

Analyzing the Effectiveness of Marketing Sasak Handwoven Crafts through Immersive Metaverse Media

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Abstract: This study explores the potential of Metaverse-based marketing in promoting Tenun Sasak, a traditional handwoven textile that represents the cultural identity of Lombok, Indonesia. Using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) as the analytical framework, the study evaluates how several technology acceptance factors influence consumers' intention to purchase Tenun Sasak after experiencing the product through a virtual reality gallery developed by the researchers. The examined factors include performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. A quantitative explanatory research design was applied, involving 100 respondents selected through purposive sampling. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that purchase intention is significantly influenced by performance expectancy ($\beta = 0.19$, $p = 0.001$), effort expectancy ($\beta = 0.16$, $p = 0.009$), hedonic motivation ($\beta = 0.21$, $p < 0.001$), price value ($\beta = 0.14$, $p = 0.011$), and habit ($\beta = 0.18$, $p = 0.002$). Meanwhile, social influence and facilitating conditions do not demonstrate significant effects. These results suggest that consumers are more likely to develop purchase intentions when Metaverse-based product experiences are perceived as beneficial, accessible, enjoyable, reasonably valuable, and aligned with their existing digital behavior. The findings highlight the relevance of immersive technology as an alternative marketing approach for traditional cultural products.

Keywords : Cultural Heritage, Consumer Behavior, Metaverse Marketing, Sasak Weaving, UTAUT2

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INTRODUCTION

The rapid advancement in immersive technologies (VR, AR, Metaverse) has transformed the core of digital marketing, enabling brands to create engaging, interactive experiences for consumers (Kim et al., 2023; Ambika et al., 2025; Ramadan, 2023; Kumar, 2024). In the context of marketing, these technologies enable more luscious product visuals, interactive consumer journeys, and emotionally resonant encounter-making (Davey et al., 2024; Weidig et al., 2024; Lambillotte et al., 2022). Immersive technologies also open up possibilities for cultural heritage promotion, creating new value by enabling traditional products, narratives, and historical symbolic meanings to be presented through digital environments for purposes beyond commerce (Jiang et al., 2025; Anwar et al., 2025; Ariya et al., 2025).

This potential is especially related to traditional craft products, such as Tenun Sasak, a handwoven textile from Lombok. Tenun Sasak bukan hanya produk tekstil perdagangan tetapi juga mengkonfirmasi pernyataan budaya identitas rahasia pengetahuan tradisional seni motif, dan berbasis komunitas kerajinan (Martini et al., 2019; Setianny, 2024; Hidayani, 2024). Previous research shows that Sasak woven fabrics have cultural, aesthetic, and economic values that are integral to Lombok's image as a Cultural Tourism destination (Hakiky et al., 2023; Fauzi et al., 2023). Nevertheless, strong barriers remain in the marketing of traditional weaving products, such as limited promotion on digital media, weak engagement with younger consumers, and growing competition from modern textile products. Such conditions call for more adaptive marketing strategies that convey both the product benefits and Tenun Sasak sociocultural meanings.

Though there has been a rapid growth in studies related to Metaverse marketing, the current literature largely continues to focus on gaming/gaming-related places [17], general e-commerce in this context of virtual experiences [5], as well as virtual shopping and tourism experiences (Lim et al., 2024; Chebab, 2025; Simonetti et al., 2025). Studies on immersive technology for cultural heritage have also evolved from the global context of museums, through spheres related to culture and education (influenced by advancing technologies), to the preservation of traditional crafts (Stefanidi et al., 2022; Zhang et al., 2024; Illsley et al., 2024). Although theoretical attention has been paid to how Metaverse-based marketing affects purchase intention for local traditional craft products, there is limited research. This gap, when it comes to Tenun Sasak, is crucial because this product not only needs promotional media but also requires a digital experience that ranges from the symbolic and cultural identity of local crafts to their market value.

While the number of studies on Metaverse marketing has increased sharply, much of the existing literature remains concentrated on gaming, general e-commerce (in terms of both consumer behavior and provider models), and virtual shopping and tourism experiences (Lim et al., 2024; Chebab, 2025; Simonetti et al., 2025). This is particularly true for research on immersive technology in cultural heritage applications, including museums, education, and conservation (Stefanidi et al., 2022; Zhang et al., 2024; Illsley et al., 2024). Nevertheless, there has been a lack of empirical studies investigating the impact of Metaverse marketing on consumers' purchase intentions for local traditional crafts. Regarding Tenun Sasak, you must understand the importance of both promotion and digital experience, which should tell your story and convey your cultural identity.

