

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *emotional arousal* dan *attitude toward website* terhadap *purchase intention*: studi *fashion website atmospherics* di Surabaya.

Pengolahan data dilakukan dengan menggunakan SPSS 18 *for Windows* dan Amos Graphics 21 *for Windows*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 200 responden yang memenuhi karakteristik populasi yang telah ditentukan dan diperoleh dari penyebaran kuesioner secara langsung (*face-to-face*) dan *online*.

Hasil penelitian ini menunjukkan adanya pengaruh positif *layout design* terhadap *emotional arousal*, pengaruh positif *layout design* terhadap *attitude toward website*, pengaruh positif *atmosphere* terhadap *emotional arousal*, pengaruh positif *emotional arousal* terhadap *attitude toward website*, pengaruh positif *emotional arousal* terhadap *purchase intention*, dan pengaruh positif *attitude toward website* terhadap *purchase intention*, sedangkan *atmosphere* tidak berpengaruh terhadap *attitude toward website*.

Kata kunci: *Website Atmospherics, Emotional Arousal, Attitude Toward Website, Purchase Intention*

ABSTRACT

This research purpose is to know and analyze the influence of emotional arousal and attitude toward website on purchase intention: study of fashion website atmospherics in Surabaya.

Data processing was conducted using SPSS 18 for Windows and Amos Graphic 21 for Windows. The sampling technique that used is non-probability sampling with purposive sampling type. 200 respondents who qualify the specified characteristics of the population were the total of sample used in this research by distributing questionnaire through face-to-face and online.

The result of this research that there was a positive influence of layout design on emotional arousal, a positive influence of layout design on attitude toward website, a positive influence of atmosphere on emotional arousal, a positive influence of emotional arousal on attitude toward website, a positive influence of emotional arousal on purchase intention, and a positive influence of attitude toward website on purchase intention, while there wasn't any influence of atmosphere on attitude toward website.

Keywords: *Website atmospherics, Emotional Arousal, Attitude Toward Website, Purchase Intention*