

Pengaruh layout design dan atmosphere situs toko online pada intensi pembelian konsumen : studi kasus situs toko online berbasis B2C di Indonesia = Influence of online store website's layout design and atmosphere on consumer purchase intention : case study Indonesia's B2C online store website / Riza Indra Rahim

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mencari pengaruh Layout Design dan Atmosphere di situs toko online khususnya situs toko online berbasis Business to Consumer. Responden dari penelitian ini adalah pengunjung situs toko online berbasis Business to Consumer dalam kurun 3 bulan terakhir. Total responden yang digunakan dalam penelitian ini adalah 134 responden. Metode yang digunakan dalam penelitian ini adalah Structural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa Layout Design dapat mempengaruhi Purchase Intention. Dengan Attitude Toward Website berhasil memediasi antara Layout Design dan Purchase Intention. Atmosphere juga dapat mempengaruhi Purchase Intention tetapi dimediasi Emotional Arousal dan Attitude Toward Website sebelum mempengaruhi Purchase Intention.

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ABSTRACT

This study aimed to explore the influence of Layout Design and Atmosphere in the online store website particularly in online store sites with Business to Consumer basis. The respondents of this research were the B2C online store website visitors within the last 3 months. Total respondents were used in this study were 134 respondents. The method used in this research is Structural Equation Modeling (SEM). The results indicate that Design Layout can influence Purchase Intention. With Attitude Toward Website mediate the Layout Design and Purchase Intention. Atmosphere also can affect the Purchase Intention but mediated by Emotional Arousal and Attitude Toward Website before affecting Purchase Intention.