

Pengaruh imitasi terhadap intensi pembelian konsumen produk minuman bersoda baru Big cola : perspektif theory of planned behavior = The effect of imitation toward consumer buying intention toward the new soft drink product big cola : perspective theory of planned behavior

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Abstrak

ABSTRAK

Tesis ini membahas intensi perilaku konsumen terhadap Big Cola yang didasari oleh ?Theory of Planned Behavior ?. Kemudian dengan teori tersebut peneliti mengeksplorasi pengaruh dari setiap variabel yaitu sikap, norma subyektif dan perceived behavior control terhadap intensi perilaku konsumen kepada produk Big cola. Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif dengan mengolah beberapa variabel independen yaitu sikap, norma subyektif dan perceived behavior control dengan satu variabel dependen yaitu intensi menggunakan analisis regresi berganda. Hasil penelitian menjelaskan bahwa semakin kuat pengaruh perceived behavior control maka semakin tinggi intensi konsumen terhadap Big Cola. Perceived behavior control mempengaruhi intensi konsumen terhadap produk Big Cola dengan signifikan.

Abstract

This study focused on intention behavior based on ?Theory of Planned Behavior?. Then with that theory the researcher explore the effect of every variable which are attitude, subjective norm, and perceived behavior control against consumer behavior intention to Big Cola. This research is using quantitative research with descriptive design by developing several independent variables that are attitude, subjective norm, and perceived behavior control with one dependent variable which is intention using multiple linier regression. The results of this research explain that the stronger affect of perceived behavior control the higher consumer intention toward product Big Cola. Perceived behavior control affects consumer intention toward product Big Cola significantly.