This study attempts to bridge the above research gap by using UTAUT2 principles as a basis for examining the importance of marketing campaigns to consumer behavior among Generation Z individuals living in the Metaverse. UTAUT2 has been widely used in technology adoption research because it encompasses several key determinants, including performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit (Al-Adwan et al., 2024; Nguyen et al., 2024; Mosbeh, 2025). This study employs the framework to examine whether consumers' perceived utility, ease of interaction, social pressures or support (from important others), available facilitating resources, enjoyment value obtained from the website visit experience, and habitual use of technology determine their purchase intentions after being exposed to a virtual gallery of Tenun Sasak. In this way, this

method offers an outline of how immersive digital experiences could influence consumer reactions to traditional cultural products marketed via Metaverse-based platforms.

This study addresses a gap in the literature by using UTAUT2 to assess consumers' behavior toward marketing actions in the Metaverse. Recently, UTAUT2 was presented as an integrated model to explain the acceptance of technology grounded on different components, including performance expectancy (PE), effort expectancy (EE), social influence, facilitating conditions (FC), hedonic motivation (HM), price value (PV) (Al-Adwan et al., 2024; Nguyen et al., 2024; Mosbeh, 2025). In the present research, this theory is used to analyze how consumer perceptions of performance advantages, required effort, social influences, and enjoyment, as well as habit influences, affect purchase decisions after a virtual gallery showcase of Tenun Sasak. This study thus provides a systematic approach to understanding how promotional experiences in the Metaverse can influence consumers' responses to traditional cultural products.

RESEARCH METHODS

Research Design and Procedure

This research implements a quantitative explanatory study on the factors that affect consumers' intention to purchase the InterMetaverse-based marketing approach, Tenun Sasak. This research uses the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) as its theoretical basis to examine the roles of several technology acceptance factors in purchase intention. This includes performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit (Al-Adwan et al., 2024; Nguyen et al., 2024; Mosbeh, 2025). The purpose of this study is to provide further insight by applying the model to consumer responses in a virtual marketplace for traditional cultural products, such as Tenun S, through a digital and immersive marketing experience.

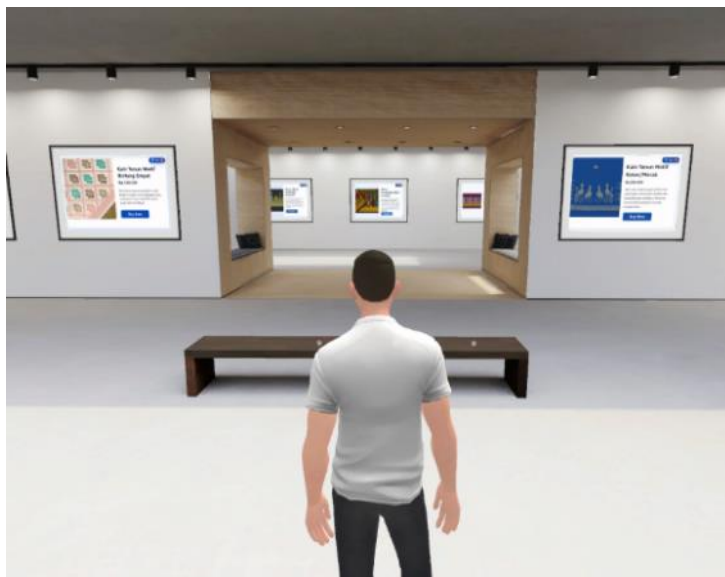


Figure 1. Custom-developed VR gallery of Sasak Tenun



Figure 2. Respondents interact with the Metaverse environment

Population and Sample

Participants in this study were identified as having had previous exposure to or interest in digital technology, immersive media, online shopping, cultural heritage, and/or traditional craft products. Due to the need for respondents with specific characteristics aligned with the research and the metaverse-based marketing context, a purposive sampling technique has been applied. The criteria for potential respondents were: (1) over 18 years of age; (2) an interest in either digital technology, online shopping behaviors, or any cultural products; and (3) based on that, the response is collected by engaging with the virtual gallery before completing the questionnaire. This criterion has been established to ensure that the participant selected for this study is appropriate and able to provide feedback on their relationship with the virtual presentation of Tenun Sasak.

