

ABSTRAK

ATMOSPHERIC CUES DALAM MARKETPLACE DAN DAMPAKNYA TERHADAP REPURCHASE INTENTION: ANALISIS BRAND IMAGE DAN EMOTIONAL ATTACHMENT SEBAGAI MEDIATOR

(Studi pada pengguna *Top Five Marketplace* di Indonesia)

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Tujuan penelitian ini adalah untuk mengidentifikasi model *repurchase intention* berdasarkan dimensi *atmospheric cues* (*e-design, e-content, e-navigation*) pada *website/aplikasi top five marketplace* di Indonesia. Penelitian ini menawarkan *brand image* dan *emotional attachment* untuk memperjelas keterkaitan antara *atmospheric cues* dengan *repurchase intention*. Metode analisis menggunakan alat analisis *Structural Equation Model* (SEM). Hasil penelitian menunjukkan bahwa dimensi *atmospheric cues* (*e-design, e-content, e-navigation*) memengaruhi *brand image* dan *emotional attachment* pengguna yang selanjutnya berkontribusi dalam meningkatkan *repurchase intention* di *platform marketplace*. *Brand image* dan *emotional attachment* juga terbukti memediasi hubungan *atmospheric cues* (*e-design, e-content, e-navigation*) terhadap *repurchase intention*. Penelitian ini memberikan kontribusi teoritis pada literatur di bidang pemasaran digital dan perilaku konsumen serta memberikan wawasan praktis bagi pengelola *platform marketplace* yang lebih efektif.

Kata Kunci: *atmospheric cues, e-design, e-content, e-navigation, brand image, emotional attachment, repurchase intention*

ABSTRACT

ATMOSPHERIC CUES IN THE MARKETPLACE AND THEIR IMPACT ON REPURCHASE INTENTION: ANALYSIS OF BRAND IMAGE AND EMOTIONAL ATTACHMENT AS MEDIATORS

(Study on Top Five Marketplace users in Indonesia)

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The purpose of this study is to identify a repurchase intention model based on the dimensions of atmospheric cues (e-design, e-content, e-navigation) on the top five marketplace websites/applications in Indonesia. This research offers brand image and emotional attachment to clarify the relationship between atmospheric cues and repurchase intention. The analysis method uses the Structural Equation Model (SEM) analysis tool. The results showed that the dimensions of atmospheric cues (e-design, e-content, e-navigation) affect brand image and emotional attachment of users, which in turn contribute to repurchase intention. emotional attachment of users which further contributes to increasing repurchase intention on the marketplace platform. Brand image and emotional attachment have been proven to mediate the relationship of atmospheric cues (e-design, e-content, e-navigation) to repurchase intention. This research makes a theoretical contribution to the literature in the field of digital marketing and consumer behavior and provides practical insights for more effective marketplace platform managers.

Keywords: *atmospheric cues, e-design, e-content, e-navigation, brand image, emotional attachment, repurchase intention*