THE EFFECT OF ONLINE STORE ATMOSPHERE TOWARDS EMOTION AND ITS IMPACT ON PURCHASE DECISION

Wijaya Dwi Wahyu*, Fauzi Achmad, Ariffin Zainul
Postgraduate Program, Faculty of Administrative Science, University of Brawijaya, Indonesia
*E-mail: wahyufans@gmail.com

ABSTRACT
The purpose of this study was to describe the Online Store Online Store Atmosphere can increase website visitor’s emotions into a more positive direction and triggers on the Buying Decision Process on website. The subjects of this study are the buyer of electronic products at the Forum Jual Beli (FJB) Kaskus.co.id website. Kaskus.co.id is a pioneer in the marketspace in Indonesia, as well as the largest website forum in Indonesia. Sample in this study were 105 respondents, distributing questionnaires conducted online using Google Form. Inferential analysis techniques used are Generalized Structured Component Analysis (GSCA). The results of this study indicate there are 9 hypotheses with 7 hypotheses generating significant influence and 2 hypotheses produces insignificant effect. The hypotheses that generate a significant influence Web Design, Virtual Atmospherics, and the Virtual Social have significant positive effect on Emotion. Furthermore, Web Design, Virtual Atmospherics, and the Virtual Social have significant positive effect on Buying Decision Process. The hypotheses that produce insignificant effect on Emotions and Buying Decision Process is Virtual Theatrics Virtual.

KEY WORDS
Online store, store atmosphere, emotion, purchase decision.

Marketing is an activity that began from the planning and implementation of the concept of creating favorable exchange. Marketing is an activity to identify and satisfy human needs, and also the fulfillment of mutually beneficial needs, as the art and science of choosing target markets. Marketing is also an activity to acquire, maintain, and to expand the number of customers by creating, providing, and communicating better value to the customers (Kotler and Keller, 2012). Basically, marketing is the principal activity (product, price, distribution and promotion) of the company and as individuals in selling products and services which are offered to get the maximum profit. The basic task of the marketer is to understand the needs, desires and demands of potential consumers. According to Kotler and Keller (2012), air, food, water, clothing, and shelter are the basic requirement of human needs. Humans also have a strong need for vacation, education, and entertainment.

The necessity would became a desire when directed to a certain object that makes consumers feel satisfied, as an example, American citizens in need of food like cheese steak and it different with the people of Afghanistan which are need of food such as rice, lamb and carrots, this desire is shaped by the society. A demand is the desire for specific products which are supported by the ability to pay. Marketers do not just measure how many people who want a product that was sold, but also about how many people are willing and able to buy (Kotler and Keller, 2012), marketers also have to think about how to provide better services than products that were purchased, as a pleasant shopping experience.

Marketing needs a place to market and sell its products, i.e. the market. The market is a physical form of meeting place for sellers and buyers as well as where the transactions between sellers and buyers placed. As the technology advances, the market not only in physical form, but there is a virtual form which often referred as a virtual market or marketspace. Virtual market is a place of information exchange and transactions of products using a computer network that is not bound by time and space (Ferrell and Hartline, 2011). The current example of marketspace are Amazon.com and Ebay.com, they never closes to serve all of the customers around the world, the products offered are diverse, such as
cosmetics, clothes, shoes, sports equipment’s, gadgets and also electronic items that are currently popular.

The role of technology in marketing is huge, not only producing a product quickly and efficiently but also to communicate or to promote a new product that can be performed by the mass media such as television commercials, giant screen in the center of the city, a banner in the social media and other medias that can be used to support the introduction of that product. In the days before the technology growing as it is now, consumers have to directly come or inquired to the person who has consumed the product to find out about the information of the items which were needed. In the era of advanced technology, as now, consumers do not have to be bothered with the trivial problem such as searching an information about the products that consumers want, just by taking the gadget in the pocket and find millions of reviews or information about the required product. Technology now also supports the retailer's business model, which determines to offer a product and service and provide the best shopping experience to the consumers (Levy and Weitz, 2012).

The Internet is a development of technology which has changed many aspects of consumer behavior and open up new opportunities for e-commerce retailers in particular, i.e. buying or selling through electronic media (Chaffey, 2009, p. 10). Retailers are no longer just using the place to do business in the form of physical structures but also the intangible virtual such as social media, for example of the type of web 2.0 that allows users to interact with other users as well as retailers, consumers can leave a message or advice for the products that have been bought or that will be purchased. In the era of advanced technology, consumers do not have to be bothered with the light issue such as searching for information about some products which consumers want, just by taking the gadget in their pocket and they will find millions of reviews or information about the required product on the internet. The current technology also supports the retailer's business model, which determines to offer consumers a product and service and provide the best shopping experience (Levy, 2012).

