The Influence Of The Website's Atmosphere On Online Consumer Behavior And Its Relationship To Flow: Case Study Of Online Travel In Indonesia

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Abstract

In this decade, studies of website atmospherics and flow experiences have received much attention from researchers and are very broad. At present, there are still few fields of study that study the relationship between the atmosphere website and a flow experience. In this study aims to examine the factors that have an impact on website atmospherics and flow experiences that can affect consumer behavior (Enjoyment shopping, Intimacy, and Intention) in the use of online travel services websites in Indonesia. In the development of this study, using the stimulus-organism-response (S-O-R) framework as a theoretical basis, the findings of this study are expected to show that the design atmosphere in websites has a positive impact on improving the enjoyment shopping, Intimacy and Intention of purchases for online travel agents in Indonesia.

INTRODUCTION

The existence of new business opportunities in the world of e-commerce is now more closely related to the travel industry and tourism sectors (Mamaghani, 2009). Online travel has been regarded as the center of the model of Internet marketing and e-commerce in the tourism industry (Wang & Fesenmaier, 2004). Understanding the travel and tourism business and the use of the internet have enabled increased visibility in the market segment (Mamaghani, 2009).

According to research institutions and statistics DailySocial.id (2018), developments in the online travel business sector in Indonesia. mentioned there are several online travel companies based on surveys conducted by OTA, including: Tiket.com, traveloka, pegipegi, airy, blibli, JD.id, nusatrip, Go Indonesia, padiciti, and several other travel companies or those that have not been registered with OTA (Daily Social.id, 2018). From a number of online travel service companies, it was discovered that Tiket.com and Traveloka travel service companies were the most popular companies based on the OTA version (Daily Social.id, 2018). In this study, traveloka will be used as the object of research, because it is the most popular online travel services company (Daily Social.id, 2018).

In these decades, there have been many researchers discussing this field of study, but currently little is known about the factors designed and configured using atmospheric websites that optimize the experience for consumers (flow experiences) in increasing the desire to conduct transactions (Purchase Intention) on the website. According to Gao and Bai (2014), This is especially true for online travel products for travel agents to encourage positive behavioral outcomes (L. Gao & Bai, 2014). Consumers with interesting experiences are an important problem in developing consumer behavior responses that generate profits in the online travel environment (Huang et al., 2010). Individual travel purchase decisions are influenced by online reviews (Gretzel & Yoo, 2008)(Lu et al., 2012). Thus the increasing number of online travel services available in Indonesia, is very attractive for consumer behavior responses to online transactions. This is caused, because the use of websites has many choices, and ease of interaction than they shop conventionally.

Development of online consumer behavior models and investigate the influence of atmospheric websites on consumer behavior in transactions (Hausman & Sam, 2009). The role of the atmospheric website cues on consumer behavior and its impact on variables such as attitude, website involvement, exploration behavior, pre-purchase and purchase intention (Richard, 2005). Whereas according to Gao and Bai (2014), some of the main components that can improve atmospheric websites, namely information, effectiveness and entertainment factors can create interactive webs will have important implications for consumers cognitively and loyally (L. Gao & Bai, 2014). The intention to purchase and intention to reuse depends on the design of the web interface for competitive advantage (Hausman & Sam, 2009)(Dailey, 2004a)(W. Zhang et al., 2014)(P. Zhang & Von Dran, 2000). The need to do an attractive interface design, by using appropriate colors and ease of navigation in browsing so as to create an interactive web. Because this can have an impact on purchase intentions and the desire to return to visit the web.

Buying intention appears as a response to an object and the need for a product /brand (need arousal) followed by consumer information processing (Assael, 1998). Trust in the use of a website greatly affects the intention to buy (Yoh et al., 2003). Website quality in predicting service quality on customer satisfaction, and purchase intention (G. Lee & Lin, 2005). The online transaction system allows users to make purchases (C. H. Lee et al., 2011). Increase intimacy in shopping and intention to buy consumer behavior towards store design (Baek et al., 2018a). The influence of the level of online store design on consumer perceptions of the online retail environment, shopping enjoyment, shopping involvement, desire to stay, and patronage intentions. Significant structural relationships between the variables of this study, support the conceptual model that is oriented towards pleasure from customer behavior in the online retail environment (J. Kim et al., 2007).

With increasing competition, many online vendors tend to distinguish themselves from rivals by relying on the atmospheric web (regarding design) (L. Gao & Bai, 2014). Impact of the quality of the website on the intention of customers to adopt and buy on related websites (Bai et al., 2008). A framework where the atmosphere of navigation from a website can influence consumer behavior (Dailey, 2004a). The emotions and cues of the website's atmosphere influence the tangibility of services and consumer attitudes. In addition, the effects of service tangibility dimensions (physical tangibility, specificity, and mental tangibility) on consumer attitudes towards websites and services vary greatly across three cultures (Mazaheri et al., 2013).

Based on the subject matter that has been discussed previously, then in an effort to increase competitive web. So it is necessary to increase the role of web interface design and the delivery of atmospheric websites that are controlled in facilitating visitors. Research will investigate the influence or relationship of the online shopping environment on cognitive and behavioral responses based on the Mehrabian and Russell (1974) model, which utilizes the stimulus-organism-response (S-O-R) paradigm (Mehrabian & Russell, 1974). Increased online shopping in recent years, increasing interest in identifying factors that influence buyer loyalty by joining the S-O-R framework (Tankovic & Benazic, 2018). Based on the S-O-R framework to identify and validate the impact of technology and mode through user satisfaction and pleasure (Cho et al., 2018). The Stimulus-Organism-Response (S-

O-R) model, to investigate the direct and indirect effects of clothing store environmental characteristics and consumer positive emotional responses to the environment on impulsive buying behavior (H. J. Chang et al., 2014).

