

Aplikasi theory of reasoned action dengan pengaruh keahlian salesperson dan trust belief pada drugstore terhadap minat konsumen untuk membeli nutrasetika = Application of theory of reasoned action with the effect of salesperson s expertise and trust belief in drugstore on consumer s intention to purchase nutraceuticals

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Abstrak

Penelitian ini membahas tentang pengaruh keahlian salesperson dan trust belief pada drugstore terhadap minat konsumen untuk membeli nutrasetika dengan mengadopsi penelitian Tsai et al. (2010) yang menggunakan kerangka Theory of Reasoned Action (TRA) yang melibatkan mediasi oleh variabel sikap dan norma subjektif. Dengan mengambil 150 responden, data hasil penelitian diolah menggunakan Structural Equation Modeling (SEM).

Hasil penelitian menyatakan bahwa keahlian salesperson dan trust belief pada drugstore tidak bisa secara langsung mempengaruhi minat konsumen untuk membeli nutrasetika melainkan harus melalui mediasi sikap dan norma subjektif.

*This research discussed about the effect of salesperson's expertise and trust belief on drugstore on consumer's intention to purchase nutraceuticals by adopting the research by Tsai et al. (2010) which used the Theory of Reasoned Action (TRA) that involving mediation of attitude and subjective norm. 150 respondents was surveyed and the data were analyzed using Structural Equation Modeling (SEM). Results show that salesperson's expertise and trust belief on drugstore can not directly affect consumer's intention to purchase nutraceuticals but through mediation of attitude and subjective norm.*