The lifestyle shifting of Indonesian society is certainly an opportunity for retailers to move in to the virtual marketplace to be more wide open. The value of online shopping transactions in Indonesia, in 2012 is estimated to reach 266 million US dollars, or about 2.5 trillion rupiah. That figure is expected to rise 79.7% to be 478 million US Dollars (about 4, 5 trillion Rupiah) in 2013. In 2014, the number of online transactions in Indonesia is estimated to reach 736 million US Dollars (about 7,2 trillion Rupiah) (Miftachul, 2012). From these data we can see that online shopping in Indonesia has become a lifestyle of most Indonesian people.

Marketspace is part of market that is on the website and also requires store atmosphere such as shops and markets that have the physical building as a facility of communication that can create the interesting impression and result in the purchase decision to provide a memorable shopping experience for consumers. Store atmosphere store can result in a positive and profitable to retailers. Creation of store atmosphere which is fun, exciting, and could make customers and prospective customers to feel convenient and to be able to make purchases, even though the store which is visited by consumers is a virtual store or called marketspace. Store atmosphere is an environmental design refers to the stimulation of the senses which is expected that consumers can feel the environment to attract the consumers' emotion to make purchases (Levy and Weitz, 2012, p. 490). Store atmosphere is not fixated on a store that has a physical form but can also be applied to the type of virtual stores that exist on the media website. Good store design allows consumers to find the required products and can move freely with easy website navigation.

The current marketspace be rapidly growth in Indonesia, which is viewed with the emergence of some new marketspace like bukalapak.com, tokopedia.com, blibli.com, lazada.com and many others. No doubt that the birth of a new marketspace is the impact of a first website that specializes in marketspace such as Kaskus.co.id, it can be said that Kaskus.co.id is a marketspace pioneer in Indonesia. Kaskus.co.id is a website which has the largest forum form in Indonesia. Kaskus.co.id was created on November 6, 1999, Kaskus.co.id was created by Andrew Darwis, Ronald Stephanus, and Budi Darmawan. Kaskus.co.id is managed by PT Darta Media Indonesia, has more than 6 million users registered.
LITERATURE REVIEW

Store atmosphere. Store atmosphere is an element of another weapon that has been owned by stores. Each store has the appearance of the physical layout that can make it easy or difficult for buyers to explore the contents. Stores must establish an atmosphere which is planned in accordance with the target market and to attract consumers to buy their products. Hawkins and Motherbaugh (2010, p. 475) is "The sum of all the physical features of a retail environment is referred to as the store atmosphere or environment. A store's atmosphere influences the consumers' judgments of the quality of the store and the store's image." All the physical characteristics of the retail environment called the store atmosphere or environment. Store atmosphere also affect consumers' assessment of the quality of the store and the store's image. Kotler, Wong, Saunders and Armstrong (2005, p. 738), Atmosphere Store is an environment of store that is designed to create or reinforce the tendency of consumers to buy or consume a product or a service. Levy and Weitz (2012, p. 490), Store Atmosphere is lighting, color, music and aroma that can respond to consumer perceptions and emotions that ultimately affect the purchase behavior. Store Atmosphere refers to the environment design with the stimulation of the senses. If we conclude Store Atmosphere from several definitions, it means designing the environment through a visual communication, lighting, color, music, and smell to stimulate the perceptions and emotions of consumers and ultimately to influence consumer's purchase behavior. The process of creating the atmosphere of the store (store atmosphere) is the activity of designing a purchasing environment in a store to determine the characteristics of the store through the arrangement and selection of stores physical facilities and activities of merchandise. Purchasing environment that is formed will ultimately create the image of the store, make it looks more attractive and fun for consumers to make purchases.

Online retailers also provide the atmosphere through a website he founded, which can affect the image and the consumer shopping experience on online stores just like conventional stores in general (Manganari, Vrechopoulos, and Siomkos, 2008, p. 1140). Website is the only way of online stores to communicate with their consumers. Website quality serves as the atmosphere of the shop and as a facility of online store managers to signaling to his visitors, especially at the beginning of the consumer when they access the website. Retail website design should create a proper atmosphere or feeling as well as providing good content and functionality. This will affect consumers' assessment of the quality and the image of the store, so that designing a website for obtaining affective responses such as pleasure and passion can lead to increasing of willingness to explore a website more specifically (Hawkins and Mothersbaugh, 2010, pp. 606-607). Online Store Atmosphere helping retailers to provide information’s of the services and products which are rendered and offered. The online store atmosphere is one of the important elements of mix retailing even in a virtual store (shop online) with website media which can influence consumer purchasing decisions. It is because in the process of purchase decision consumers not only provide their assessment or response to the products and services that offered but also provide an assessment of the atmosphere that created by the retailer.