According to previous research conducted by (Sahir et al., 2021; Winarko & Husna, 2020) research on the atmosphere of online travel websites requires a touch of psychology so that the novelty in this study is the SOR method used, this study will use the SOR model which shows that the environment created (S-Stimulus) can affect the customer's mood (O-Organism) that evokes a behavior response (R-Response) to the website online travel. In general, there are several main components that can improve atmospheric websites, namely information, effectiveness and entertainment factors of a website. The entire component of the atmospheric website will affect the experience experienced by the customer (flow experiences). The greater flow experiences experienced by users will increase shopping intimacy and shopping enjoyment, and intention in the context of online travel agents in Indonesia. This research is the first to produce the research that the influence of the website's atmospheric cues as a driver of consumer flow.

This study is organized as follows. in Part 2, a relevant literature review is carried out, after the hypothesis has been developed in Section 3. The methodology used for conducting the research is described in section 4, the last section will summarize the overall results of the research.

Literature Review

S-O-R Framework

The theory of S-O-R (Stimulus-Organism-Response) Frameworks was introduced by Mehrabian and Russell (1974). The S-O-R model consists of a stimulus that functions as an independent variable, organism as a mediator variable and the response functions as a dependent variable (Mehrabian & Russell, 1974) (Vieira, 2013). The model shows that the environment created (S-Stimulus) can affect the customer's mood (O-Organism) that evokes a behavioral response (R-Response) (Mehrabian & Russell, 1974)(Goi et al., 2016). S-O-R frameworks can be described as follows:

Figure 1. SOR Framework
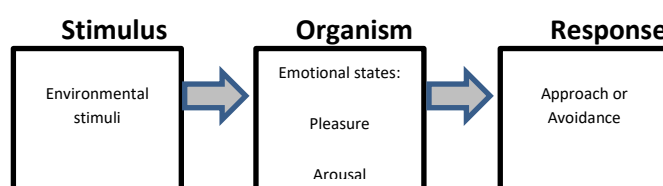
Source: Mehrabian & Russell, 1974

According to Mehrabian and Russel (1974), stimulation or stimulus is a condition that affects the emotional of consumers which can produce changes in the intention and behavior of these consumers. There are various attributes which are reflections of the stimulus in the S-O-R concept that affects consumer perceptions (Mehrabian & Russell, 1974)(Mazursky & Jacoby, 1986). This attribute is the initial thing to know consumer behavior as a signal to influence the level of cognition of consumers and have an impact on awareness of actions taken (Oh et al., 2008). The S-O-R paradigm for explaining evidence relating to many environmental cues (color, lighting, music, crowding, and fragrance) and their associated effects on the buyer's internal state and external response. Although there is a lot of research on the store environment, the findings are not enough to provide a detailed understanding of the atmospheric cue effect on shopping behavior (Vieira, 2013).

Donovan and Rossiter, (1982) is the party who first applied the concept of S-O-R in the retail context, stating that stimuli that are signals from the environment and responses from organisms in the form of approaches and avoidances are determined by emotional conditions and cognitive

conditions (Donovan & Rossiter R, 1982). According to Mehrabian and Russell (1974), organisms change accepted stimuli into information that has meaning where thoughts and sensations about different activities can have an impact on individual emotional and cognitive changes. Emotion, motivation, thought, judgment and perception are psychological concepts as a function of organismic components (Mehrabian & Russell, 1974).

In terms of implementing S-O-R framworks in online media, the S-O-R model used to find out about the motivation of consumers to shop using online media is different from physical store media and this motivation has a significant impact on the level of satisfaction in shopping (Mckinney, 2004). The atmosphere in the online environment affects the intentions and emotions of customers according to the S-O-R framework (Koo & Ju, 2010). The implementation of the S-O-R model on the atmosphere of an online retail store states that the level of involvement of consumers and the influence of the atmosphere mediates the relationship between the online store environment and the amount of shopping activities carried out by consumers (Eroglu et al., 2001).

This study uses the Stimulus-Organism-Response (S-O-R) Theory consisting of the stimulus design in this study consisting of atmospheric websites (informativeness, effectiveness and entertainment). The design of organisms in this study is flow experiences. The design of the response in this study is Shopping enjoyment, online store intimacy and purchase intentin.

Atmosphere Website

Referring to the definition of Kotler (1973), the atmosphere website can be defined as conscious design of the web environment to create positive effects (eg, positive influence, positive cognition, etc.) on users to increase favorable consumer responses (eg reviewing sites, explore, etc.). When marketers design web interfaces to lure consumers, they utilize the web atmosphere (Kotler, 1974). This concept was developed by Baker (1994) who defines that the atmosphere and store environment are the most influential elements compared to other marketing elements that are not available at the time of purchase. (Baker, 1994). According to Turley and Miliman (2000), there is evidence that shows a strong influence between the atmosphere of the store on the intentions, attitudes and behavior of consumers (Turley & Milliman, 2000). Typologies that classify web atmospheric cues into two groups: high-duty relevant cues and low-duty relevant cues. High-duty relevant signals are signals that facilitate and enable the achievement of consumer spending goals (eg, merchandise descriptions, prices, shipping and return policies, merchandise images, navigation signals, etc.)(Eroglu et al., 2001).

In the context of a website, the atmosphere of a website can be defined as "a consciously designed website environment, aimed at creating positive effects from its users with the aim of generating positive response from its users" (Dailey, 2004a). Online entrepreneurs must be able to create an attractive store atmosphere/atmosphere on their website, where it can affect perceptions as well as experience making purchases through the online store (Rayburn & Voss, 2013). Besides that in previous studies, Eroglu et al. (2001) state that the atmosphere of a website can affect the emotional side of the customer which consists of pleasure, passion and dominance. This determines the response of the customer to accept or avoid (Eroglu et al., 2001).

