

**Purchase intention lampu LED sebagai lampu hemat energi di rumah tangga perspektif theory of planned behavior dan customer satisfaction
= Purchase intention LED lights for energy saving lamp in household perspective theory of planned behavior and customer satisfaction**

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Abstrak

Penelitian ini bertujuan untuk membahas tentang faktor-faktor yang mempengaruhi intensi perilaku konsumen untuk membeli lampu LED sebagai lampu hemat energi di rumah tangga, dilihat dari perspektif theory of planned behavior dan Customer Satisfaction. Sikap, Norma dan Perceived behavior control berpengaruh terhadap perilaku membeli lampu LED. Customer Satisfaction terhadap lampu yang mereka gunakan saat ini berpengaruh terhadap perilaku membeli lampu LED. Secara keseluruhan model TPB dengan Customer Satisfaction memiliki kecocokan untuk memprediksi intensi perilaku membeli lampu LED.

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The focus of this study is to investigate which factor may influence intention of customer behavior to buy LED light as energy saving lamps in households, viewed from the perspective of theory of planned behavior and Customer Satisfaction. Attitudes and subjective norms and perceived behavior control has insignificant influence towards the intention of customer behavior to buy LED light. Customer Satisfaction toward existing light also influence the intention of customer behavior to buy LED light. Overall the TPB and Customer Satisfaction modal can be use to predict behavior intention to buy LED lights.