Online Store Atmosphere. This study specifically used variable of Online Store Atmosphere developed by Manganari, Vrechopoulos, and Siomkos (2008, p.1141) i.e. Web Design, Virtual Atmosphere, Virtual Theatrics, and Virtual Social. Web design is the navigation for visitors in an online store. The design of website navigation is very important, there are several ways of how a website allowing visitors to use and navigate to the desired page. Color is the most appropriate to describe the Virtual Atmosphere of online store, a blend of attractive and proper colors on the website can attract the attention of visitors, as it has a lot of application of alternatives at the online store and the legibility of the writing is a factor that is not less important in Virtual Atmosphere of online stores. Virtual Theatrics, the online store is designed as a complete stage of art with ornaments and complexity, the simple web page is generally more effective because the atmosphere of the store on a retail website is more attractive than the one which is more complicated or complex, while a website that provides information to visitors directly about the information of the product and
generate more positive attitude towards the website which is less clear in providing the information. Social Virtual, the website allows visitors to exchange information with the seller or other buyers, an active online community can enhance the visitor emotions.

Retailers will be trying to influence the consumers’ feelings by creating a store atmosphere that encourages the interest in purchasing, not to mention the online store. A pleasant shopping atmosphere is the atmosphere with attributes that can attract the human senses as a stimulus or incentive consumer emotions that are expected to affect the interest to purchase. Manganari, Siomkos and Vrechopoulos (2008, pp. 606-607) states of online store atmosphere consists of four elements as follows:

Virtual Layout and Design, layout of the online store is the navigation for consumers in an online store. Design website navigation is very important, there are several ways how a website allows consumers to use and navigate the website to the desired page. Consumers will find unique shape layout view which is significantly more useful to find consumer’s list of purchasing items in the online store. The layout grid is significantly easier to use in a unique form that matches the theme. The structure of the main page to sub-page of the layout of the online store must also be easy to use and stimulate consumer responses into a more positive direction. Navigation design of a website it can be a key to maintaining consumers. It is important for retailers to be able to create a website that is easy to use for the navigation elements which affect the emotional and behavioral impact on consumers.

Virtual Atmospherics, Color is an element of the online store atmosphere that most prominently on the website. The combination of attractive and proper colors on the website can attract the attention of consumers, as have many alternatives on the application of online stores. The influence of color on the website can influence the buyers’ response. Color encourage consumers to feel more relaxed (i.e. with cool colors) and it can stimulate consumers to have greater encouragement to make a purchase. Colors also affect the evaluation of a website because the consumers can recommend websites that have been visited for others and as consumer ratings on the online store personality. For example, when an expensive item sold on an online store then combined with interesting background color, respondents will indicate a higher perception of the items. In addition, the highlights of color combinations and text view also affect visual preferences that enable customers to read the content. Color, graphics, and layout play an important role to enhance the consumer shopping experience.

Virtual Theatrics, E-tail (electronic retail) in the website are created to make the store looks like a “theater” using pictures, graphics, animations and icons. Complexity refers to the plentiful elements in operational setting, using images, graphics, and animation. A simple background of the website pages generally more effective because of the store atmosphere at a retail website is more attractive than the ones which more complicated or complex. The movement of pages on the online store is equipped with a dynamic menu website which more stimulating the user’s attention rather than from the website which has static menu page. A new media can combine the level of clarity and interactivity that traditional media cannot do. Interactivity is the extent to which users can participate to modify the form and content of the environment then mediated directly whereas clarity is a richness representation of mediated environment. A good website to provide information to consumers directly about the information on a product and generate more positive attitude towards the website which is less clear in providing information. Improving the clarity of the store message through color, graphics, and animations have a positive impact on the comparable level with the interactivity.

Virtual Social Presence (Having the Social Virtual), E-tail or electronic retailers that rely on web pages to communicate and manage relationships with consumers is different to traditional retail stores where shopping information’s are conveyed to the customer through multiple channels including the store environment itself, product trials, and product or service offerings. Active online community can improve people’s emotions. Some websites allow consumers to chat with the seller or with other buyers. Communication between the visitor and the website or the owner of the e-tail. For example, the opportunity to live chat with customer support, email, phone and online form, e-tail use a variety of communication
(email, chat box, message boards) to communicate with consumers (Gatautis and Vaiciukynaite, 2013, p. 540).