The ease of navigation and design has affected the atmosphere of a website. Floh and Madlberger (2013) stated that the better the navigation of an e-store and the more attractive the existing design can increase the enjoyment of shopping from the overall website user(Floh & Madlberger, 2013)(Rayburn & Voss, 2013). Furthermore, Gao et al (2014) stated that the components in the atmosphere of the website did not directly influence the response or attitude produced. Components of the website atmosphere only function as cognitive determinants of flow and ultimately affect satisfaction and intention to make purchases (L. Gao & Bai, 2014). Atmospheric websites significantly influence buyer behavior intentions through changing consumer influences, especially pleasure. More recent online atmospheric research shows that there is a positive relationship between website design (that is, the perception of the store environment) and the pleasure experienced by online product buyers (Mummalaneni, 2005).

Rayburn and Voss (2013) defines atmospheric web influenced by the ease of navigating the website, the effectiveness of the website, the level of entertainment on the website and the quality of the information on the website (Rayburn & Voss, 2013). According to Dailey (2004) Conceptual models that describe the influence of atmospheric websites on consumers. Both of these models use the stimulus-organism-response paradigm and suggest that atmospheric cues affect consumers by changing their cognitions and influences. The influence and cognition of consumers, in turn, is proposed to influence their behavior towards the website. Limited empirical research shows that the atmosphere of a website, in fact, significantly influences behavioral intentions on a website through changes in consumer influence, especially pleasure (Dailey, 2004b). In this study, the components of the atmospheric website refer to the research conducted by Gao et al (2014), consisting of: Informativeness, effectiveness and entertainment (L. Gao & Bai, 2014).

Informativeness

Related to information in the context of atmospheric websites, Novak and Hoffman, (1996) define informativeness as the ability of a website to provide information to its customers (Novak & Hoffman, 1996). Whereas Gao and Koufaris (2006), stated informativeness as "the capacity to educate clients about the most important choices of goods that they can pay attention to" (Y. Gao & Koufaris, 2006). Burke (2002) states that consumers who make online transactions seek information relating to prices, product specifications, usage manuals, information about collateral and a list of products sold (Burke, 2001). Chen et al (2002) stated that informativeness is very closely related to the attitude of the user towards a website (K. Chen & Yen, 2005). Informativeness as a basis for having the ability to advertise to notify consumers about product alternatives to produce customer satisfaction (Najib et al., 2016). Informativeness is the best predictor that has a positive influence on attitudes (S. Kim & Stoel, 2004). Informativeness has an effect on purchase intentions and the effect of site involvement is greater on the attitude of site users (Richard & Reza, 2015).

Effectiveness

Richard and Chandra (2015) define the effectiveness of information about the content that exists on a website measured from the level where the information on the website is classified as accurate, up-to-date, complete and relevant to its users (Richard & Reza, 2015). The effect of effectiveness on flow is insignificant on low context websites, which shows that the importance of passion in increasing flow among online users of low hedonic websites (Richard & Reza, 2015). Maximizing effectiveness on websites, as a goal to create a useful flow experience (Xia & Kimmel, 2004). According to Vrechopoulos et al (2004) states to measure the level of effectiveness of a website environment can be measured by the variable perceived usefulness and ease of use (Vrechopoulos et al., 2004).

Entertainment

Entertainment as the ability to meet the needs of the audience for escape, entertainment, aesthetic pleasure, or emotional pleasure (Ducoffe, 1996). Entertainment is a hedonic component of online shopping activities which facilitates the means for customers to be free from boredom, feel entertained from the activities carried out and experience pleasant conditions (Wolfinbarger & Gilly, 2001). Entertainment services enhance consumer loyalty and value added services. Because most people have playfulness, providing games and gifts (Najib et al., 2016). In fact, the entertainment component contained in advertising is a requirement for the fulfillment of buyers for satisfaction and release of enthusiasm (Ducoffe, 1996). The entertainment aspect of a website is a very important source of value for consumers as a website's ability to improve the experience of visitors to the site (Y. Gao & Koufaris, 2006).

Flow Experenced

Flow is a state of consciousness that is sometimes experienced by people who are very involved in fun activities. This experience is characterized by several common elements: the challenges of an activity and skill must be balanced to meet this challenge; clear goals and feedback; concentration on the task at hand; sense of control; a combination of action and awareness; loss of

self-awareness; a distorted sense of time; and autotelic experience (Nakamura & Csikszentmihalyi, 1976). Whenever people reflect on their flow experience, they mention some and often all of these characteristics (Nakamura & Csikszentmihalyi, 1976). The concept of flow is also embraced by researchers who study optimal experiences (eg, leisure, play, sports, art, intrinsic motivation) in contexts where positive experiences are very important (Nakamura & Csikszentmihalyi, 1976).

Propose a conceptual flow model in a computer-mediated environment. Emphasizes differences in flow conditions, potential antecedents, and flow consequences. Antecedents of flow include the suitability of perceived skills and challenges, focused attention, interactivity, and telepresence. The consequences of flow include increased learning, perceived behavioral control, and exploratory and positive subjective experience. (Novak & Hoffman, 1996).

Types of computer-mediated communication technology, perceived technological characteristics (ease of use), and individual characteristics (computer skills) contribute to flow experiences (Webster et al., 1993). Determine which causes visitors to have optimal experience when visiting websites, and how the consequences of this experience help fulfill the potential for online presentations (Xia & Kimmel, 2004). The hypothetical flow model marks the interdependence between eleven latent variables, including: experience, visitor impressions about the attractiveness of a website, speed, ease of use, interactivity, telepresence, challenges, skills, flow experience, increased learning, and changes in attitudes and behavior (Xia & Kimmel, 2004). The process of developing a website because the overall atmosphere of a website is very influential on consumer experience and their behavior (S. A. Lee et al., 2012).