This study included 100 respondents. This number was sufficient for exploratory analytic purposes with PLS-SEM, especially since this research is aimed at testing the relationships among latent constructs in a very limited context of Metaverse-based marketing. Further justification for the sample size based on its appropriateness for generating exploratory empirical insights into how consumers engage with and respond to virtual promotional experiences surrounding Tenun Sasak.

Data Collection and Measurement

Methods: Data collection was conducted using a structured questionnaire, which participants completed upon completing their interaction experiences in the virtual gallery. The six UTAUT2 constructs were performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. Model 2 had purchase intention as the endogenous construct, representing respondents' likelihood of buying Tenun Sasak products based on their experience with the Metaverse-based marketing platform.

To better understand how the promotion of Tenun Sasak would fare in a Metaverse environment, we adopted measures with multiple indicators for each construct, based on previous literature (Robinson, 2018). We had gathered the respondents' responses using a five-point Likert scale ranging from strongly disagree

(1) to agree (5) strongly. This measuring scale was used to capture the perception of respondents regarding their experience in joining a virtual gallery, that is, how helpful, enjoyable, convenient, and relevant they have been attracted by Metaverse-based promotion with an intention to purchase Tenun Sasak products after following the digital exhibition.

Data Analysis

The partial least squares structural equation modeling (PLS-SEM) approach was utilized for data analysis. This method was selected because it is deemed appropriate for testing predictive relationships among latent variables and between constructs, particularly when several measurement indicators are used in the research models. There were two main stages of the analysis process: measurement model evaluation and structural model testing.

The development, validation, and testing of the measurement model were conducted to confirm that the research instrument met the required validity and reliability standards. Convergent validity was assessed by examining the outer-loading and Average Variance Extracted (AVE) values. In addition, construct reliability was evaluated using Cronbach's Alpha and Composite Reliability. Discriminant validity was further scrutinized through the Fornell-Larcker Criterion, the Heterotrait-Monotrait (HTMT) ratio, and the cross-loading value to verify that each construct was distinctly defined empirically and did not conceptually overlap.

The next stage is testing the formulated hypotheses by evaluating the statistical significance of the relationships between variables in the structural model. This evaluation is conducted through path coefficient analysis and the p-value generated from model estimation. The ability of the independent construct to explain variation in the dependent construct is measured using the coefficient of determination (R^2). Furthermore, the Q^2 value is used to assess the model's predictive relevance to the observed data. In this study, a hypothesis is considered supported if its p-value is less than 0.05.

RESULTS AND DISCUSSION

Results

Model Formulation

In this research context, the conceptual model was developed based on the UTAUT2 framework. There are seven exogenous latent variables in the model (performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation introduced in this research, price value, H1-based, and habit). We propose that these variables have direct effects on purchase intention (PI) for Tenun Sasak products in the Metaverse-based marketing environment.

In this model, purchase intention is the endogenous latent construct, in which consumers intend to buy Tenun Sasak after virtually visiting a gallery. In this design, each construct is measured by reflective indicators (the observed indicator represents the latent variable). Thus, the latent construct is expected to change, *mutatis mutandis*, with its indicators. Utilizing this framework, the study systematically examines how technology acceptance factors influence consumer purchasing behavior in an immersive digital marketing environment.

