

ABSTRAKSI

Penelitian ini bertujuan menguji pengaruh dari penerapan teori S-O-R (Stimulus, Response, Response) pada niat pembelian di situs belanja melalui variabel risiko persepsian dan emosi positif sebagai mediasi. Metode analisis yang digunakan adalah *structural equation model* (SEM) yang dijalankan dengan program AMOS.

Desain pengambilan sampel dilakukan dengan metode nonprobability sampling dengan teknik purposive sampling, tipe judgment sampling. Penelitian menggunakan ukuran sampel sebesar 235 responden yang merupakan konsumen dari situs belanja. Responden dari penelitian ini adalah individu yang berusia lebih dari 18 tahun serta pernah melakukan pembelian produk fesyen di situs belanja minimal satu kali.

Hasil penelitian menunjukkan bahwa desain website, layanan pelanggan, kehandalan website, keamanan website mempunyai pengaruh positif pada emosi positif yang dirasakan konsumen tetapi reputasi tidak memberikan pengaruh positif. Begitu pula untuk desain website dan reputasi yang berpengaruh positif dan negatif pada risiko yang dirasakan konsumen saat berbelanja fesyen di situs belanja.

Kata situs belanja fesyen, reputasi, kualitas website, desain website,

Kunci: layanan konsumen, kehandalan, keamanan Website, risiko persepsian, emosi, niat pembelian, stimulus organism model

ABSTRACT

The objective of this study aimed to measure impact and application of the theory of S-O-R (Stimulus, Response, Response) on purchase intentions in online fashion site with variable risk and positive emotions as mediation. The analytical method used is structural equation model (SEM) was run by AMOS program.

Sampling design was conducted by nonprobability sampling with purposive sampling technique, type of judgment sampling. The study used a sample size of 235 respondents who are consumers of the shopping site. Respondents of this study are individuals who are over 18 years old and had been put through the purchase of fashion products on shopping sites at least once.

The results showed that the design of the website, customer service, website reliability, website security has a positive influence on consumer perceived positive emotions, but the reputation is not giving a positive influence. The results of the relationship between positive emotions and risk showed that is no impact, which means the positive emotions of consumers do not reduce the perceived risk of consumers when shopping fashion in shopping site.

Keywords: *shopping sites, reputation, websites quality, website design, customer service, websites reliability, website security, perceived risk, positive emotions, purchase intentions, Stimulus Model Organism (SOR)*