Response

The customer experience leads more to the internal and subjective responses held by the customer. While indirect contact involves unplanned meetings, direct contact occurs during the process of buying and using products / services (Meyer & Schwager, 2007). Events within the retail store affect the customer's emotional response. In addition, marketing experience in retail can be expanded to include events as a promotional tool that influences customer attitudes towards retail brands (Leischnig & Schwertfeger, 2011b). In the context of online shopping behavior, the shopping pleasure construct must capture positive or negative feelings caused by emotional responses to store situational factors (Floh & Madlberger, 2013).

Shopping Enjoyment

According to Babin and Darden, (1996) Excitement is a combination of pleasure and passion that can increase the tendency of approaches, unplanned purchases and hedonic shopping values (Babin & Darden, 1996). Shopping enjoyment is an important variable of individual differences that affects one's shop shopping mode (H. Kim & Kim, 2008). though, there is little empirical evidence that shows the relationship between shopping pleasure and shop shopping mode. Chronic pressure level moderates the effect of shopping pleasure in every shopping mode. As well as each shopping mode has a differential influence on the value of hedonic shopping (H. Kim & Kim, 2008). Shopping enjoyment of consumers has two motives: internal shopping and external attribute factors. The overall approach by considering the personal and situational dimensions of the understanding of the pleasure of the buyer can be obtained even though it only looks at one aspect that contributes to the level of enjoyment (Wong et al., 2012). According to Jin and Kim (2003), most studies of the influence of buyers' internal shopping motives and store attributes are external to shopping excitement (Jin & Kim, 2003). Research that focuses on predictors of shopping pleasure, especially on internal and external factors in Malaysia is still small. Noting that diversity in Malaysian cultural background and possible differences in Malaysia's retail environment, the need to investigate related issues in the local context is increasingly important (Wong et al., 2012). In an effort to identify factors that influence the enjoyment of local buyers, this study aims to evaluate gender and race specifics on the independent variables (shopping motives and store attributes) and the dependent variable (shopping pleasure) (Wong et al., 2012).

Shopping enjoyment is found to be associated with temporary emotional responses such as satisfaction, excitement and dominance (Koufaris et al., 2014). The pleasure of shopping is

characterized as the personality traits of individuals who find shopping trips with pleasure and quality that are more pleasant than other consumers (Odekerken-schro et al., 2003). Enjoy increases consumer satisfaction with the store, the amount of time spent at the store and the level of expenditure (Babin & Darden, 1996). According to Leischnig and Schwertfeger, (2011) about the relationship between retailer events and (1) affective responses from customers, such as shopping pleasure, and (2) customer attitudes toward retail brands. Here, identifying the image of the event as a driver of imported emotional consumption, such as shopping pleasure, and in turn the customer's attitude towards retail brands (Leischnig & Schwertfeger, 2011b). A source of customer shopping, such as hanging out, browsing, hunting for bargains (Cox et al., 2005). Model and empirically investigate the effects of events on shopping enjoyment and customer attitudes towards retail brands. Explaining the question of how events in a store in retail affect the customer's emotional response (Leischnig & Schwertfeger, 2011b). There are several items to measure the enjoyment of online shopping and measuring the involvement of online shopping. To assess the desire to stay in the online store and intention to protect the subject against the online store, and also include items to gather demographic information (e.g., age, gender, primary)(Zaichkowsky, 1985).

Intimacy

Intimacy is used to describe certain types of feelings (Cordova & Scott, 2001). According to Tolstedt and Stokes (1983) defines intimacy as a feeling of closeness and emotional bonding, which involves intense love, moral support, and the ability to tolerate significant weaknesses in oneself. Aspects of emotional closeness in the definition of intimacy (Tolstedt & Stokes, 1983).

The effects of a warm visual design on store intimacy (influence) and intention (behavior) approaches to respondents (Baek et al., 2018a). Intimacy refers to feelings that are warm, close, and bound, both physically and emotionally, expressed verbally or nonverbally, and obtained from loved ones [90]. At this stage Intimacy, customers feel that the company understands the needs and desires that are generally manifested in various customzitation for the appearance of the website that the customer wants: Customization; Communication;Clearly; Consistency; Trustworthiness: Exceptional Value: and Shift Consumption to Leasure Activity [90].

Purchase Intention

Purchase Intention is defined as the probability of consumers in buying a product. According to hang and Chen (2008) in Theory of Planned Behavior (TPB), the individual performance of a particular behavior is determined by its intention to conduct behavior (H. H. Chang & Chen, 2008). Intention is informed by attitudes toward behavior, subjective norms about being involved in behavior, and perceptions about whether individuals will be able to successfully engage in target behavior (Mukherjee & Nath, 2007). Purchase intention is a dimension of behavioral intention. To test the pattern of consumer behavior, purchase intention has been used to predict actual behavior (Ajzen, 2002).

In the Theory of Planned Behavior (TPB), a person can act on his intention or intention only if he has control over his behavior (Ajzen, 2002). This theory not only emphasizes the rationality of human behavior, but also the belief that behavioral targets are under the control of the individual's consciousness or that behavior does not only depend on one's intentions, but also on other factors that are not under the control of the individual (Ajzen, 2002).

Mediating role using variables of trust and empathy in the relationship between independent constructs (usability, website design, information quality, and perceived risk) and dependent constructs (online purchase intention). Created on the basis that trust and empathy are components of affective attitudes can mediate cognitive perceptions or consumer perceptions of website quality factors which will then influence consumers' online purchase intentions (Fazli & Sam, 2008).

The direct impact of the quality of the website on consumers' online purchase intentions with regard to low-cost airline services (Harridge-march, 2009). *Purchase intention* seperti yang dijelaskan oleh Kotler (2000). Model AIDA terdiri: attention; interest; desire, and action (Kotler, 2000).

Conceptual model and hypotheses statements

In this study applying the concept of website atmospherics, flow experiences, enjoyment of shopping, intimacy, and intention on the S-O-R framework (Mehrabian & Russell, 1974). the conceptual model in this study is shown in the figure. 1. the proposed model examines whether Flow Experiences (organisms) are generated from perceptions on Website atmospherics (stimuli) of websites affecting consumer behavior (responses).