Emotion. Dimensions of Emotion developed in this study are Pleasure, Arousal and Dominance (PAD). Pleasure, Arousal (Passion) and Dominance (Domination). Hoffman and Bateson (2008, p. 205). Emotional response in addition to forming beliefs, individually will respond to the environment around it at an emotional level. Emotional response does not involve thinking, it just happens, and often unplanned and abrupt.

Purchasing decisions. Purchasing decisions can be interpreted as a consumer's decision to buy the product based on their intention to make purchases through several stages. Kotler and Keller (2012, pp. 167-168) purchasing decisions is the behavior that arises due to the stimulation and external influences including emotional atmosphere that has stimulated first by the online store atmosphere. Levy and Weitz (2012, pp. 81-85) consumers do not always buy the brand or the goods with the highest evaluation. The products offer the greatest benefit (has the highest assessment) which may not be available in stores or consumers may feel that the risk is more important than the benefits of the product. Some of the steps which are taken by the seller; to increase the likelihood that the consumer can easily change the positive evaluation of the goods which carried by consumers, thus becoming the actual shopping activity among others by providing goods, reducing the risk to consumers, giving consumers complete information about the goods which are offered, give a quick respond towards consumers need, and facilitate the purchase of the goods, for example by offering varied ways of payment.

METHODS OF RESEARCH

The type of research used in this research is explanatory research. Explanatory research is a study that explains the causal relationship between the variables and hypothesis testing, so this study is also often called the research hypothesis testing, the research analyzed the relationship between the formulated variables. This is corresponding with the opinion of Singarimbun in Singarimbun and Effendi (Ed, 2011, p. 5) which is stated that: "If the researchers explain the causal relationship between the variables through hypothesis testing for the same data, then the study is no longer called a descriptive study but testing or research studies explanation (explanatory research)". The sample used in this study are 105 respondents, the questionnaire distributed online through the help of Google Form. The analysis technique used are descriptive analysis and inferential statistical analysis with Generalized Structured Component Analysis (GSCA) techniques to test the hypothesis. This study consists of 6 variables: Web Design, Virtual Atmosphere, Virtual Theatrics, Virtual Social, Emotion, and The Purchase Decision Process.

RESULTS AND DISCUSSION

To be able to create a pleasant atmosphere at an online store, it is necessary to create a good store atmosphere. The results of this study stated that Online Store Atmosphere has positive effect on emotions and Purchase Decision Process, although not all the variables from the Online Store Atmosphere have significant effect on emotions and Purchase Decision Process of visitors. According to Kotler, Wong, Saunders and Armstrong (2005, p. 738) Atmosphere Store is a store environment that is designed to create or reinforce the tendency of consumers to buy or consume a product or service.

Variables of the Online Store Atmosphere which have significant positive effect on emotions are Web Design, Virtual Atmosphere and Virtual Social. Dailey in Manganari, Siomkos and Vrechopoulos (2008, p. 1146) suggested that the website with a poor layout and navigation design cause negative emotions of visitors. A study that conducted by Kim and Lennon (2013) states that the dimension of the Online Store Atmosphere, there are elements of website design as perceived by online consumers that have a positive effect on emotions. Similarly, the Online Store Atmosphere built by Kaskus.co.id website is expected to give the positive emotion in exploring the contents of Kaskus.co.id.
Variables from the Online Store Atmosphere which have significant positive effect on the Purchase Decision Process are Web Design, Virtual Atmosphere and Virtual Social. Purchase Decision Process is strongly influenced by what products that consumers see during a visit to the website and what customer's see are influenced by the layout of the store and how the products which are sold are presented (Levy and Weitz, 2012, p. 469). In a study conducted by Allagui and Lemoine (2008) explained that the online store environments affect indirectly on purchase intention of the visitor through emotions, giving a sense of comfort for visitors to spend time on the web. Similarly, the Online Store Atmosphere built by Kaskus.co.id website is expected to encourage visitors to make a purchase.

Emotions have significant positive effect on the Purchase Decision Process. Emotions are powerful feelings and relatively uncontrollable and it can influence consumer behavior (Hawkins and Mothersbaugh, 2010, p. 378). In study conducted by Kim and Lennon (2012) in the online consumers was to prove that emotions have a positive influence on the purchase decision process. Kaskus.co.id atmosphere stimulates visitor's emotion, so that consumers can experience the fun, passion, and dominance which resulted in the purchase decision process.

This study supports the theory of Levy and Weitz (2012, p. 490), that the Store Atmosphere is an atmosphere that can respond to consumer perceptions and emotions that ultimately affect the purchase behavior, and Store Atmosphere refers to the environment design with the stimulation of the senses. According to Kotler, Wong, Saunders and Armstrong (2005, p. 738) Atmosphere Store is a store environment that is designed to create or reinforce the tendency of consumers to buy or consume a product.

