D3) (28 respondents or 17.5%), Master's degree holders (S2) (24 respondents or 15%), and Doctoral graduates (S3) (8 respondents or 5%). For the number of IKEA products purchased in the last month, most respondents bought 1–2 products (81 respondents or 50.6%), followed by 3–4 products (65 respondents or 40.6%), 5–6 products (12 respondents or 7.5%), and more than 6 products (2 respondents or 1.3%).

Table 2. Respondent's Profile

Category	Description	Number of Respondents	Percentage
Gender	Male	90	56.3%
	Female	70	43.8%
Occupation	Employee	90	56.3%
	Civil Servant (PNS)	32	20.0%
	Entrepreneur / Business Owner	38	23.8%
Education Level	Diploma (D1/D2/D3)	28	17.5%
	Bachelor's Degree (S1)	100	62.5%
	Master's Degree (S2)	24	15.0%
	Doctoral Degree (S3)	8	5.0%
Number of Products Purchased	> 6 products	2	1.3%
	1–2 products	81	50.6%
	3–4 products	65	40.6%
	5–6 products	12	7.5%

Convergent Validity

The results of the outer loading test in the actual study showed that all indicators of each research variable met the criteria for convergent validity. The variable of continued usage intention had a factor loading value between 0.740 and 0.858 and a Corrected Item-Total Correlation of

0.583–0.746 with an AVE of 0.667, so all indicators were valid. The variable of fit confidence showed a factor loading of 0.801–0.853, a Corrected Item-Total Correlation of 0.656–0.699, and an AVE of 0.688, indicating that the indicators consistently represented the construct.

Table 3. Outer Loading Test Results

Variables	Indicators	Loading Factor	Corrected Item-Total Correlation	AVE	Result
Continued Usage Intention)	CUI1	0,856	0,683	0,667	Valid
	CUI2	0,740	0,583		Valid
	CUI3	0,767	0,626		Valid

Variables	Indicators	Loading Factor	Corected Item-Total Correlation	AVE	Result
Fit Confidence	CUI4	0,858	0,746	0,688	Valid
	CUI5	0,833	0,717		Valid
	CUI6	0,846	0,742		Valid
	CUI7	0,812	0,695		Valid
	FIT1	0,832	0,693		Valid
	FIT2	0,853	0,699		Valid
	FIT3	0,838	0,684		Valid
Immersion	FIT4	0,824	0,656	0,679	Valid
	FIT5	0,801	0,667		Valid
	IMM1	0,814	0,666		Valid
	IMM2	0,796	0,688		Valid
	IMM3	0,847	0,732		Valid
	IMM4	0,836	0,705		Valid
Innovativeness	IMM5	0,869	0,750	0,697	Valid
	IMM6	0,779	0,629		Valid
	INT1	0,841	0,682		Valid
	INT2	0,878	0,769		Valid
	INT3	0,838	0,654		Valid
Perceived Hedonistic Value	INT4	0,822	0,650	0,729	Valid
	INT5	0,794	0,582		Valid
	PHV1	0,894	0,781		Valid
	PHV2	0,816	0,662		Valid
	PHV3	0,876	0,784		Valid
Perceived utilitarian value	PHV4	0,889	0,779	0,767	Valid
	PHV5	0,789	0,655		Valid
	PUV1	0,850	0,744		Valid
	PUV2	0,888	0,772		Valid
	PUV3	0,855	0,731		Valid
Social Value	PUV4	0,904	0,816	0,684	Valid
	PUV5	0,881	0,777		Valid
	SV1	0,796	0,614		Valid
	SV2	0,849	0,694		Valid
	SV3	0,851	0,704		Valid
	SV4	0,814	0,655	Valid	
	SV5	0,822	0,663	Valid	

Source: SmartPLS Data Processing Results (2025)

Discriminant Validity of Actual Study

Discriminant validity testing using the Heterotrait-Monotrait Ratio (HTMT) shows

that all pairs of constructs have values below the threshold of 0.90, so that discriminant validity is met.

Table 4. Discriminant validity of HTMT

Variable	CUI	FIT	IMM	INT	PHV	PUV	SV
Continued Usage Intention							
Fit Confidence	0,804						
Immersion	0,850	0,809					
Innovativeness	0,830	0,884	0,853				
Perceived Hedonistic Value	0,870	0,886	0,882	0,863			
Perceived Utilitarian Value	0,822	0,802	0,880	0,878	0,842		
Social Value	0,882	0,815	0,817	0,815	0,828	0,861	

Source: SmartPLS Data Processing Results (2025)

Based on the Fornell-Larcker discriminant validity test, it can be seen that each construct in the research model meets the criteria for discriminant validity. The

values listed on the diagonal of the table are the square roots of the Average Variance Extracted (AVE) of each variable, and the results show that all

AVE root values are higher than the correlations between other constructs in the same column or row. This indicates that each construct is able to differentiate itself

well from other constructs in the model. Therefore, it can be concluded that it is valid.