Fig 2. Conceptual Model
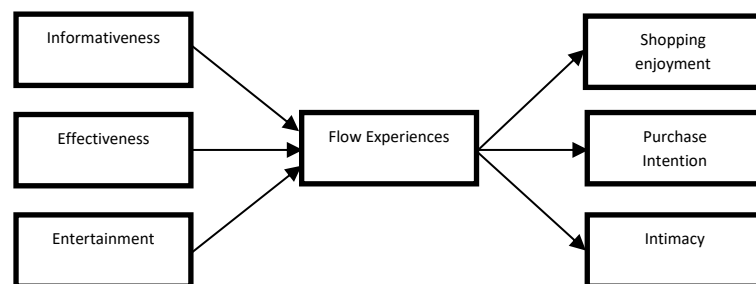
Appropriate Informativeness changes the consumer shopping experience that captures purchase intentions that are profitable and produce satisfaction (L. Gao & Bai, 2014). Informativeness advertising SMS is defined as the amount of useful and useful information provided by advertising media to consumers (Ducoffe, 1996). Informativeness as the ability to advertise to provide information to customers to meet their needs (Novak & Hoffman, 1996). Informativeness content is also important for Internet advertising; that the majority of respondents think the internet is a source of information and not as an environmental source (Schlosser et al., 1999). Website Informativeness is perception (Chakraborty et al., 2003). When the content of information meets information needs, consumers can produce better influence and positive emotions on the website (Richard & Chebat, 2015). The positive path between the structure and attitude of the website and the negative path between the nature of Informativenes and exploration behavior among male respondents shows that male attitudes are driven by the structure of the website and that men limit their information collection (Richard et al., 2010).

H1. the travel website informativeness has a positive relationship with flow experiences

Appropriate effectiveness changes the consumer shopping experience that captures profitable purchase intentions and results in satisfaction (L. Gao & Bai, 2014). The effectiveness of information content affects the exploration behavior of both sexes equally but, as expected, affects the involvement of women's and non-male websites. Thus, the effectiveness of information content has a stronger overall effect for women because of its impact on the exploration and involvement of websites (Richard et al., 2010). The effectiveness of information content from a website, that is, the extent to which information is accurate, current, complete, and relevant.

H2. The travel website effectiveness has a positive relationship with flow experiences

Entertainment that precisely changes the consumer shopping experience that captures purchase intentions that are profitable and produce satisfaction (L. Gao & Bai, 2014). Entertainment as the ability to meet an audience's needs for escape, diversion, aesthetic pleasure, or emotional pleasure (Ducoffe, 1996). Accroding to LehmKuhl (2003), entertainment services have an impact on

increasing loyalty and adding value to customers. A website is considered to be fun, full of fun, lots of fun and convenience to use (Q. Chen et al., 2002). When customers feel that they enjoy the experience of using a website, the more they pay attention to the website, the more flowing experience that occurs later. Users with positive perceptions of the entertainment aspects of websites tend to have a higher level of involvement and encourage exploration behavior (Richard et al., 2010).

H3. The travel website Entertainment has a positive relationship with experiences

Buyer's shopping enjoyment and to explore the effects of internal and external factors influence the level of enjoyment of their shopping. The motive for shopping as an internal contributor is personal-specific while store attributes function as external aspects considered as situational specifics (Wong et al., 2012). Gender comparison in shopping enjoyment, has been done by Noble et al. (2006) found that men want information and facilities available while women want uniqueness, variety, social interaction and browsing (Noble et al., 2006). Previous research has shown that women put more emphasis on the pleasure of shopping than men (Workman & Cho, 2012). That the image of an event affects the pleasure of shopping so that it will affect customer satisfaction and attitudes towards retail brands (Leischnig & Schwertfeger, 2011b). Whereas according to Kim and Kim (2008), shows that consumers with a high enjoyment of shopping are more likely to choose to browse and hunt for bargains as their shop's shopping mode (H. Kim & Kim, 2008).

H4. Flow experiences has a positive relationship with shopping enjoyment with the travel website

The characteristics of interactivity and involvement on the Web must give Web users a route to flow experience. Their examination of the flow experiences of Web users (H. Chen et al., 2010). Positive store environment, shopping enjoyment increases and creates more focused shopping activities. By enjoying the activity, the probability of purchase intention increases. Shopping intimacy is also considered to have a real impact on increasing purchase intention (Novak & Hoffman, 1996). Baek, Choo and Lee (2018) explained that there was a positive relationship between increasing store intimacy and intention to approach. With the increase in the intention approach will encourage higher purchase intentions (Baek et al., 2018a). Intimacy, customers feel that the company understands the needs and desires that are generally manifested in various customzitation for the website display that the customer wants. Intimacy at online stores is closely related to the type of store and affects intention (Baek et al., 2018a). Intimacy online stores are closely related to the type of store and affect the intention of the approach to online stores. The store environment has been shown to have a positive effect on the customer's emotional side (Yoo et al., 2012).

H5. Flow experiences has a positive relationship with online store intimacy with the travel website

The determinants of intention and satisfaction of online purchases and about how appropriate atmospheric web design changes the consumer shopping experience that captures profitable purchase intentions and results in satisfaction (L. Gao & Bai, 2014). Online consumer behavior that is exhibited during consumer interaction with the website. We then show its validation through empirical studies. By testing the role of mediating website satisfaction in the relationship between the website and user characteristics, and purchase intentions (Sharma, 2010). According to ronin et al. (1992) stated that satisfaction has a stronger and more consistent influence on purchase intention than service quality (Cronin & Taylor, 2013). The quality of the website and the brand of the website affect consumer confidence and perceived risk, and in turn, consumer purchase intentions. Website brand is a sign that is more important than the quality of a website in influencing a customer's purchase intention (H. H. Chang & Chen, 2008). To increase consumers' online purchase intention, service providers must provide services with empathy and increase customer trust (Fazli & Sam, 2008).

