

Peranan atmosfer berbelanja terhadap dorongan berbelanja impulsif: investigasi pengaruh moderasi perceived risk (studi kasus: zalora.co.id) = The role of atmospheric cues and urge to buy impulsively: investigation the moderation effect of perceived risk (case study: zalora.co.id)

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Abstrak

Maraknya e-commerce yang muncul di Indonesia membuat adanya persaingan yang cukup ketat. Salah satu perilaku konsumen yang sangat menarik bagi para pemasar adalah impulse buying. Penelitian ini melihat peranan dari atmosfer berbelanja atau lebih dikenal dengan istilah atmospheric cues yang diwakili oleh e-store content, e-store design dan e-store navigation dalam memengaruhi kesenangan berbelanja atau shopping enjoyment dalam menuju dorongan berbelanja impulsif atau urge to buy impulsively serta secara bersamaan mampu mengurangi risiko yang terpersepsikan atau perceived risk yang menjadi moderator hubungan antara shopping enjoyment dengan urge to buy impulsively. Penelitian ini menggunakan SEM-PLS dengan aplikasi WarpPLS 3.0. Kuesioner disebar pada 244 responden. Dan menghasilkan atmospheric cues secara utuh memengaruhi kesenangan berbelanja dan menghasilkan dorongan berbelanja impulsif, sedangkan di sisi lain hanya e-store content dan e-store navigation yang mampu mengurangi perceived risk dalam memoderasi hubungan tersebut.

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E-commerce become so popular in Indonesia. Impulse buying is a consumer behavior which is important for marketer. The objective of this study was looking to the role of atmospheric cues which are represented by the e-store content, e-store design and e-store navigation in influencing shopping enjoyment to create urge to buy impulsively and at the same time atmospheric cues influence the level of perceived risk as moderate variable to the relation between shopping enjoyment and urge to buy impulsively. This research using 244 participants which is a visitor at zalora.co.id. The result comes as the role of atmospheric cues is influencing the shopping enjoyment to create urge to buy impulsively. At the other side only e-store content and e-store navigation decrease the level of perceived risk. And also the perceived risk can moderate the relation between shopping enjoyment and urge.