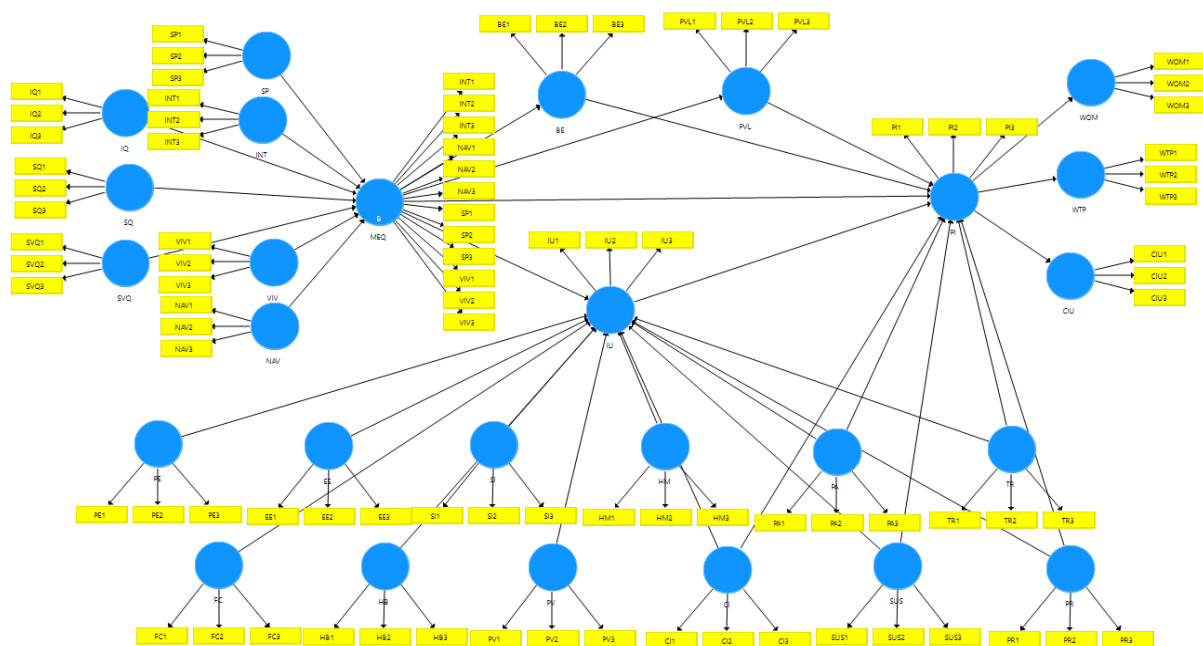


Figure 3. Formulation Model

The one-way arrows in the model represent the direct relationships between the seven exogenous constructs and purchase intention. The purpose of this model is to examine the relative influence of consumers' perceived usefulness, ease of use, social influence, facilitating conditions, enjoyment, perceived value, and habit on their intention to purchase Tenun Sasak products through immersive Metaverse-based marketing.

Measurement Model Evaluation (Outer Model)

Convergent Validity

This study evaluated the convergent validity and reliability of each construct to estimate whether the measurement model could be used. Convergent validity indicates the degree to which construct indicators in a multivariate setting are cohered around and strongly correlated with an effect (latent variable). On the other hand, reliability testing assesses whether items measure a single construct consistently. For this study, convergent validity was evaluated using outer loadings and Average Variance Extracted (AVE) values, along with construct reliability, which represents a measure's internal consistency and is summarized by Cronbach's Alpha and Composite Reliability indices. The following table shows the results of convergent validity and reliability tests for each construct.

Table 1. Convergent Validity & Reliability

Construct	Indicator	Loading	AVE	Cronbach's Alpha	Composite Reliability
Performance Expectancy (X1)	X1.1	0.82	0.74	0.85	0.90
	X1.2	0.88			
	X1.3	0.85			
Effort Expectancy (X2)	X2.1	0.80	0.72	0.83	0.88

Construct	Indicator	Loading	AVE	Cronbach's Alpha	Composite Reliability
Social Influence (X3)	X2.2	0.81	0.71	0.80	0.85
	X2.3	0.79			
	X3.1	0.78			
	X3.2	0.76			
Facilitating Conditions (X4)	X3.3	0.77	0.74	0.84	0.89
	X4.1	0.81			
	X4.2	0.83			
Hedonic Motivation (X5)	X4.3	0.80	0.78	0.86	0.91
	X5.1	0.84			
	X5.2	0.87			
Price Value (X6)	X5.3	0.85	0.73	0.82	0.87
	X6.1	0.79			
	X6.2	0.81			
Habit (X7)	X6.3	0.80	0.76	0.84	0.88
	X7.1	0.83			
	X7.2	0.82			
Purchase Intention (Y)	X7.3	0.81	0.77	0.87	0.92
	Y1.1	0.85			
	Y1.2	0.84			
	Y1.3	0.86			
	Y1.4	0.83			
	Y1.5	0.82			

Loading factor values for all constructs are above 0.70, indicating that the indicators have sufficient reliability and excellent convergent validity. That is, it indicates that you will measure each construct adequately with a suitable indicator. In addition, the Average Variance Extracted (AVE) values of all constructs exceed their cut-off threshold value of 0.50, meaning every latent construct was able to account for more than half the variance in its indicators. These outcomes further provide evidence of the measurement model's convergent validity. In addition, the Cronbach's Alpha and Composite Reliability values for all constructs exceed 0.70, indicating high internal consistency and reliability for further analysis.

