

ABSTRAK

Perkembangan teknologi digital mendorong pelaku usaha untuk melakukan inovasi guna meningkatkan kualitas pelayanan dan keberlanjutan bisnis. Salah satu inovasi tersebut adalah *Virtual Try-On* dan *Augmented Reality Experience*, namun penerapannya pada barbershop modern masih relatif terbatas. Penelitian ini bertujuan untuk menganalisis implementasi *Virtual Try-On* dan *Augmented Reality Experience* serta pengaruhnya terhadap *Business Sustainability* pada barbershop modern di Kota Bandung. Penelitian menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif terhadap 97 responden yang terdiri atas pemilik dan staf barbershop modern. Data diperoleh melalui kuesioner dan didukung dengan wawancara, kemudian dianalisis menggunakan regresi linear berganda dengan bantuan IBM SPSS Statistics. Hasil penelitian menunjukkan bahwa *Virtual Try-On* dan *Augmented Reality Experience* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap *Business Sustainability*. *Virtual Try-On* memiliki pengaruh relatif lebih besar dibandingkan *Augmented Reality Experience*. Nilai koefisien determinasi sebesar 84,9% menunjukkan bahwa *Business Sustainability* dapat dijelaskan oleh kedua variabel tersebut, sedangkan sisanya sebesar 15,1% dijelaskan oleh faktor lain di luar model penelitian. Hasil wawancara turut menunjukkan bahwa teknologi dapat membantu proses konsultasi, meningkatkan pengalaman pelanggan, dan memberikan nilai tambah bagi pelayanan. Dengan demikian, optimalisasi *Virtual Try-On* dan *Augmented Reality Experience* dapat mendukung peningkatan *Business Sustainability* pada barbershop modern.

Kata kunci: *Virtual Try-On*, *Augmented Reality Experience*, *Business Sustainability*, barbershop modern.

ABSTRACT

The development of digital technology encourages businesses to continuously innovate in order to improve service quality and business sustainability. One of these innovations is the use of Virtual Try-On and Augmented Reality Experience, although their implementation in modern barbershops remains relatively limited. This study aims to analyze the implementation of Virtual Try-On and Augmented Reality Experience and examine their effects on Business Sustainability in modern barbershops in Bandung City. This study employed a quantitative method with descriptive and verificative approaches involving 97 respondents consisting of owners and staff of modern barbershops. Data were collected through questionnaires supported by interviews and analyzed using multiple linear regression with IBM SPSS Statistics. The results show that Virtual Try-On and Augmented Reality Experience have positive and significant effects on Business Sustainability, both partially and simultaneously. Virtual Try-On has a relatively stronger effect than Augmented Reality Experience. The coefficient of determination of 84.9% indicates that Business Sustainability can be explained by the two independent variables, while the remaining 15.1% is explained by other factors outside the research model. The supporting interview results also indicate that the use of digital technology can facilitate the consultation process, enhance customer experience, and provide added value to barbershop services. Therefore, optimizing Virtual Try-On and Augmented Reality Experience can support the improvement of Business Sustainability in modern barbershops.

Keywords: *Virtual Try-On, Augmented Reality Experience, Business Sustainability, modern barbershop.*