

INTISARI

Tujuan: Penelitian ini bertujuan untuk menguji hubungan antara terapi ritel daring terhadap sikap konsumen terhadap suatu toko belanja daring untuk produk fesyen dengan menggunakan model *stimulus, organism, response* (SOR).

Metoda Penelitian: Penelitian ini merupakan penelitian eksplanatori dengan menggunakan teknik *purposive sampling*. Data penelitian dalam penelitian ini diambil dari 228 responden yang telah mengisi kuesioner secara daring. Data dianalisis menggunakan aplikasi SmartPLS dan SPSS.

Temuan: Hasil penelitian menunjukkan bahwa estetika, daya tarik model, penguatan suasana hati positif, dan pengurangan suasana hati negatif berpengaruh positif terhadap sikap yang terbentuk pada toko belanja daring. Selanjutnya estetika dan daya tarik model dari toko daring produk fesyen terdukung berpengaruh positif terhadap penguatan suasana hati positif, dan pengurangan suasana hati negatif.

Kata kunci: *Online retail therapy, Aesthetics, Attitude, Attractiveness, Daring shopping, Therapeutic effect*

ABSTRACT

Purpose: The purpose of this paper is to examine the relationship between online retail therapy and consumers attitudes towards online fashion shopping malls based on the stimulus organism response model (SOR).

Research Methodology: This research is an explanatory research using purposive sampling technique. The data of this study were taken from 228 respondents who had filled out online questionnaire. The data is processed using the SmartPLS and SPSS applications.

Findings: The results indicated that aesthetics, model attractiveness, positive mood reinforcement, and negative mood reduction have positive effect on attitude towards online shopping malls. Furthermore, aesthetics and model attractiveness from online fashion shopping malls supported has positive effect on positive mood reinforcement dan negative mood reduction.

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