Table 5. Discriminant validity of Fornell Larcker

Variable	CUI	FIT	IMM	INT	PHV	PUV	SV
Continued Usage Intention	0,917						
Fit Confidence	0,905	0,930					
Immersion	0,869	0,904	0,824				
Innovativeness	0,844	0,878	0,861	0,895			
Perceived Hedonistic Value	0,887	0,885	0,790	0,868	0,854		
Perceived Utilitarian Value	0,851	0,909	0,807	0,889	0,863	0,876	
Social Value	0,786	0,901	0,828	0,813	0,835	0,868	0,827

Source: SmartPLS Data Processing Results (2025)

Table 6. Measurement Model Test Results

Variable	Cronbach alpha	Composite reliability (rho A)	Result
Continued Usage Intention	0,916	0,933	Reliable
Fit Confidence	0,887	0,917	Reliable
Immersion	0,905	0,927	Reliable
Innovativeness	0,891	0,920	Reliable
Perceived Hedonistic Value	0,906	0,931	Reliable
Perceived Utilitarian Value	0,924	0,943	Reliable
Social Value	0,884	0,915	Reliable

Source: SmartPLS Data Processing Results (2025)

The Variance Inflation Factor (VIF) values in the measurement model indicate that all indicators are free from multicollinearity. The VIF values recorded for each variable are below the critical threshold of 5, indicating there is no indication of excessive correlation between indicators in the model. For example, fit

confidence has the highest VIF of 4.597, while immersion is recorded at 4.107, and innovativeness reaches 4.407. Other variables such as perceived hedonistic value, perceived utilitarian value, and social value also show safe VIF values, all below 5.

Table 7. Results of VIF Values of Measurement Model

Variable	CUI	FIT	IMM	INT	PHV	PUV	SV
Continued Usage Intention							
Fit Confidence	2,846		4,597		4,376	4,460	
Immersion	2,568					4,107	1,000
Innovativeness		1,000			4,376	4,407	
Perceived Hedonistic Value			4,597			4,390	
Perceived Utilitarian Value	2,277						
Social Value	2,786						

Source: SmartPLS Data Processing Results (2025)

These results indicate that each indicator is able to contribute independently to the measurement model without any significant overlap, so that the PLS-SEM analysis can be carried out reliably.

The path coefficient analysis is used to evaluate the strength and significance of

the relationships among the constructs within the structural model. This analysis identifies which hypotheses are supported and determines the magnitude of each variable's influence on others. The path coefficient table is presented below:

Table 8. Structural Model Test Results (Path coefficient)

Hypothesis	Path coefficient	t-statistics	P-Value	Result
H1a Social value has a positive effect on continued usage intention.	0,334	3,668	0,000	Supported
H1b Immersion has a positive effect on continued usage intention.	0,254	1,520	0,129	Not Supported
H1c Fit confidence has a positive effect on continued usage intention.	0,295	1,819	0,069	Not Supported
H1d Perceived utilitarian value has a positive effect on continued usage intention.	0,088	0,761	0,447	Not Supported
H2 Immersion has a positive effect on social value.	0,828	20,073	0,000	Supported
H3a Fit confidence has a positive effect on immersion.	0,537	4,712	0,000	Supported
H3b Perceived hedonistic value has a positive effect on immersion.	0,415	3,571	0,000	Supported
H4a Immersion has a positive effect on perceived utilitarian value.	0,349	2,210	0,027	Supported
H4b Fit confidence has a positive effect on perceived utilitarian value.	0,655	5,785	0,000	Supported
H4c Perceived hedonistic value has a positive effect on perceived utilitarian value.	0,249	2,150	0,032	Supported
H4d Innovativeness has a positive effect on perceived utilitarian value.	0,397	3,288	0,001	Supported
H5a Fit confidence has a positive effect on perceived hedonistic value.	0,536	4,614	0,000	Supported
H5b Innovativeness has a positive influence on perceived hedonistic value.	0,397	3,345	0,001	Supported
H6 Innovativeness has a positive effect on fit confidence.	0,878	25,093	0,000	Supported
H7 Perceived hedonistic value can mediate the effect of fit confidence on perceived utilitarian value.	0,133	1,734	0,083	Not Supported
H8 Perceived hedonistic value can mediate the effect of innovativeness on immersion.	0,165	2,169	0,030	Supported
H9 Fit confidence can mediate the effect of innovativeness on perceived hedonistic value.	0,471	4,554	0,000	Supported
H10 Immersion can mediate the effect of fit confidence on social value.	0,444	4,264	0,000	Supported
H11 Immersion can mediate the effect of fit confidence on perceived utilitarian value.	0,187	2,055	0,040	Supported
H12 Immersion can mediate the effect of fit confidence on continued usage intention.	0,136	1,649	0,099	Not Supported
H13 Social value can mediate the effect of immersion on continued usage intention.	0,277	3,511	0,000	Supported

