

Pengaruh mediasi flow pada hubungan pengaruh website atmospheric terhadap online purchase intention dan website satisfaction agen perjalanan online kerangka stimulus organism response = Mediation influence of flow on influencing relationship of website atmospheric to online purchase intention and website satisfaction of online travel agent stimulus organism response framework

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Abstrak

Agen jasa perjalanan online di Indonesia dihadapkan pada situasi yang memberikan peluang bisnis potensial, namun disisi lain juga menghadapi persaingan dari kompetitor yang semakin sengit. Penelitian kemudian dilakukan untuk memahami pengaruh website atmospheric (website informativeness, information content effectiveness, website entertainment) yang dipandang mampu dijadikan sebagai alat untuk dapat dalam memenangkan pasar, melalui kemampuannya untuk mendorong terjadinya flow. Penelitian juga dilakukan untuk memahami pengaruh dari flow terhadap online purchase intention dan website satisfaction dengan menggunakan kerangka teori stimulus-organism-response. Penelitian dilakukan dengan desain deskriptif, dan menggunakan survey pada 210 responden.

Hasil penelitian menunjukkan bahwa information content effectiveness dan website entertainment terbukti mampu mendorong terjadinya flow, sedangkan website informativeness tidak terbukti secara signifikan dan positif melakukan hal tersebut. Flow juga terbukti mampu mendorong online purchase intention dan website satisfaction dari konsumen agen perjalanan online. Dalam kerangka teori stimulusorganism- response, penelitian juga membuktikan bahwa flow memediasi hubungan antara information content effectiveness, website entertainment dengan online purchase intention dan website satisfaction.

Hasil penelitian menyarankan agen perjalanan online untuk merancang website mereka sesuai dengan hasil penelitian ini, disamping mengembangkan kapabilitas pendukung untuk mencapai keunggulan daya saing.

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Online travel agents in Indonesia confronts with situation that potentially gives business opportunity, but in the other hand also faced with fierce competition. This study examines influence of website atmospheric (website informativeness, information content effectiveness, website entertainment) that is deemed capable as a tools to win the market, through its capabilities to induce flow. This study also examines the influence of flow on online purchase intention and website satisfaction using the stimulus-organism-response framework. The study use descriptive design, and survey on 210 respondents.

Results show that information content effectiveness and website entertainment influence flow, and flow influence online purchase intention and website satisfaction. The study also show that flow mediates information content effectiveness and website entertainment influence on online purchase intention and website satisfaction. Result doesn't support that website informativeness influence flow, and subsequently online purchase intention and website satisfaction. So that, flow also doesn't mediates relationship between them.

The study then recommend for online travel agents to implement the results of this study, in addition to develop supporting capabilities to achieve competitive advantage.