

Pengaruh attitudes, subjective norms, dan perceived behavior terhadap buying intension dan buying behavior: studi pada ride-sharing berbayar di Indonesia = The influence of attitudes subjective norms and perceived behavior on buying intension and buying behavior: case on paid ride sharing in Indonesia

Eriandra Junitha, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20458666&lokasi=lokal>

---

Abstrak

Penelitian ini bertujuan untuk menganalisis aplikasi dari theory of planned behavior dan menganalisis pengaruh dari attitudes, subjective norms, dan perceived behavioral control terhadap buying intention dan buying behavior layanan ride-sharing berbayar di Indonesia. Sampel penelitian ini adalah penumpang layanan ride-sharing yang menggunakan layanan tersebut kurang dari waktu enam bulan terakhir di wilayah Indonesia yang diolah menggunakan metode Structural Equation Modelling SEM . Hasil penelitian ini menunjukkan bahwa attitudes, subjective norms, dan perceived behavioral control memiliki pengaruh kepada buying intention. Dalam penelitian ini, tidak terbukti adanya pengaruh perceived behavioral control terhadap buying behavior secara langsung tanpa adanya mediasi dari buying intention.

<hr>

This study aimed to analyze application from theory of planned behavior and to analyze the effect of attitudes, subjective norms, and perceived behavioral control towards buying intention and buying behavior on paid ride sharing in Indonesia. The sample of this study consist of passengers of ride sharing services who rsquo s been using ride sharing services for less than six months in Indonesia and the data is analyzed using Structural Equation Modeling SEM . The result of this study indicates that attitudes, subjective norms, and perceived behavioral control have positive effect towards buying intention. Meanwhile, the result of this study doesn rsquo t show direct effect between perceived behavioral control towards buying behavior without being mediated by buying intention.