

Analisis faktor-faktor yang mempengaruhi minat pembelian konsumen purchase intention atas produk PT Pembangunan Jaya Ancol studi kasus : website PT Pembangunan Jaya Ancol (www.ancol.com) = Analysis factors that influence purchase intention of PT Pembangunan Jaya Ancol's products : case study PT Pembangunan Jaya Ancol's website (www.ancol.com)

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Abstrak

Skripsi ini membahas faktor-faktor yang mempengaruhi minat pembelian (purchase intention) konsumen terhadap produk PT. Pembangunan Jaya Ancol dengan melakukan studi kasus pada website PT. Pembangunan Jaya Ancol (www.ancol.com). Salah satu faktor yang memberikan pengaruh terhadap purchase intention adalah belief construct yang terdiri dari perceived price, perceived service, informational interpersonal belief, perceived self-efficacy, dan perceived resource facilitation. Kemudian, variabel-variabel pembentuk belief ini memberikan pengaruh terhadap sikap attitudinal construct, yakni attitude toward purchase, subjective norm, dan perceived behavioral control sehingga dapat memberikan pengaruh terhadap purchase intention. Analisis data menggunakan Structural Equation Modeling (SEM). Data penelitian diambil dari 185 responden yang tersebar di wilayah Jabodetabek. Hasil dari penelitian ini menunjukkan bahwa adanya pengaruh yang signifikan dari variabel informational interpersonal belief terhadap variabel subjective norm. Namun, variabel subjective norm tidak memberikan pengaruh yang signifikan terhadap purchase intention. Selain itu, terdapat juga variabel perceived resource facilitation yang tidak memberikan pengaruh terhadap variabel perceived behavioral control.

*This thesis discusses about factors that influence consumers' purchase intention toward PT Pembangunan Jaya Ancol's products, using PT Pembangunan Jaya Ancol website (www.ancol.com) as case study. Factors that influence purchase intention are consist of perceived price, perceived service, informational interpersonal belief, perceived self-efficacy, and perceived resource facilitation. Variables of belief that influence attitudinal construct consist of attitude toward purchase, subjective norm, and perceived behavioral control, which influence purchase intention. Data was analyzed by Structural Equation Modeling (SEM). The Data was taken from 185 respondents from Jabodetabek areas. Result of this research shows that there are significant influence from informational interpersonal belief variable and subjective norm variable. Subjective norm variable does not give significant influence to purchase intention. There is also perceived resource facilitation variable which doesn't give significant influence to perceived behavioral control variable.*