H6. Flow experiences has a positive relationship with purchase intention with the travel website.

METHOD

Data Collection

A brief survey of available instruments shows that we can capture various factors related to human experience (Marczyk et al., 2005). In this study, we will use a survey method to test the model. The data in this study were obtained based on consumer perceptions in using online travel services in Indonesia. Survey research serves to answer questions about concurrent occurrences of social phenomena for certain populations (Greene, 2008). The quality of survey research is the parameters associated with representation and the size of the sample obtained, which is needed for the need for generalization of the overall population, and related parameters. In addition, a comprehensive presentation of the results of descriptive survey research helps in supporting the results of more inferential analysis (Greene, 2008). Whereas according to Kerlinger, (1973), survey methods are the best method of solving this problem. The primary data in this study is the consumer perception data of online travel service users in Indonesia.

Previously there were several studies that had conducted this research related to Website Atmospherics using survey methods (Ettis, 2017) (L. Gao & Bai, 2014). Sampling uses purposive sampling method. The sample criteria in this study are that each participant has experience in purchasing tickets online through an online travel agency. Sampling data is taken online, by sharing electronically both via email, WhatsApp, Facebook and other social networks. The survey in this study was conducted for 3 months using online travel services that could be used for this study. Limitations in this study, that the respondents were selected based on the criteria of the researcher, as well as limitations in obtaining respondents to fill their perceptions of the use of online travel services and lack of documentation of the characteristics of the respondents. To control existing respondents to eliminate duplicate data, all respondents who have visited the website, as well as incomplete and inappropriate responses are also omitted to obtain valid data.

A total of 98 panel members completed the survey. Control of respondents based on pre-existing attitudes towards the site, all respondents who had visited the travel website. An incomplete and inappropriate response was also eliminated. After elimination, 86 responses that can be used are included in the sample for construct validation and hypothesis testing. Next, to analyze the data we are using Partial Least Square - Structural Equation Modeling (SEM - PLS). The advantage of using PLS is to use a component-based approach for estimating the model. It also does not require a high number of samples and residual distribution (Chin, 1998).

Table 1 presents the characteristics of the respondents. There are slightly more male (75.6%) than female (24.4%). The average age was 28 years and the main proportion (34.9%) was between 26 and 30, followed by ages between 21 and 25 (22.1%). In addition, non-response bias was assessed using the extrapolation method comparing the final and initial respondents.

Table 1. Characteristics of the respondents.

Measure	Item	Number (N=86)	Percentage (%)
Gender	Male	65	75.6
	Female	21	24.4
Age (year old)	21 - 25	19	22.1
	26 - 30	30	34.9
	31 - 35	16	18.6
	36 - 40	12	14.0
	> 41	8	9.3
Education	High school or below	7	8.1
	Three-year college/university	58	67.4
	Graduate school or above	21	24.4
Monthly income	< Rp 1000.000	4	4.7
	Rp 1000.000 - Rp 3000.000	18	20.9
	Rp 3000.000 - Rp 5000.000	22	25.6
	> Rp 5000.000	42	48.8

*1 US$ = 14267.40 Indonesian Rupiah as of 14th March, 2019

Measures

Testing of the adequacy of the measurement model in this study will be evaluated based on overall conformity criteria with data, convergent validity, and reliability. To test this study model of consumer behavior with Website atmospherics, Flow Experiences, Enjoyment of shopping, Intimacy, and Intention. The section that measures consumer behavior perceptions of online travel website users uses a five-point scale (1 = strongly disagree, 5 = strongly agree) catching 32 items. Testing techniques to determine consumer perceptions of all variables in this study using regression analysis or path analysis assumes that the independent variable is completely error free. The measured variables in this study are uses of the review Website atmospherics, Flow Experiences, Enjoyment of shopping, Intimacy, and Intention, Online travel are all measured on a Likert 5-point scale (show in Table 2).

Table 2. Summary of measures used in this study

Construct name and source	Item/measures
Website informativeness *Adapted from* (L. Gao & Bai, 2014)	'This site is informative for me' 'This site has the information I need' 'This site is useful / useful for me' 'This site gives me knowledge'
Effectiveness of information content *Adapted from* (L. Gao & Bai, 2014)	'Information on this website is convenient' 'Information on this website is accurate' 'Information on this latest website' 'Information on this website is complete' 'Information on this website is relevant'
Website entertainment *adapted from* (L. Gao & Bai, 2014)	'This website is fun to explore' 'This website is interesting' 'This website is imaginative' 'This website is entertaining' 'This website is striking'
Shopping enjoyment Adapted from (J. Kim et al., 2007)(Forsythe & Bailey, Anne, 1996a)	'I like to spend my free time shopping online' 'In general, I think buying online is fun' 'I often visit online stores, even if I don't intend to buy 'For me, buying is relaxation' 'One of my favorite recreational activities by shopping online' 'I like visiting online travel agent websites'
Purchase intention Adapted from (Xu, 2017)	'The probability that I consider ordering accommodation from this website is high' 'If I book accommodation, I will consider ordering it from this website' 'Possibly I booked accommodation from this website high' 'My willingness to order accommodation from this website is high'
Intimacy Adapted from (Y. Lee & Kwon, 2011)	'I enjoy my time in relevant online shopping centers and feel comfortable' 'I consider the relevant online shopping center as my friend' 'I choose a relevant online shopping center without hesitation when buying goods on the Internet' 'I feel intimacy with relevant online shopping centers' 'I feel buying goods in relevant online shopping centers is a very important part of my consumption life'
Flow experiences *adapted from* (L. Gao & Bai, 2014)	'When using this website, my attention is focused on activities' 'When using this website, I feel in control / free to make choices' 'When using this website, I find a lot of fun'

Responses were measured using a Likert scale with type 5 points (1 = strongly disagree, 5 = strongly agree)

RESULTS
Analysis of the measurement validation

This study uses SmartPLS to analyze measurement models and structural models. 32 measurement items were used in this study. To ensure convergent validity, this study assessed the loading of factors and the average variance extracted (AVE). Loading factors must be higher than 0.6 for exploration studies and the AVE score must be higher than 0.5. Factor loading in this study ranged from 0.697 to 0.906 and the AVE score ranged from 0.638 to 0.870 (Hair et al., 2011). Discriminant validity in this study fulfills the criteria where all square roots of AVE scores are higher than the correlation between constructs. The reliability of composite construction is above 0.7, ranging from 0.854 to 0.927 (Hair et al., 2011).