The results of the hypothesis testing which are tested by GeSCA analytical techniques showed that 7 of 9 hypotheses showed a significant influence and the second hypothesis showed no significant effect. To know the good or not of structural model, we can use the Goodness of FIT Identification of GeSCA analysis with the help of GeSCA program.

Table 1 – Fit Model of GeSCA

<table>
<thead>
<tr>
<th>Fit Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIT</td>
</tr>
<tr>
<td>AFIT</td>
</tr>
<tr>
<td>GFI</td>
</tr>
</tbody>
</table>

Table 2 – Recapitulation of Hypothesis Test Results

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>The Influence Between Variables</th>
<th>Estimate</th>
<th>CR</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁</td>
<td>Web Design → Emotion</td>
<td>0.248</td>
<td>2.66*</td>
<td>Significant</td>
</tr>
<tr>
<td>H₂</td>
<td>Virtual Atmosphere → Emotion</td>
<td>0.243</td>
<td>2.52*</td>
<td>Significant</td>
</tr>
<tr>
<td>H₃</td>
<td>Virtual Theatrics → Emotion</td>
<td>0.125</td>
<td>1.39</td>
<td>Not Significant</td>
</tr>
<tr>
<td>H₄</td>
<td>Virtual Social → Emotion</td>
<td>0.329</td>
<td>2.74*</td>
<td>Significant</td>
</tr>
<tr>
<td>H₅</td>
<td>Web Design → Purchase Decision Process</td>
<td>0.224</td>
<td>2.75*</td>
<td>Significant</td>
</tr>
<tr>
<td>H₆</td>
<td>Virtual Atmosphere → Purchase Decision Process</td>
<td>0.267</td>
<td>3.79*</td>
<td>Significant</td>
</tr>
<tr>
<td>H₇</td>
<td>Virtual Theatrics → Purchase Decision Process</td>
<td>-0.078</td>
<td>1.23</td>
<td>Not Significant</td>
</tr>
<tr>
<td>H₈</td>
<td>Virtual Social → Purchase Decision Process</td>
<td>0.276</td>
<td>2.67*</td>
<td>Significant</td>
</tr>
<tr>
<td>H₉</td>
<td>Emotion → Purchase Decision Process</td>
<td>0.250</td>
<td>2.26*</td>
<td>Significant</td>
</tr>
</tbody>
</table>

CR* = significant at 5% level

In the Table 1, AFIT value of 0.538 explaining models created can explain all its variables and the remaining 53.8% and 46.2% can be explained by other variables outside the model. Goodness Fit Index (GFI) aims to test whether the result model describes the actual conditions. GFI value in the range is 0 (poor fit) to 1 (better fit). GFI generated in this study was 0.969, it shows that the model used in the study is very appropriate because GFI value is close to 1. In this study, testing the hypothesis is done by looking at the estimated coefficients path value of the GSCA output and Critical Ratios value (CR*) > 1.96 which were
calculated through a support program, GeSCA, with significant at alpha level of 0.05 as shown in Table 2.

Hypothesis H1 stated that Web Design is significant with Emotions. Results of testing the hypothesis are known to have positive and significant relationship between the Web Design and Emotion. The test results obtained by empirical evidence that H1 is supported by a positive coefficient. That is, the better the design of the web, the better the perceived emotion. GSCA test result shows that the test results have significant influence to the value of the critical ratio of 2.66 and path coefficient of 0.248. According to Manganari, Vrechopoulos, and Siomkos (2008, p. 1143) grid layout is easier to use in a unique form that matches the theme. The structure of the main page to sub-page of the layout of the online store must also be easy to use and stimulate consumer responses into a more positive direction. Navigation design of a website is also the key to maintaining consumers. It is important for retailers to be able to create a website that is easy to use because of navigational elements have an impact on the emotional and behavioral of the consumers. The result of this study is similar with the journal of Web Interface and Consumers' Buying Intention in e-Tailing: Results from an Online Experiment, research by Allagui and Lemoine (2008) that the Structural Navigation is positively significant to Emotions. In the journal Effects of Reputation and Quality Websites on Online Consumers, the results of Kim and Lennon (2012) research, that the Web Quality is positively significant with Emotions, good quality site will cause a pleasant atmosphere of shopping that will add some values to the shopping experience of consumers.

