

Analisis aplikasi theory of planned behavior terhadap perilaku konsumen dalam pembelian produk makanan anjing dan kucing =  
Analysis of the theory of planned behavior in determining consumer behavior in purchase of dog and cat food products

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Abstrak

Tujuan dari penelitian ini adalah untuk mengidentifikasi faktor-faktor yang menentukan perilaku konsumen produk makanan anjing dan kucing berdasarkan Theory of Planned Behaviour. Berdasarkan teori, peneliti menggunakan model teoritis yang terdiri dari variabel attitude, subjective norms, perceived behavioural control (PBC), intention, behaviour dan diperluas dengan dimasukkannya variabel self-identity dan social norms. Survei dilakukan terhadap 300 pemilik anjing dan kucing melalui penyebaran kuesioner menggunakan platform online. Data yang diperoleh dianalisis menggunakan Structural Equation Modeling (SEM) menggunakan software LISREL 8.8 Full Version dan hasilnya menunjukkan bahwa intention cenderung dipengaruhi oleh attitude, subjective norms, perceived behavioural control (PBC), self-identity dan social norms. Selain itu, niat untuk membeli produk makanan anjing dan kucing cenderung mempengaruhi perilaku pembelian konsumen. Studi ini mendukung keselarasan Theory of Planned Behaviour dengan pemasaran produk makanan anjing dan kucing serta memperluas pemahaman tentang perilaku konsumen makanan anjing dan kucing.

.....The purpose of this research study was to identify the factors that determine the consumer behaviour of dog and cat food products based on the theory of planned behaviour. According to the theory, researchers propose a theoretical model consisting of the constructs of attitude, subjective norms, perceived behavioural control (PBC), intention, behaviour, and expanded with the inclusion of the self-identity and social norms construct. The survey was conducted with 300 dog and cat owners through a questionnaire distribution using an online platform. Data obtained were analyzed using structural equation model using LISREL 8.8 Full Version software and the results indicate that the intention tends to be influenced by the attitude, subjective norms, perceived behavioural control, self-identity and social norms constructs. Furthermore, the intention to purchase dog and cat food products tend to influence consumer purchasing behaviour. The study supports the alignment of the theory of planned behaviour (TPB) adherence to the marketing of dog and cat food products, extending the understanding of the behaviour of the dog and cat food consumers.