From the results of testing the data using SmartPLS, that some numbers of factor loading are very low. As in the Informative item1, it is below 0.5, which is 0.146, this is certainly not safe. Then also some items Effectiveness 2 and 5 are also low. Then we need to drop, until the AVE value is at least 0.5. To see whether this questionnaire item is valid or not, it can be seen on the Outer Loading. After dropping an invalid item, test the data again. So, the results of the study show that all items match each factor quite well. Together, the results show unidimensionality, convergence and discriminant validity of actions (Show in table 3 and table 4).

Table 3. Convergent Validity and Composite Reliability

Construct	Items	Factor Loading	AVE	Composite Reliability
Website informativeness (INF)	INF2	0.770	0.619	0.830
	INF3	0.817		
	INF4	0.773		
Effectiveness of information content (EFF)	EFF1	0.637	0.531	0.766
	EFF3	0.604		
	EFF4	0.906		
Website entertainment (ENT)	ENT1	0.791	0.597	0.881
	ENT2	0.795		
	ENT3	0.735		
	ENT4	0.758		
	ENT5	0.782		
Shopping enjoyment (SHP)	SHP1	0.778	0.612	0.904
	SHP2	0.745		
	SHP3	0.743		
	SHP4	0.790		
	SHP5	0.823		
	SHP6	0.811		

Purchase intention (PUR)	PUR1	0.849	0.732	0.916
	PUR2	0.799		
	PUR3	0.916		
	PUR4	0.854		
Intimacy (INT)	INT1	0.809	0.666	0.909
	INT2	0.829		
	INT3	0.673		
	INT4	0.894		
	INT5	0.864		
Flow experiences (FLO)	FLO1	0.826	0.579	0.804
	FLO2	0.715		
	FLO3	0.737		

Table 4. Discriminant Validity

	EFF	ENT	FLO	INF	INT	PUR	SHP
EFF	.728						
ENT	.527	.772					
FLO	.270	.616	.761				
INF	.561	.614	.369	.787			
INT	.261	.492	.427	.287	317		
PUR	.311	.443	.471	.522	525	356	
SHP	.298	.470	.382	.260	797	513	782

## Analysis of the structural model

The results of testing the structural model are shown in table 5. All pathways are significant at the level of $p < 0.05$ and $t > 1.96$. Hypothesis 1-3 explains the impact of the three atmospheric website - informative, effectiveness, and entertainment - on the flow. On figure 2, the results show that flow is significantly influenced by entertainment ($\beta = 0.648$, $t = 5.147$). while the flow is not significantly influenced by Effectiveness ($\beta = -0.081$, $t = 0.714$) and information ($\beta = 0.016$, $t = 0.147$). Thus, one hypotheses are supported and two hypothesis is rejected.

Hypothesis 4-6 states the relationship between flow and three behaviors, including shopping enjoyment, intimacy and purchase intention towards travel websites. The results showed that flow significantly affected shopping enjoyment ($\beta = 0.383$, t = 4.334), intimacy ($\beta = 0.427$, t = 5.943) and purchase intention ($\beta = 0.471$, t = 6.132), thus supporting the three hypotheses.

Table 5. Hypothesis Test Results

Hypothesis	Path	Path Coefficient	T-Statistics	P-Value
H1	INF → FLO	0.016	0.147	0.883
H2	EFF → FLO	-0.081	0.714	0.475
H3	ENT → FLO	0.648	5.147	0.000
H4	FLO → SHP	0.383	4.334	0.000
H5	FLO → INT	0.427	4.891	0.000
H6	FLO → PUR	0.471	5.943	0.000

Fig 2. Path Analysis Results
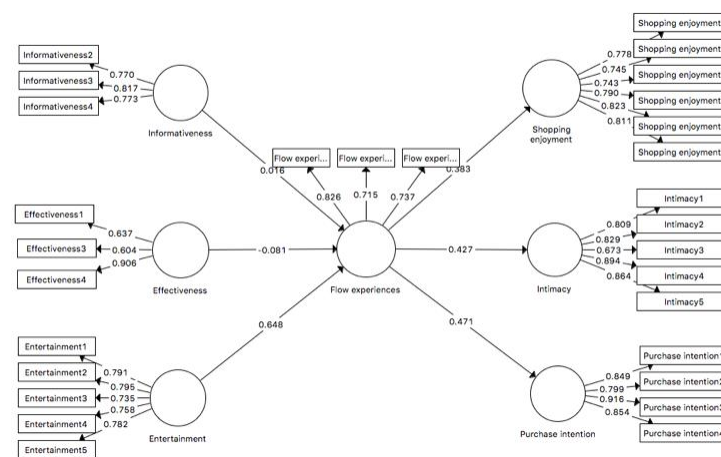
From the results above, we can say the following:

1. Effectiveness -> Flow experiences = beta coefficient value -0,081, T value = 0,714 < 1,96 and P Values 0,475 > 0,05 so it is not significant
2. Entertainment -> Flow experience = beta coefficient value of 0.648, T value = 5.147 > 1.96 and P Values 0,000 < 0.05 so Significant
3. Flow experiences -> intimacy = beta coefficient value 0.427, T value = 5.943 > 1.96 and P Values 0,000 < 0.05 so Significant
4. Flow experiences -> Purchase Intention = beta coefficient value 0.471, T value = 6.132 > 1.96 and P Values 0,000 < 0.05 so Significant
5. Flow experiences -> Shopping Enjoyment = beta coefficient value 0.383, T value = 4.334 > 1.96 and P Values 0,000 < 0.05 so Significant.
6. Informativeness -> Flow experiences = beta coefficient value 0.016, T value = 0.147 < 1.96 and P Values 0.883 > 0.05 so it is not significant

DISCUSSION

In this study, focusing on investigating the effects of three website atmospheric cues, conceptualized as informativeness, effectiveness, and entertainment, on flow experience and its influence on shopping enjoyment, intimacy and purchase intention in the context of online travel.