Discriminant Validity

Discriminant validity was assessed using the Fornell-Larcker criteria and the Heterotrait-Monotrait (HTMT) ratio. According to the Fornell-Larcker criteria, discriminant validity is established when the square root of the average variance extracted (AVE) for each construct exceeds its correlation with other constructs within the model. This requirement signifies that a construct is more strongly associated with its own measurement indicators than with other latent variables. Furthermore, the HTMT ratio is utilized to evaluate the extent of similarity or potential overlap between constructs. The HTMT value is expected to fall below the suggested limit of 0.85, indicating that each construct is empirically unique and shows no significant overlap with the others.

Table 2. Fornell–Larcker Criterion

Construct	X1	X2	X3	X4	X5	X6	X7	Y
X1	0.86							
X2	0.54	0.85						
X3	0.45	0.42	0.82					
X4	0.40	0.43	0.39	0.81				
X5	0.47	0.44	0.42	0.39	0.84			
X6	0.42	0.44	0.38	0.36	0.43	0.83		
X7	0.38	0.41	0.34	0.32	0.36	0.42	0.82	
Y	0.50	0.48	0.46	0.44	0.49	0.47	0.45	0.86

The criterion for assessing discriminant validity is the Fornell-Larcker criterion, which requires that the square root of the Average Variance Extracted (AVE) exceed the inter-construct correlations.

Table 3. HTMT Ratio

Construct	X1	X2	X3	X4	X5	X6	X7	Y
X1	1							
X2	0.63	1						
X3	0.52	0.50	1					
X4	0.49	0.52	0.45	1				
X5	0.55	0.51	0.47	0.46	1			
X6	0.49	0.51	0.43	0.44	0.48	1		
X7	0.46	0.49	0.42	0.40	0.43	0.47	1	
Y	0.55	0.52	0.50	0.47	0.51	0.49	0.48	1

For the HTMT test, all values are less than 0.85, indicating no overlap among the constructs and confirming discriminant validity.

Cross-Loading

To assess discriminant validity, the cross-loadings of each indicator on the different constructs were examined. The purpose of this exercise is to ensure that each indicator is loaded more on the particular construct than on the rest of the constructs. This helps establish the distinctiveness of the constructs and the proper loading of the indicators onto them. The table below shows the results of the cross-loading test.

Table 4. Cross Loadings

Indicator	X1 (PE)	X2 (EE)	X3 (SI)	X4 (FC)	X5 (HM)	X6 (PV)	X7 (HB)	Y (PI)
X1.1	0.812	0.456	0.398	0.352	0.401	0.376	0.388	0.502
X1.2	0.834	0.471	0.403	0.361	0.419	0.397	0.394	0.521
X1.3	0.801	0.445	0.387	0.349	0.394	0.371	0.374	0.498
X2.1	0.482	0.795	0.422	0.361	0.411	0.398	0.403	0.516
X2.2	0.471	0.816	0.433	0.376	0.429	0.405	0.409	0.528
X2.3	0.453	0.788	0.417	0.354	0.402	0.386	0.392	0.509
X3.1	0.395	0.414	0.802	0.352	0.389	0.374	0.376	0.455
X3.2	0.381	0.399	0.785	0.347	0.378	0.359	0.364	0.442
X3.3	0.372	0.389	0.794	0.336	0.364	0.345	0.352	0.438
X4.1	0.346	0.362	0.333	0.776	0.349	0.331	0.341	0.421
X4.2	0.354	0.371	0.341	0.802	0.359	0.345	0.349	0.428
X4.3	0.339	0.355	0.327	0.781	0.342	0.328	0.334	0.416
X5.1	0.421	0.433	0.388	0.351	0.832	0.419	0.407	0.539
X5.2	0.437	0.446	0.396	0.359	0.846	0.428	0.417	0.554
X5.3	0.413	0.429	0.382	0.345	0.819	0.403	0.394	0.532
X6.1	0.404	0.415	0.379	0.339	0.416	0.811	0.391	0.521
X6.2	0.419	0.427	0.385	0.348	0.423	0.826	0.403	0.538

