

ABSTRAK

Raymond Christantyo (01120100008)

PENGARUH *CONSUMER'S ATTITUDES, INTERPERSONAL SUBJECTIVE NORMS, DAN PERCEIVED BEHAVIORAL CONTROL* TERHADAP *INTENTION TO BUY* DALAM *E-DEALS*

Penelitian ini bertujuan untuk menginvestigasi pengaruh *consumer's attitudes, interpersonal subjective norms, dan perceived behavioral control* terhadap *intention buy e-deals*. *Consumer attitudes* sendiri dalam penelitian ini dipengaruhi oleh *perceived value* dan *price consciousness*. Media *e-deals* sendiri yang dimaksud dalam penelitian ini adalah sebuah *group sites buying* yang menawarkan produk dan jasa. *Group sites buying* sendiri berkembang menjadi salah satu media berbelanja di dunia.

Penelitian ini ingin melihat bagaimana pengaruh perilaku seseorang, pengaruh sosial, dan kemampuan seseorang menggunakan sumber daya mereka dalam mencapai niat beli dalam media *group sites buying*. Metode penarikan sampel yang digunakan adalah *non-probability sampling* dengan teknik *judgmental sampling*. Subyek pada penelitian ini adalah masyarakat DKI Jakarta yang pernah menggunakan media *e-deals*. Sedangkan analisis data dilakukan dengan menggunakan metode *Structural Equation Modelling* (SEM) berbasis *Partial Least Square* (PLS). Penelitian ini melakukan penyebaran kuisioner kepada 187 responden.

Hasil penelitian ini menunjukkan bahwa *perceived value* dan *price consciousness* tidak memiliki pengaruh terhadap *attitude toward e-deals*. Sedangkan *attitudes toward e-deals* mempengaruhi *intention to buy e-deals*. Seseorang memiliki kecenderungan untuk memiliki niat beli jika seseorang menyukai penawaran yang ditawarkan dalam *e-deals*. Namun *interpersonal subjective norms* baik secara *normative* dan *informative*, dan *perceived behavioral control* tidak memiliki pengaruh terhadap *intention to buy e-deals*.

Kata Kunci: *Perceived value, Price consciousness, Attitude toward e-deals, Interpersonal influence, subjective norms, normative influence, informative influence, perceived behavioral control, dan intention to buy e-deals.*

ABSTRACT

Raymond Christantyo (01120100008)

THE INFLUENCE OF CONSUMER'S ATTITUDE, INTERPERSONAL SUBJECTIVE NORMS, AND PERCEIVED BEHAVIORAL CONTROL ON THE INTENTION TO BUY IN E-DEALS

The research is aimed to investigate the influence of *consumer's attitude, interpersonal subjective norms, and perceived behavioral control on the intention buy e-deals*. *Consumer attitudes* itself in the research is affected by the *perceived value* and *price consciousness*. The *e-deals* medium referred in the research is a *group sites buying* which offers products and services. *Group sites buying* itself develops into the one of the shopping medium in the world.

The research is conducted to see the influence of the individual attitude, social influence, and individual's ability to use the resource to achieve the purchase intention in *group sites buying* media. The sample withdrawal method used in the research is *non-probability sampling* with *judgmental sampling* technique. The subject of the research is the society of DKI Jakarta which have used the *e-deals* media. While the data analysis used in the research is *Structural Equation Modelling* (SEM) method based on *Partial Least Square* (PLS). The research distributes the questionnaire to all 187 respondents.

The result shows that the *perceived value* and *price consciousness* do not affect the *attitude toward e-deals*. While the *attitude toward e-deals* affects the *intention to buy e-deals*. A person tends to have a purchase intention if he/she likes the offer from the *e-deals*. However, the *interpersonal behavioral control* and *perceived behavioral control* do not affect the *intention to buy e-deals*.

Keywords: *Perceived value, Price consciousness, Attitude toward e-deals, Interpersonal influence, subjective norms, normative influence, informative influence, perceived behavioral control, and intention to buy e-deals.*