The result of the hypothesis test states that there are two insignificant hypotheses, while the other shows significant influence. In particular, the results of the analysis show that site entertainment is the strongest predictor of flow formation. While the Effectiveness and informativeness shows the opposite results.

Behavior approaches are seen as a positive response to the environment such as the desire to live in a certain facilities and explore. Avoidance behaviors include not wanting to stay in the store or spend time looking for or exploring it (Turley & Milliman, 2000). So using a travel website can ensure the accuracy of information, relevance, timeliness, completeness, and convenience, consumers are more likely to be involved with a website because of perceived challenges, time and cognitive effort that is issued to target and relevant information is considered low (L. Gao & Bai, 2014). Because the right, accurate and effective information will have a positive impact on consumers of travel website users. Informativeness refers to the ability to provide information both through advertising and providing accurate information on website services to inform consumers about alternative travel products. so that consumers will get as much satisfaction as possible which affects the flow of experience. Not surprisingly, the informativeness of information on travel website is closely related to the quality of websites that are entertaining, both in the information presented, design, navigation and content on the website as modern media channels. Informativeness can be defined as fulfilling what consumers want and is a great opportunity for marketers to provide a flow of interesting experiences for consumers about the products presented. Because Entertainment as the ability to meet the needs of consumers to get an emotional atmosphere that enjoys, fun and happy. Entertainment services on travel websites can increase customer loyalty and add value to customers. Therefore, presenting travel websites that can entertain consumers will get an interesting experience. because in essence human nature is more interested in something that is entertaining.

While the testing of hypotheses in experience flows towards enjoyment shopping, intimacy and purchase intention in the context of online travel, as a whole it is stated to be significant.

Shopping enjoyment, there may be strong intrinsic motivation to shop. Shopping enjoyment due to finding interesting shopping places. this, it can be concluded that the products and services presented on travel websites are very attractive to consumers, so they enjoy shopping for products available on the website page. Enjoyment is an important factor in finding product information and prices for needs. Shopping enjoyment is considered a variable that influences the flow of consumer experience in spending time spent shopping on travel websites. because the use of the website in shopping, can have the perception that shopping can be done anytime and anywhere without having to travel like traditional shopping. According to Forsythe et al (1996), the enjoyment shopping is a proper construction of motivation influence the allocation of time for shopping and provide support to expand the maximization model of traditional utilities to include enjoyment shopping (Forsythe & Bailey, Anne, 1996b). The enjoyment shopping as an important factor that explains the variation in the search for price information for goods needed, so that it can be concluded enjoyment shopping because there are several factors such as the existence of attractive product offerings or low prices. but there are several other factors in enjoyment shopping, namely the shopping process that can be done anytime and anywhere, without the limitations of space and time. in this study, it does not suggest leaving the traditional approach to seeing purchasing behavior, but to expand and complement the traditional approach to online shopping behavior research. while according to Leischnig and Schwertfeger, (2011), the enjoyment shopping is very influenced by the brand, when consumers to shop online, they are more interested in vendors who have a good reputation (Leischnig & Schwertfeger, 2011a). It can be concluded that, sell can contribute to compulsive consumer behavior in creating enjoyment shopping.

Systematically investigating the effects of design on travel websites will have an impact on consumer experience that can provide a warm atmosphere to consumer intimacy (influence) and intention (behavior) approach to consumers. in this study, the flow experience influences consumer intimacy in shopping online on travel websites. That relational needs strengthen the relationship between the flow of consumer experience and intimacy. Consumers who see or browse online shopping sites will visually experience higher store intimacy than those who do not visit, and thus increase the intimacy of online travel website usage is greatly influenced by experience. things like what was stated by Jung *et al* (2018), that stores that visually affect store intimacy and intention to approach (Baek et al., 2018b).

Next is, the purchase intentions that affects the shopping experience. This is in accordance with the study conducted by Gao and Bai (2014), the determinants of online purchase intention and how atmospheric web design is right to change the consumer shopping experience that captivates purchase intentions (L. Gao & Bai, 2014). Theoretically identify that some web atmospheric cues have the potential to be associated with flow formation and provide empirical tests of the effect of flow experience on online purchase intentions. The main effects of the website's atmosphere on determining purchase intentions shopping show the effects of the online store environment on experience while exploring di website travel.

CONCLUSION

Although there are many studies that have made efforts to develop the flow of formation in consumer behavior research by linking it to the atmosphere of the website. This study uses a stimulus-organism-response framework for the use of online travel websites and empirical test models on websites that link informativeness, effectiveness and entertainment with enjoyment shopping, intimacy and intention in the context of online travel agents in Indonesia. This research is the first to produce the conclusion that the influence of the website's atmospheric cues as a driver of consumer flow. but in this case, only entertainment variables have a significant effect while for informativeness and effectiveness there is no significant effect. this, because the use of websites must be better able to provide entertainment to consumers, because it can create a flow of experience to consumers. so that the flow experience can affect enjoyment shopping, intimacy and intention. in this case, all variables have a significant influence on experience. Thus, it is important for future research to use several other behavioral factors that can influence website usage in creating consumer intentions and satisfaction. It is also recommended to use actual tourist samples.

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