

## **ABSTRACT**

*This study aimed to analyze the effects arising from the e-store design and e-store content on impulse buying from OLX Indonesia users. This is due to the fact that there is a decrease of rating of Indonesia's e-commerce sites and increase of OLX Indonesia user complaints. The variables used in this study is e-store design and e-store content as an independent variable, then pleasure as an intervening variable and impulse buying as an dependent variable.*

*The sample in this study were 206 respondents that came from the users of OLX Indonesia. The method used is purposive sampling by distributing questionnaires to the respondents (user).*

*Based on the research of data processing using SEM, the result found that e-store design has positive and significant influence on users pleasure (as an intervening variable), e-store content has no influence on users pleasure (as an intervening variable) and pleasure has positive and significant influence on impulse buying.*

*Keywords: e-store design, e-store content, impulse buying*