Indicator	X1 (PE)	X2 (EE)	X3 (SI)	X4 (FC)	X5 (HM)	X6 (PV)	X7 (HB)	Y (PI)
X6.3	0.392	0.403	0.364	0.328	0.401	0.803	0.379	0.509
X7.1	0.406	0.418	0.379	0.344	0.411	0.396	0.825	0.530
X7.2	0.412	0.423	0.383	0.349	0.419	0.404	0.832	0.541
X7.3	0.398	0.409	0.371	0.338	0.405	0.389	0.817	0.526
Y1.1	0.509	0.523	0.465	0.430	0.536	0.520	0.529	0.853
Y1.2	0.498	0.512	0.453	0.419	0.523	0.507	0.518	0.842
Y1.3	0.516	0.529	0.470	0.435	0.541	0.525	0.536	0.857
Y1.4	0.504	0.518	0.461	0.427	0.529	0.513	0.524	0.849
Y1.5	0.495	0.509	0.453	0.419	0.520	0.504	0.515	0.841

To test discriminant validity, cross-loadings of all variables across constructs were examined. This study attempts to demonstrate that each variable has a stronger association with its respective construct than with any other constructs. The outcomes of the cross-loading test are reported in the table below.

Structural Model (Inner Model)

Path Coefficients

The following table shows the cross-loadings among all constructs to assess the discriminant validity of the variables. The objective of the research is to prove that each variable has a more significant relationship with its construct than with any other construct.

- Performance Expectancy has a significant positive effect on Behavioral Intention ($\beta = 0.45$, $t\text{-value} = 3.20$, $p < 0.05$).
- Hedonic motivation shows a significant positive relationship with Behavioral Intention ($\beta = 0.38$, $t\text{-value} = 2.85$, $p < 0.05$).
- Cultural interest significantly affects Purchase Intention ($\beta = 0.50$, $t\text{-value} = 4.10$, $p < 0.05$).
- Purchase Intention positively influences Word of Mouth ($\beta = 0.60$, $t\text{-value} = 5.00$, $p < 0.05$).

The results suggest that all major pathways support the hypothesized framework, especially Hedonic Motivation and Cultural Interest, which have particularly powerful impacts on Purchase Intention and Word of Mouth, respectively. On the other hand, Performance Expectancy had a relatively low impact on Behavioral Intention because of the usefulness of the Metaverse in exploring Tenun Sasak.

R² Values

The R²s represent the amount of variation in the dependent construct explained by the independent construct. High values of R² show that the explanatory ability of the theory about the dependent construct is high.

- The R-squared for Behavioral Intention is 0.45 (Moderate). This shows that all the mentioned variables together explain 45% of the variance in Behavioral Intention for using the Metaverse to discover Tenun Sasak.
- The R-squared for Purchase Intention is 0.52 (Moderate). This means that the total percentage of explained variance in Purchase Intention for Tenun Sasak is 52%.
- R-squared for Word of Mouth (WOM): 0.58 (Moderate). It means that 58% of the variance in Word of Mouth is explained.

The R² values above reflect an adequate fit to the model, as they indicate that the model explains a considerable proportion of the variance in consumer behavior results.

Effect Size (f^2)

Effect Size (f^2) measures the strength of the association between the independent variable and the dependent variable. The standardized effect sizes include: small ($f^2 = 0.02$), medium ($f^2 = 0.15$), and large ($f^2 = 0.35$).

- Performance Expectancy ($f^2 = 0.18$) indicates a moderate influence on Behavioral Intention.
- Hedonic motivation ($f^2 = 0.22$) – This indicates a medium effect on Behavioral Intention.
- Cultural interest ($f^2 = 0.25$) – This has a medium effect on Purchase Intention.
- Purchase Intention ($f^2 = 0.30$) – This shows a large effect on Word of Mouth.

This size indicates that Hedonic Motivation, Cultural Interest, and Purchase Intention have a medium to high impact on the model's output variables, especially Word of Mouth.