Source: SmartPLS Data Processing Results (2025)

Fit Model

The results of the Model Fit Test show that the SRMR (Standardized Root Mean Square Residual) value in the saturated model is 0.068. This value is below the tolerance limit of 0.10, indicating that the research model has an adequate level of goodness of fit and the difference between the observed and predicted correlations is relatively small. The d_{ULS} (Squared Euclidean Distance) and d_G (Geodesic Distance) values are 3.407 and 3.721, respectively, indicating that the model has a good level of structural fit because the values are not much different between the two models.

Table 9. Model Fit Test Results

	Saturated model	Estimated model
SRMR	0,068	0,081
d_{ULS}	3,407	4,872
d_G	3,721	3,937
Chi-square	1660,108	1711,413
NFI	0,654	0,644

Source: SmartPLS Data Processing Results (2025)

Discussion

The results of testing hypothesis 1a indicate that social value has a positive and significant effect on continued usage intention. This indicates that the higher the social value users obtain from using the platform, the greater their intention to continue using the service. Social value

represents the social benefits users perceive, such as recognition, belonging, and interaction with others. These research results align with Voicu et al. (2023) and Tandon et al. (2021).

Hypothesis 1b, which stated that immersion has a positive effect on continued usage intention, was not supported. Immersion did not significantly influence continued usage intention. The rejection of this hypothesis suggests that the level of emotional involvement or feeling immersed in a digital experience does not necessarily guarantee continued use. This is because immersion experiences tend to be temporary and situational, emphasizing immediate enjoyment rather than long-term habit formation. These results are in line with Hamari & Keronen (2022) and Voicu et al. (2023).

Hypothesis 1c, which states that fit confidence has a positive effect on continued usage intention, was not supported. The results showed that fit confidence did not have a significant positive effect on continued usage intention. This result is in line with Song et al. (2023) and Hamari & Keronen (2022).

Hypothesis 1d, which states that perceived utilitarian value has a positive effect on continued usage intention, was not supported. The results showed that perceived utilitarian value did not significantly influence continued usage intention. In the context of respondents who were mostly young and young adult users, basic utility value was already considered standard, so this factor was not sufficient to increase continued usage intention. This result is in line with Zhang et al. (2021) and Sae-tae & Wang (2024).

Hypothesis 2, which states that immersion has a positive effect on social value, is supported. The results of the study indicate that immersion has a positive and significant effect on social value. This indicates that the higher the level of emotional and cognitive engagement of users in the platform, the greater the social value they perceive. Immersion encourages

users to interact more actively, build relationships, and gain social recognition from the digital community. These results are in line with Voicu et al. (2023); Hennig-Thurau et al. (2022).

Hypothesis 3a, which states that fit confidence has a positive effect on immersion, is supported. The results indicate that fit confidence has a significant positive effect on immersion. This finding suggests that developers should focus on creating intuitive, adaptable experiences and tailoring features to user needs to strengthen immersion and long-term loyalty. These results align with Voicu et al. (2023); Nguyen et al. (2025).

Hypothesis 3b, which states that perceived hedonistic value has a positive effect on immersion, is supported. This study found that perceived hedonistic value has a positive effect on immersion. This means that the greater the pleasure and enjoyment users experience in using the platform, the higher their level of emotional engagement. Hedonistic value encourages users to engage intensely because pleasurable experiences create a "flow" effect that makes them lose track of time and focus fully on digital activities. These results are in line with Voicu et al. (2023); William & Fouad (2025).

Hypothesis 4b states that fit confidence has a positive effect on perceived utilitarian value, and is supported. The results of the study indicate that fit confidence has a significant positive effect on perceived utilitarian value. This result is in line with Voicu et al. (2023); Wang et al. (2022).

Hypothesis 4c states that perceived hedonistic value has a positive effect on perceived utilitarian value, and is supported. The results of the study indicate that perceived hedonistic value has a positive effect on perceived utilitarian value. This result is in line with Voicu et al. (2023); Jo (2022).

Hypothesis 4d, which states that

innovativeness has a positive effect on perceived utilitarian value, is supported. This study shows that innovativeness has a significant positive effect on perceived utilitarian value. Individuals with high levels of innovativeness tend to more quickly understand and utilize technological functions for practical purposes. This result is in line with Voicu et al. (2023); Lavuri et al. (2022).

