

**PENGARUH ATMOSFER SITUS DAN KEMUDAHAN PENGGUNAAN
TERHADAP *EMOTIONAL AROUSAL* SERTA DAMPAKNYA
TERHADAP KEPUTUSAN PEMBELIAN PADA SITUS *E-COMMERCE***

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Abstrak

Penelitian ini bertujuan untuk menganalisis: (1) Pengaruh *virtual layout and design* terhadap *emotional arousal*, (2) Pengaruh *virtual atmosphere* terhadap *emotional arousal*, (3) Pengaruh *emotional arousal* terhadap keputusan pembelian, (4) Pengaruh *virtual layout and design* terhadap keputusan pembelian, (5) Pengaruh *virtual atmosphere* terhadap keputusan pembelian, (6) Pengaruh kemudahan penggunaan terhadap keputusan pembelian, (7) Pengaruh *virtual layout and design* terhadap keputusan pembelian yang dimediasi oleh *emotional arousal*, (8) Pengaruh *virtual atmosphere* terhadap keputusan pembelian yang dimediasi oleh *emotional arousal*. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* dengan jumlah 100 responden yang merupakan masyarakat Daerah Istimewa Yogyakarta yang pernah melakukan pembelian produk *fashion* melalui situs *web* Tokopedia. Pengumpulan data primer dilakukan dengan menggunakan kuesioner yang disebarakan secara daring melalui *google form* dan telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan *Partial Least Square - Structural Equation Model*. Hasil analisis data yang telah dilakukan menunjukkan bahwa: (1) Terdapat pengaruh *virtual layout and design* terhadap *emotional arousal*, (2) Terdapat pengaruh *virtual atmosphere* terhadap *emotional arousal*, (3) Terdapat pengaruh *emotional arousal* terhadap keputusan pembelian, (4) Tidak terdapat pengaruh langsung *virtual layout and design* terhadap keputusan pembelian, (5) Tidak terdapat pengaruh langsung *virtual atmosphere* terhadap keputusan pembelian, (6) Terdapat pengaruh kemudahan penggunaan terhadap keputusan pembelian, (7) Terdapat pengaruh tidak langsung *virtual layout and design* terhadap keputusan pembelian yang dimediasi oleh *emotional arousal*, (8) Terdapat pengaruh tidak langsung *virtual atmosphere* terhadap keputusan pembelian yang dimediasi oleh *emotional arousal*. Hasil tersebut menunjukkan bahwa *emotional arousal* secara sempurna memediasi pengaruh atmosfer situs terhadap keputusan pembelian.

Kata Kunci: *Atmosfer Situs, Kemudahan Penggunaan, Emotional Arousal, Keputusan Pembelian.*

THE INFLUENCE OF SITE'S ATMOSPHERE AND ITS EASE OF USE ON EMOTIONAL AROUSAL AND ITS IMPACT TO PURCHASE DECISION ON E-COMMERCE SITES

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Abstract

This study aimed to analyze: (1) The effect of virtual layout and design on emotional arousal, (2) The impact of virtual atmosphere on emotional arousal, (3) The effect of emotional arousal on purchase decision, (4) The effect of virtual layout and design on purchase decision, (5) The effect of the virtual atmosphere on purchase decision, (6) The effect of ease of use on purchase decision, (7) The influence of virtual layout and design on purchase decision mediated by emotional arousal, (8) The effect of the virtual atmosphere on purchase decision mediated by emotional arousal. This research applied the purposive sampling method with a total of 100 respondents who are citizens of the Special Region of Yogyakarta who had purchased fashion products through the Tokopedia website. In collecting primary data, the researcher used valid and reliable questionnaires. The study used the Partial Least Square - Structural Equation Model to analyze data. The research results showed that: (1) Virtual layout and design significantly influenced emotional arousal; (2) Virtual atmosphere significantly affected emotional arousal; (3) Emotional arousal significantly influenced purchase decision; (4) Virtual layout and design had an insignificant effect on purchase decision; (5) Virtual atmosphere insignificantly affected purchase decision, (6) Ease of use significantly affected purchase decision; (7) Virtual layout and design had a significant effect on purchase decision mediated by emotional arousal; (8) Virtual atmosphere had a significant impact on purchase decision mediated by emotional arousal. These results indicate that emotional arousal perfectly mediates the influence of the site's atmosphere on a purchase decision.

Keywords: Site Atmosphere, Ease of Use, Emotional Arousal, Purchase Decision.