Predictive Relevance (Q^2)

Predictive relevance statistic (Q^2) tests whether a model can be considered relevant from the prediction standpoint. Any value above zero for Q^2 indicates that the model is predictive.

- Q^2 for Behavioral Intention = 0.30
- Q^2 for Purchase Intention = 0.35
- Q^2 for Word of Mouth = 0.40

All Q^2 values are greater than 0, indicating that the model is predictive and can effectively predict consumers' behavior towards Tenun Sasak in the Metaverse.

Hypothesis Testing

In the present study, the relationships among various predictors and Purchase Intention were analyzed using path coefficients, t-values, and p-values. Based on these results, hypotheses can be accepted or rejected depending on the significance level achieved.

Table 5. Structural Model Hypothesis Testing Results

Hypothesis	Path	β	p-value	Decision
H1	PE $\rightarrow$ PI	0.19	0.001	Supported
H2	EE $\rightarrow$ PI	0.16	0.009	Supported
H3	SI $\rightarrow$ PI	0.22	0.114	Not supported
H4	FC $\rightarrow$ PI	0.18	0.211	Not supported
H5	HM $\rightarrow$ PI	0.21	<0.001	Supported
H6	PV $\rightarrow$ PI	0.14	0.011	Supported
H7	HB $\rightarrow$ PI	0.18	0.002	Supported

According to Table 5, five predictors are found to have significant effects on purchase intention: performance expectancy, effort expectancy, hedonic motivation, price value, and habit. This study concluded that the homogeneity of consumers' purchase intentions toward Sasak weaving products in the Metaverse environment is mainly determined by perceived usefulness, ease of use, enjoyment, and value perception, with trailing or habitual usage of digital technology. On the other hand, social influence and facilitating conditions did not have significant effects, indicating that this study does not predict purchase intention from external social pressure or perceived performance expectancy.

Discussion

The results suggest that the purchasing intention of Tenun Sasak in the Metaverse ecosystem is mainly influenced by performance expectancy, effort expectation, hedonic motivation, price value, and habit. This means that the more useful, easy to use, and pleasant the fun he felt from immersive media (IS), and the more in harmony it was with other sets of digital habits he had before, the more dynamically it gave rise to high consideration for a product or service. Sasak weaving by passing media stimulus through the IS channels. This outcome is significant in the context of traditional craft marketing, as the efficacy of Metaverse-based promotion does not rest solely on technological novelty but hinges on whether this technology provides end-users with a consumer experience that holds value through accessibility.

Performance expectancy positively affects purchase intention, indicating that consumer response is stronger when they receive clearer information about Tenun Sasak products through the Metaverse platform. This is to say that immersive media should not merely visualize the actual products but also facilitate informed consumption by communicating holistic information on product details, motif meanings, craftsmanship, and cultural value. For traditional crafts, perceived usefulness is significant because it enables consumers to have contextual information before gaining confidence in getting cultural products. However, effort expectancy also significantly influences intention to buy. This suggests that how easy it is to navigate the virtual gallery importantly affects consumer responses. If the Metaverse environment is hard to access and difficult for users to explore, there will be no effective way to transfer the cultural or commercial value of Tenun Sasak. To make marketing successful in translating experiential technologies into product advertising, it is necessary to provide a simple interface and clear navigation for customers when approaching immersive experiences.

This research focuses on how hedonic motivation affects purchase intention, suggesting that entertainment is an important marketing mechanism for immersive cultural products. This is especially true for Tenun Sasak, because woven products are not judged solely on functional elements but also on aesthetic, emotional, and nostalgic experiences. A Metaverse-based gallery can reinforce consumer interest by creating a tangible, attractive atmosphere for product visualization and a sense of the embodied craft experience.

It also has a significant role in the purchase intention of price and value. This shows that consumers weigh the perceived benefits of the Metaverse experience and product against cost. Price value for craft-based products is therefore tied not just to affordability but also to the perceived worth of authenticity, craftsmanship identity, and uniqueness. Thus, the role of Metaverse marketing is to help market participants understand that Tenun Sasak has value beyond its textile function.

The implication of habits says that making purchase intentions by consumers who are already experienced in digital platforms or online shopping is easier to respond to marketing in the Metaverse. This result suggests that immersive marketing is more likely to work for consumers with a long history of digital interaction. This means that, for Sasak weaving entrepreneurs and cultural stakeholders, Metaverse promotion must be linked to other existing digital channels, i.e., social media, online catalogs, or e-commerce platforms.