Hypothesis H2 stated that the Virtual Atmosphere has significant effect on Emotions. Results of testing the hypothesis known to have positive and significant relationship between the Virtual Atmosphere and the Emotions. The test results obtained by empirical evidence that H2 is supported with a positive coefficient. That is, the better the Virtual Atmosphere built on a website the better of the perceived emotion. GSCA test result shows that the test results have significant influence to the value of the critical ratio of 2.52 and a coefficient line of 0.243. The results of this study showed a similar results to the study which is conducted by Hall and Hanna (2004). Manganari, Vrechopoulos, and Siomkos (2008, p. 1143) described the colors, graphics and layout in an online store is very important to increase consumers' shopping experience. The results of this study similar with the journal of The Impact of Web Page Text-Background Color Combinations On Readability, Retention, Aesthetics and Behavioral Intention, the results of Hall and Hanna (2004), shows that the Color has a significant effect on visitors' Purchase Behavior of the website, visitor's emotion to a website is controlled by the arrangement of colors and levels of a website easiness to be read. In the journal of The Impact of Web Page Text-Background Color Combinations on Readability, Retention, Aesthetics and Behavioral Intention, research by Yeh and Li (2014), that Coherence, Readability, Visual Complexity have significant effect on confidence and satisfaction and indirectly affect the Intention to Buy.

Hypothesis H3 stated that the Virtual Theatrics has significant effect on emotions. The results of hypothesis testing known that there is a positive relationship and was not significant between the Virtual Theatrics and Emotion. The test results obtained by empirical evidence that H3 is supported with a positive coefficient. That is, the better the Virtual Theatrics, the better the perceived Emotion. GSCA test result shows that the test results, but did not significantly affect the value of the critical ratio of 1.39 and path coefficient of 0.125. Manganari, Vrechopoulos, and Siomkos (2008, p. 1144) stated that a simple web page is generally more effective because of the atmosphere of the store at a retail website more attractive than the more complicated or complex ones. The results of this study are not the same as the journal of Web Interface and the Consumers' Buying Intention in e-Tailing: Results from an Online Experiment, research by Allagui and Lemoine (2008), that the Aesthetics Ideas has positively significant effect on Emotions, a website with a nice aesthetics increase users’ emotion directly. In the journal of Design to lure in the e-shopping environment: A landscape preference approach, the research by Yeh and Li (2014), that the Visual Complexity has positively significant effect on Consumer Behavior, the website with visual complexity both significantly increase satisfaction and confidence of the website.
Hypothesis H4 stated that the Virtual Social is significant to Emotions. The results of testing the hypothesis known to have positive and significant relationship between the Virtual Social and Emotion. The test results obtained by empirical evidence that H4 is supported with a positive coefficient. That is, the better the Virtual Social interwoven in a website the better the perceived Emotion. GSCA test result shows that the test results have significant influence to the value of the critical ratio of 2.74 and path coefficient of 0.329. Active online community can enhance positive emotions for the visitors (Gatautis and Vaiciukynaitė, 2013, p. 540). The results of this study together with the journal of Web Interface and the Consumers' Buying Intention in e-Tailing: Results from an Online Experiment, research by Allagui and Lemoine (2008), stated that the Social Interaction is significant with Emotions. In the journal of Effects of reputation and quality websites on online consumers, the results of Kim and Lennon (2012) research, shows that the Web Quality has positively significant effect on Emotions, good quality site will cause pleasant atmosphere of shopping that will add value to the shopping experience of consumers.

Hypothesis H5 stated that Web Design is significantly influence with Purchase Decision Process. The results of testing the hypothesis known to have positive and significant relationship between the Web Design and Purchase Decision Process. The test results was obtained by empirical evidence that H5 is supported with a positive coefficient. That is, the better of Web Design, it will increase the Purchase Decision Process of visitors. GSCA test result shows that the test results have significant influence to the value of the critical ratio of 2.75 and path coefficient of 0.224. The online store designed so that visitors can easily see the products, so that each visitor journey in exploring the contents of the online store will get a good impressions (Levy and Weitz, 2012, p. 493). According to Manganari, Vrechopoulos, and Siomkos (2008, p. 1143) grid layout that is easier to use in a unique form that matches the theme is better. The structure of the main page to sub-page of the layout of the online store must also be easy to use and stimulate consumer responses into a more positive direction. Navigation design of a website is also a key to maintaining consumers. It is important for retailers to be able to create a website that is easy to use for it's navigation elements of emotional and behavioral impact on consumers. The results of the research journal of Web Interface and the Consumers' Buying Intention in e-Tailing: Results from an Online Experiment, research Allagui and Lemoine (2008), shows that the significant positive effect of Navigation Structure is indirectly related to the Purchase Decision through the Emotions. In the journal Effects of reputation and website quality on online consumers, the results of Kim and Lennon (2012) research, that is a Web Quality has indirect positively effect and significant to Purchase Decision Process through Emotion, Web Quality that will either lead to pleasant atmosphere of shopping, so it will add value in the consumer shopping experience that refers to the purchase.

