The Influence of Website Characteristics on OnlineImpulse Buying toward Fashion Product

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ABSTRACT

One of the issues that become concern in marketing department is online impulse buying. This research aimed at examining the empirical mode of website characteristics that influence customers' cognitive and affective response in online impulse buying especially for fashion products in Yogyakarta.

This research was conducted in Yogyakarta with 290 respondents from people who have an experience of buying fashion products through website in the age range of 16-30 years old. The data was collected by using questionnaire enclosed with the statement based on Linkert scale. Data analysis of this research uses*Structural Equation Modeling (SEM) Amos.*

The research findings revealed that perceived usefulness will have positive effecton enjoyment and those will have a positive effect on online impulse buying. Moreover, the characteristics of website both Task Relevant and Mood Relevant cues give positive impact on online buying impulsively.

Keyword: website characteristics, perceived usefulness, perceived enjoyment, online impulse

Pengaruh Karakteristik-Karakteristik Website pada Online Impulse Buying Studi Kasus Pada Produk Fashion

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INTISARI

Salah satu isu yang menjadi perhatian di departemen pemasaran adalah online impulse buying. Penelitian ini bertujuan untuk menguji mode empiris pada karakteristik-karakteristik website yang mempengaruhi respon kognitif dan afektif pelanggan dalam online impulse buying terutama untuk produk fashion di Yogyakarta.

Penelitian ini dilakukan di Yogyakarta dengan 290 responden yang pernah melakukan pembelian produk fashion melalui website dengan rentan usia antara 16-30 tahun. Data dikumpulkan melalui kuesioner yang dilampirkan dengan pernyataan berdasarkan skala linkert. Analisis data pada penelitian ini menggunakan *Structural Equation Modeling (SEM) Amoos.*

Hasil penelitian mengungkapkann bahwa perseived usefulness (kegunaan) memiliki efek positif pada perceived enjoyment (perasaan senang). Selanjutnya, karakteristik website baik TR dan MR cues memberi dampak positif pada dorongan untuk membeli secara impulsive.

Keyword: karakteristik website, kegunaan, perasaan senang, online i mpulse buying