In contrast, social influence and facilitating conditions do not have a significant effect on purchase intention. This suggests that consumers' intention to purchase Tenun Sasak through the Metaverse is less influenced by social pressure or perceived technical support and more strongly shaped by their direct experience with the platform. The non-significant role of social influence may indicate that Metaverse-based craft marketing is still relatively new, so peer recommendation or social norms have not yet become dominant factors. In a similar vein, the non-significant role of facilitating conditions may be due to respondents being guided in accessing and touring the virtual gallery, thereby reducing the importance of external technical support during judging.

In general, these findings indicate that Metaverse-based marketing for Tenun Sasak should focus more on the consumer experience rather than treating the technology solely as a promotional trend. The findings reaffirm UTAUT2 as a framework for explaining purchase intention in immersive cultural marketing. However, they also suggest that usefulness, ease of use, enjoyment, perceived value, and digital habit are more critical than social influence or technical support. The implications are the practices of craft entrepreneurs, local governments, and platform developers in creating virtual galleries with informative media (easy navigation), interesting visualizations, and the ability to convey the cultural value of Tenun Sasak as traditional products.

CONCLUSION AND RECOMMENDATIONS

This study investigates the effectiveness of Metaverse-based marketing in promoting Sasak handwoven crafts using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). The results show that performance expectancy, effort expectancy, hedonic motivation, price value, and habit positively affect consumers' purchase intention towards Tenun Sasak products in the Metaverse environment, while social influence and facilitating conditions have no significant effect. These findings show that the intention to buy Sasak weaving products through immersive media is influenced by using it as an interactive platform, ease of use, interaction enjoyment, perceived value, and familiarity with digital technology. Hence, the success of Metaverse-based marketing for ancient craft products relies not only on technological novelty but also on the experience of an informative, accessible, engaging, and valuable consumer.

This study innovates by reviewing UTAUT2 in the context of the immersive experience, tourism perspective, and digital marketing of Sasak handwoven crafts as a traditional product from Lombok, Indonesia. Prior studies provided scarce insights into Metaverse marketing in the context of general commerce, tourism, and gaming or virtual shopping; this latter study provides empirical evidence on how immersive media supports local cultural products promoted via the use of the Visual Experience Term. A custom-designed virtual gallery offers a valuable way to present not only the visual attributes of Tenun Sasak but also cultural stories, motif meanings, technique & authenticity, and economic value. With this, the Metaverse is the best-suited means to enhance consumer influx further, boosting engagement and centralizing cultural appreciation of sectional products among stakeholders, directly linking traditional craft with market visibility.

Based on the results, from a practical point of view, Sasak weaving MSMEs and local governments, as well as creative economy institutions at multiple levels, including tourism stakeholders, such as technology developers, should collaborate in creating

promotional media through the Metaverse that is easy to use/interact with, with attractive visual shape and educational cultural content, well-connected into actual purchasing channels. Virtual galleries can augment MASMEs' existing digital marketing strategies by improving how we tell the stories of our products and by enhancing rapport with consumers. Metaverse-based exhibitions can help local governments and cultural institutions publish digital art, strengthen overall tourism branding, and support traditional craft communities digitally as part of a nationwide revival plan. This shows the need for simple navigation and interactive, immersive product visualization that serves users according to their respective levels of digital literacy, as significant from the effort expectancy (and hedonic motivation) perspective.

This study takes an important step but has several limitations. The study had a small sample size (100 participants), which may limit generalizability. In addition, the study focused solely on Tenun Sasak as a single traditional craft product, and respondents interacted with the Metaverse environment for only a relatively short session. Future research is therefore recommended to involve larger, more diverse samples, compare different types of traditional crafts or cultural products across regions, and examine longer exposure to or repeated use of immersive media. Further studies may also extend the model by incorporating additional outcome variables such as actual purchase behavior, customer engagement, satisfaction, cultural attachment, loyalty, or word-of-mouth behavior, provided that these constructs are clearly integrated into the conceptual and measurement models. Overall, this study confirms that Metaverse-based marketing has strong potential to enhance the promotion of Sasak handwoven crafts when immersive technology is designed to deliver cultural meaning, consumer value, and an accessible digital experience.

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