Hypothesis H6 stated that Virtual Atmosphere has significantly influence with the Purchase Decision Process. The results of testing the hypothesis known to have positive and significant relationship between the Virtual Atmosphere and the Buying Decision Process. The test results was obtained by empirical evidence that H6 is supported with a positive coefficient. That is, the better the Virtual Atmosphere built on a website then it will increase the Buying Decision Process of visitors. GSCA test result shows that the test results have significant influence to the value of the critical ratio of 3.79 and path coefficient of 0.267. Creative use of color can cause the image of the retailer and can help create a mood, and the end up of purchasing (Levy and Weitz, 2012, p. 493). Manganari, Vrechopoulos, and Siomkos (2008, p. 1143) stated that colors, graphics and layouts in an online store is very important to enhance the consumer shopping experience. The results of this study is similar with the journal of The impact of web page text-background color combinations on readability, retention, aesthetics and behavioral intention, the results of Hall and Hanna (2004) research stated that the addition of color is fun and easy to read on a website will add an aesthetic impression and increase the possibility to buy a product. Results of research Yeh and Li (2014) shows that the Coherence, Readability, Visual Complexity are significant on Confidence and Satisfaction and indirectly affect the Intention to Buy. The results of analysis of this study stated that the existence of a significant positive relationship at Sasana
Virtual online store on Purchase Decision Process. Manganari, Vrechopoulos, and Siomkos (2008, p. 1143) color, graphics and layout in an online store is very important to enhance the consumer shopping experience. The results of this study support the results of research conducted by Hall and Hanna (2004) which is stated that the addition of color is fun and easy to read on a website will enhance the aesthetics and increase the possibility to buy a product.

Hypothesis H7 stated that the Virtual Theatrics significantly influence the purchase decision process. The results of hypothesis testing known to be negative relationship that exists and was not significant between the Virtual Theatrics and Purchase Decision Process. The test result is obtained by empirical evidence that H7 is supported with a negative coefficient. That is, the more complex Virtual Theatrics used in a website it will further reduce the product Purchase Decision Process. GSCA test result shows that the test results has no significant effect on the value of the critical ratio of 1.23 and path coefficient of -0.078. Manganari, Vrechopoulos, and Siomkos (2008, p. 1144) stated that a simple web page is generally more effective because of the atmosphere of the store at a retail website more attractive than the more complicated or complex ones. The results of this study are not the same as the journal of Web Interface and the Consumers' Buying Intention in e-Tailing: Results from an Online Experiment, research Allagui and Lemoine (2008) showed that the Aesthetics Ideas is significant positive on Purchase Decision Process indirectly through the Emotions. Website with great aesthetics will directly improve the user emotions and indirectly affect the purchase of a product. In the journal of Design to lure in the e-shopping environment: A landscape preference approach, the research Yeh and Li (2014), shows that the Visual Complexity is significant positive on Consumer Behavior, the website with visual complexity both significantly increase satisfaction and confidence of the website.

Hypothesis H8 stated that the Social Virtual significantly influence the Purchase Decision Process. The results of testing the hypothesis known to have positive and significant relationship between Virtual Social against the Purchase Decision Process. The test result was obtained by empirical evidence that H8 is supported with a positive coefficient. That is, the better the Virtual Social Presence (Social Virtual) that exists in a website it will increase the Purchase Decision Process of visitors. GSCA test result shows that the test results have significant influence to the value of the critical ratio of 2.67 and path coefficient of 0.276. Consumer purchase process is influenced by personal beliefs, attitudes, and values of their social environment. Virtual Social is an important source of information for the buyer. Buyers learn about the products that are or have been purchased and compared it with others by monitoring their interactions on social networks (Levy and Weitz, 2012, p. 313). Active online community can enhance positive emotions for the visitors (Gatautis and Vaičiukynaitė, 2013, p. 540). The results of this study similar with the journal of Web Interface and the Consumers' Buying Intention in e-Tailing: Results from an Online Experiment, research Allagui and Lemoine (2008), shows that social interactivity in the web that would increase positive emotions from your visitors and increase positive attitudes towards a website, as well as indirect effect on purchasing decisions. In the journal of Effects of reputation and quality websites on online consumers, the results of Kim and Lennon (2012) research, that the Web Quality has significant positive effect on Emotions, good quality site will cause pleasant atmosphere of shopping that will add value to the shopping experience of consumers.

