

## **ABSTRACT**

*Consumers often felt the dilemma of online purchasing decisions because of the limited information obtained and features on online shopping channels. Digital developments finally gave rise to omnichannel marketing to address this dilemma. Omnichannel marketing is a marketing concept that integrates all shopping channels to deliver the same message and consistent image. The way to implement omnichannel marketing includes using the virtual try on feature and live chat on online shopping channels. The purpose of this study was to analyze the effect of using virtual try on with AR and live chat on consumer purchasing decisions moderated by perceived value.*

*By using an online questionnaire involving 160 respondents, data were analyzed using the SEM method through AMOS. The research model formed is based on SOR theory which consists of virtual try on and live chat as a stimulus, perceived value as an organism, and a purchase decision as a response.*

*The results of the study indicate that implementing virtual try on and live chat has a positive and significant effect on perceived value, and perceived value has a positive and significant effect on purchasing decisions. The results also show that partially and complementary perceived value mediates the relationship between virtual try on and live chat characteristics on purchasing decisions.*

*Theoretically, this study expands the literature on virtual try on and live chat and broadens managers' understanding of how they can use these two features to increase sales. Furthermore, this study proposes that future research must be replicated on other product types, other regions, with the addition of the measured attributes.*

**Keywords:** *Omnichannel Marketing, Virtual Try On, Live Chat, Perceived Value, Purchase Decision*