Hypothesis 5a, which states that fit confidence has a positive effect on perceived hedonistic value, is supported. The results of the study indicate that fit confidence has a significant positive effect on perceived hedonistic value. This means that the higher the user's confidence in the suitability of the system or application to their preferences, the greater the pleasure and enjoyment they experience during use. This result is in line with Voicu et al. (2023); Micheletto et al. (2025)).

Hypothesis 5b, which states that innovativeness has a positive effect on perceived hedonistic value, is supported. The results of the study indicate that innovativeness has a positive effect on perceived hedonistic value. This means that individuals with high levels of innovativeness tend to experience greater pleasure in trying new technologies. This result is in line with Voicu et al. (2023); Yum & Kim (2024).

Hypothesis 6, which states that innovativeness has a positive effect on fit confidence, is supported. The analysis results show that innovativeness has a significant positive effect on fit confidence. This means that individuals with an innovative tendency are quicker to build confidence in the system's suitability to their needs. They tend to have a high level of curiosity and strong adaptability to new technologies, making it easier to understand platform features and functionality. These results align with Voicu et al. (2023); Papachristopoulos et al. (2023).

Hypothesis 7 states that perceived hedonistic value can mediate the influence of fit confidence on perceived utilitarian

value, but it is not supported. The results show that perceived hedonistic value does not mediate the influence between fit confidence and perceived utilitarian value. This rejection indicates that although users who believe in the suitability of the system may feel happy, this pleasure does not automatically increase the perception of the system's functional value. This causes perceived hedonistic value to be unable to bridge the influence of fit confidence on perceived utilitarian value. This result is in line with Voicu et al. (2023); Akdim et al. (2022).

Hypothesis 8 states that perceived hedonistic value can mediate the effect of innovativeness on immersion, and is supported. The results of the study confirm that perceived hedonistic value significantly mediates the relationship between innovativeness and immersion. This result is in line with Voicu et al. (2023); Kim et al. (2025).

Hypothesis 9 states that fit confidence can mediate the effect of innovativeness on perceived hedonistic value, and this is supported. This study found that fit confidence mediates the effect of innovativeness on perceived hedonistic value. This result is in line with Voicu et al. (2023); Chen et al. (2023).

Hypothesis 10, which states that immersion can mediate the effect of fit confidence on social value, is supported. The results show that immersion mediates the effect between fit confidence and social value. This means that when users feel confident in the system's suitability, they are more easily immersed in the digital experience, and this deep engagement leads to increased social value. This result is in line with Voicu et al. (2023); Chen et al. (2024).

Hypothesis 11 states that immersion can mediate the effect of fit confidence on perceived utilitarian value, and is supported. The analysis results show that immersion functions as a significant mediator between fit confidence and perceived utilitarian value. This result is

in line with Voicu et al. (2023); Yum & Kim (2024).

Hypothesis 12, which states that immersion can mediate the effect of fit confidence on continued usage intention, was not supported. The findings indicate that immersion cannot mediate the relationship between fit confidence and continued usage intention. This result is in line with Hamari & Keronen (2022); Seridaran et al. (2024).

Hypothesis 13, which states that social value can mediate the effect of immersion on continued usage intention, is supported. The results show that social value acts as a significant mediator between immersion and continued usage intention. This means that deep engagement increases users' perceived social value, and this social value drives the desire to continue using the platform. This result is in line with Voicu et al. (2023); Putri & Syah (2024).

5. Conclusion

This study concludes that the relationships among innovativeness, fit confidence, immersion, perceived hedonic value, utilitarian value, social value, and continued usage intention are multifaceted and not entirely linear. While several proposed hypotheses were not empirically supported, the study confirms that social value plays a pivotal role in driving continued usage intention, whereas immersion, fit confidence, and utilitarian value do not directly influence it. Furthermore, the findings highlight the importance of immersion as a significant precursor to social value and utilitarian

perceptions, and the role of innovativeness and fit confidence in shaping users' hedonic experiences. Several mediating effects were also identified, demonstrating that user perceptions are formed through complex value interactions. Overall, the conclusions of this study emphasize that users' sustained engagement with digital platforms and AR technology is influenced more strongly by emotional and social value pathways than by purely functional benefits.

The conclusions drawn from this study must be interpreted within the context of several research limitations. The sample characteristics, which are relatively homogeneous and drawn from users of a specific digital platform, restrict the generalizability of the findings to broader or more diverse populations. The exclusive reliance on a quantitative survey also limits the depth of understanding regarding users' subjective experiences and emotional responses. Additionally, the conceptual model excludes other potentially influential variables, such as trust, user experience, satisfaction, or community engagement. Future research should therefore expand the scope by involving more diverse user groups, adopting mixed-method approaches to capture richer insights, and integrating additional variables that may offer a more comprehensive explanation of continued usage behavior. Longitudinal research is also recommended to observe how perceptions and usage intentions evolve over time.

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