

Analysis Beliefs And Behavior Impacts On Intention To Purchase Reusable Sanitary Product = Analisa Pengaruh Kepercayaan Dan Perilaku Terhadap Keinginan Untuk Membeli Produk Menstruasi Reusable

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari Theory of Planned Behavior (TPB) dan extended version dari TPB, yaitu Attitude towards Behavior, Subjective Injunctive Norms, Subjective Descriptive Norms, Perceived Behavioral Control, Control Beliefs, Injunctive Normative Beliefs, Descriptive Normative Beliefs, dan Control Beliefs. Ditambah dengan variabel pengetahuan akan produk menstruasi reusable terhadap minat beli produk. Penelitian ini menggunakan Structural Equation Modelling (SEM) dalam mengolah data. Hasil penelitian ini menunjukkan bahwa minat beli produk menstruasi reusable dipengaruhi oleh attitude towards purchasing reusable sanitary products, subjective descriptive norms, perceived behavioural control, dan reusable sanitary products knowledge. Selain itu, behavioural beliefs mempengaruhi attitude towards purchasing reusable sanitary products, injunctive normative beliefs mempengaruhi subjective injunctive norms, descriptive normative beliefs mempengaruhi subjective descriptive norms, dan control beliefs mempengaruhi perceived behavioural control

.....This study aims to determine the effect of Theory of Planned Behavior (TPB) and the extended version of TPB, namely Attitude towards Behavior, Subjective Injunctive Norms, Subjective Descriptive Norms, Perceived Behavioral Control, Control Beliefs, Injunctive Normative Beliefs, Descriptive Normative Beliefs, and Control Beliefs. There is an additional variable of reusable menstrual products knowledge in purchasing products. This study uses Structural Equation Modeling (SEM) in processing the data. The results of this study indicate that intention to purchase reusable sanitary products is influenced by attitudes towards purchasing reusable sanitary products, subjective descriptive norms, perceived behavioral control, and reusable sanitary products knowledge. In addition, behavioral beliefs affect attitudes towards purchasing reusable sanitary products, injunctive normative beliefs affect subjective injunctive norms, descriptive normative beliefs affect subjective descriptive norms, and control beliefs affect perceived behavioral control.