Hypothesis H9 stated that Emotions is significantly influence the Purchase Decision Process. The results of testing the hypothesis known to have positive and significant relationship between the Emotions and the Purchase Decision Process. The test results obtained by empirical evidence that H9 is supported with a positive coefficient. That is, the better the emotions felt by visitors to the stimulus of the Online Store Atmosphere will increase the Purchase Decision Process of visitors.
Figure 1 – Results Hypothesis Model

GSCA test result shows that the test results have significant influence to the value of the critical ratio of 2.26 and path coefficient of 0.250. Store atmosphere was built to evoke the curiosity of visitors, using their senses to experience the pleasant emotions (Solomon, Bamossy, Askegaard, and Hogg, 2006, p. 301). Store atmosphere was built to stimulate the perceptions and emotions of visitors to the store will eventually affect their purchasing behavior (Levy and Weitz, 2012, p. 490). Hoffman and Bateson (2008, p. 212) in their research stated that the management objectives of atmosphere of a store that is effective is to stimulate positive emotions and create an atmosphere where consumers want to spend their time and money. Emotions which felt by the consumers can be stimulated by the atmosphere which is built by a shop. The results of this study is similar with the journal of Effects of reputation and website quality on-line consumers' emotion, perceived risk and purchase intention, the results of Kim and Lennon (2012) research, shows that the reputation of Web and Quality Web affect Emotions visitors will ultimately affect the Purchase Decision Process.

**CONCLUSION**

Web Design has significant positive effect on the variable of Emotion and Purchase Decision Process, the website design is created to attract new or old visitors of Kaskus.co.id. Web design includes the grid layout is described as a systematic arrangement that begins on Kaskus.co.id website interface for connecting the next page, free form layout is the arrangement of Kaskus.co.id website menu, including navigation, search engines, advertising links and the content are arranged in a systematic, and race track layout is a navigation in the form of digital messages displayed on every page of the kaskus.co.id website.

The Virtual Atmosphere is positively significant on Emotions and Purchase Decision Process, Color is the most prominent element of the online store atmosphere, color combinations layout of a website also gives a nice impression on a website, as well as Kaskus.co.id website that has a combination of colors with its own peculiar characteristics.

Virtual Social is positively significant with Emotions and Purchase Decision Process. In the website Forum (FJB) kaskus.co.id is given the flexibility for members to socialize virtually with other members, such as exchanging information on goods/products that have been
bought, so the Kaskus.co.id visitors will be pleased with the additional information about the products to be purchased.

Emotions have significant positive affect the Purchase Decision Process, emotional response in addition to forming beliefs, visitors will also respond to the atmosphere which was built by the Kaskus.co.id on an emotional level, the emotions felt by the visitor can be stimulated by the atmosphere built by Kaskus.co.id. Emotional response does not involve thinking, it just happens, and often unplanned and abrupt, so that a person's emotions can have a major impact on what he has bought.

Virtual Theatrics does not significantly affect Emotions and Purchase Decision Process, the findings in this study is interesting, because it is contrast to some previous research that already exists. The difference between the results of the researcher's study with the previous research due to the differences of research model, sampling, analytical tools, subject, object, time and location of the study. The results in this inferential analysis testing study stated that the Virtual Theatrics do not have significant effect on Emotions and Purchase Decision Process, it can be happened because of the whole arrangement of the Kaskus.co.id website tend to be impressed complex and complicated especially for visitors who are new to Kaskus.co.id. It could be the weakness of websites shaped like a forum Kaskus.co.id is the number of sub-pages that can reach hundreds or more of sub-pages from the main sheet which made more complex view of Kaskus.co.id website, so it can be confusing to Kaskus.co.id users.

Suggestions for developers are kaskus.co.id to be able to keep the community formed alive, not only improve the new user but also to maintain the old users. Although Kaskus.co.id is a pioneer market space and the biggest forum in Indonesia, new market spaces which are not based forum are started to grow in Indonesia, and this is a threat to Kaskus.co.id. In order to improve the user and the new members in the midst of market space growth in Indonesia, according to the above conclusion, is suggested that Kaskus.co.id to change the website design became more simple and more dynamic, so that new users can easily using Kaskus.co.id website because when a website user perceived with complex and complicated, then the emotions will be decreased while reducing the purchasing decision.

For further research, it is recommended in order to measure the emotions of other factors, which may explain more complex emotions. Adding other variables other than those which have contained in this study, such as trust and risk. It is suggested for further research to examine the websites that are not forum-based, because forum-based website would have a good virtual social, it is expected that the results of the study will be more diverse.

REFERENCES


