

**Pengaruh desain layout dan atmosfer pada website hijabenska.com terhadap minat pembelian = The effect of layout design and store atmosphere on website hijabenska.com toward purchase intention / Marsya Peni Nurmaranti**

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Abstrak

[Penelitian ini bertujuan untuk menganalisis pengaruh dari desain layout dan atmosfer website Hijabenska.com terhadap minat pembelian melalui hasrat emosional dan sikap terhadap website. Pengujian ini dilakukan menggunakan metode Structural Equation Modelling (SEM) menggunakan software IBM AMOS 21. Hasil penelitian menunjukkan bahwa desain layout dan atmosfer website memiliki pengaruh terhadap hasrat emosional konsumen, tetapi tidak mempengaruhi sikap konsumen, dan hasrat emosional dan sikap konsumen memiliki pengaruh positif terhadap minat pembelian.;This study aims to know and analyze the effect of layout design and website atmosphere on purchase intention through emotional arousal and attitude toward the website. This research use Structural Equation Modelling (SEM) and IBM AMOS 21 software. The results of this study show that layout design and website atmosphere have an effect on emotional arousal, but doesn't have an effect toward attitude toward the website. And emotional arousal and attitude toward the website have an positive effect on purchase intention., This study aims to know and analyze the effect of layout design and website atmosphere on purchase intention through emotional arousal and attitude toward the website. This research use Structural Equation Modelling (SEM) and IBM AMOS 21 software. The results of this study show that layout design and website atmosphere have an effect on emotional arousal, but doesn't have an effect toward attitude toward the website. And emotional arousal and attitude toward the website have an positive effect on purchase intention.]