

ABSTRAK

Penelitian ini untuk mengetahui warna berpengaruh terhadap *consumer mood*, *memorization* dan *buying intention* pada pengunjung situs belanja online Groupon.co.id terhadap para karyawan Halo BCA Wisma BSD. Penelitian ini dilakukan terhadap 100 responden. Teknik pengambilan sampel yang digunakan adalah tehnik Purposive Sampling. Untuk menjawab perumusan masalah, tujuan dan hipotesis penelitian ini, maka analisis yang dipergunakan adalah analisis *Structural Equation Model* (SEM).

Hasil penelitian menunjukkan bahwa variabel warna berpengaruh signifikan terhadap *consumer mood*, *memorization* dan *buying intention* pada pengunjung situs belanja online Groupon.co.id terhadap para karyawan HaloBCA Wisma BSD

Kata Kunci : Warna, *Consumer Mood*, *Memorization*, *Buying Intention*



ABSTRACT

This research was held to find out about the Color effects to the Consumer Mood, Memorization and Buying Intention to visitor e- commerce Groupon.co.id of employee Halo BCA Wisma BSD. This research was conducted to 100 respondents. The sampling technique used in this research is the Purposive sampling technique. To answer the questions of the problem, purposes and hypothesis of this research the analysis used on this research is the Structural Equation Model (SEM) technique.

The result of this research showed that the Color variables significantly effected to the Consumer Mood, Memorization and Buying Intention to visitor e-commerce Groupon.co.id of employee Halo BCA Wisma BSD.

Keywords : *Color, Consumer Mood, Memorization, Buying Intention*

