

ABSTRAK

Penelitian ini bertujuan untuk meneliti pengaruh *e-servicescape*, *online flow experience*, *trust* dan *store experience* terhadap *shopping intention*. Peneliti memilih situs web *online marketplace* yaitu Tokopedia sebagai objek penelitian karena melihat dari jumlah kunjungan per bulan pada situs web-nya yang lebih tinggi daripada *marketplace* lain jadi dapat diamsuksikan bahwa Tokopedia memiliki daya tarik tersendiri bagi konsumen. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif survei. Data pada penelitian ini diperoleh dari kuesioner yang disebarakan secara *offline* kepada responden yang pernah mengunjungi situs web Tokopedia, namun belum pernah melakukan transaksi pembelian. Total jawaban responden yang dikumpulkan berjumlah 271 orang responden. Hasil jawaban responden tersebut selanjutnya ditabulasi dan dianalisis dengan teknik pengujian data SEM AMOS. Hasil penelitian menunjukkan bahwa *e-servicescape* pada situs web *online marketplace* Tokopedia memiliki pengaruh positif terhadap *online flow experience*, *trust* dan *store experience*. Sedangkan *trust* dipengaruhi oleh *store experience*, namun tidak dipengaruhi oleh *online flow experience*. Selanjutnya *online flow experience*, *trust* dan *store experience* akan mempengaruhi *shopping intention*.

Kata Kunci : *e-servicescape*, *online flow experience*, *trust*, *store experience*, *shopping intention*, *online marketplace*

ABSTRACT

This study examined the effect of e-servicescape, online flow experience, trust and store experience on shopping intention. Researcher chose the online marketplace website, Tokopedia, as the research object because it saw a higher number of visits per month on its website than other marketplaces, so it can be assumed that Tokopedia has a special attraction for consumers. This research was conducted using a quantitative survey approach. The data in this study were obtained from questionnaires distributed offline to respondents who had visited the Tokopedia website, but had never made a purchase transaction. The total answers of respondents collected were 271 respondents. The results of the respondents' answers were then tabulated and analyzed by data testing techniques SEM AMOS. The results showed that e-servicescape on the Tokopedia online marketplace website had a positive affect on the online flow experience, trust and store experience. While trust is effected by store experience, but is not effected by online flow experience. Furthermore, online flow experience, trust and store experience will affect shopping intention.

Keywords : *e-servicescape, online flow experience, trust, store experience, shopping intention, online marketplace*