

## ABSTRACT

This research objective is to know the effect of shopping enjoyment on consumer's impulsive buying behaviour with online store atmosphere as its stimuli. This research tests the effect of online store atmosphere attributes which are informativeness, layout design, entertainment, and social presence. Data was gathered through online questionnaires from 130 Indonesian respondents aged between 18-35 years old residing on Java Island and have done shopping at an e-marketplace at least once a month. The hypotheses in this research were measured using Partial Least Square (PLS).

The result of this research showed that all of the hypotheses are supported. The online store atmosphere attributes: informativeness, layout design, and entertainment, positively influence shopping enjoyment. It is important to mention that one of the online store atmosphere attributes, social presence, was found to have the biggest influence on shopping enjoyment. This research also found that shopping enjoyment positively influences impulsive buying behaviour. Therefore, this research suggests that e – marketplaces should improve the information, layout design, entertainment, and social presence aspects of their websites and mobile application, as these factors can enhance the shopping enjoyment of their customers, which can lead to more positive outcomes due to impulsive buying behaviour such as increased sales.