

DAFTAR ISI

BAB I PENADHULUAN	7
1.1 LATAR BELAKANG PENELITIAN.....	7
1.2 RUMUSAN MASALAH	13
1.3 PERTANYAAN PENELITIAN	14
1.4 TUJUAN PENELITIAN	15
1.5 MANFAAT PENELITIAN	15
1.5.1 Manfaat Teoritis	15
1.6 Struktur Penulisan	16
BAB II TINJAUAN LITERATUR	17
2.1 Theory of Planned Behaviour	17
2.2 Definisi Variabel	18
2.2.1 Marketing Mix.....	18
2.2.2 Attitude Toward Behavior.....	19
2.2.3 Subjective Norm.....	20
2.2.4 Perceived Behavioural Control.....	20
2.2.5 Intention To Purchase	21
2.3 HUBUNGAN Antar Variabel.....	22
2.3.1 Pengaruh Attitude Toward Behavior terhadap Intention To Purchase.....	22
2.3.2 Pengaruh Subjective Norm terhadap intention to purchase.....	23
2.3.3 Pengaruh Perceived Behaviour Control terhadap intention to purchase	23
2.3.4 Pengaruh Marketing Mix terhadap intention to purchase	24
2.3.5 Pengaruh Marketing Mix terhadap Attitude Toward Behavior	24
2.3.6 Pengaruh Marketing Mix terhadap Subjective Norm	25
2.3.7 Pengaruh Marketing Mix terhadap Perceived Behaviour Control	25
2.3 Model Penelitian	26
BAB III METODE PENELITIAN	28
3.1 Paradigma Penelitian.....	28
3.2 Penelitian Kuantitatif.....	28
3.3 Desain Penelitian.....	29
3.4 Objek Penelitian.....	29
3.5 Subjek Penelitian.....	30

3.6 Unit Analisis	30
3.7 Pengukuran Variabel	31
3.8 Tabel Definisi Konseptual dan Operasional (DKDO)	31
3.9 Metode Pengumpulan Data.....	36
3.10 Teknik Pengumpulan Data.....	36
3.11 Populasi	36
3.12 Sampel.....	37
3.13 Ukuran Sampel	37
3.14 Metode Analisis Data	38
3.14.1 Analisis Multivariat	39
3.14.1.1 Partial Least Squares (PLS) – Structural Equation Modeling (SEM)	39
3.14.1.2 Pengukuran Model (Outer Model)	40
3.14.1.3 Reliabilitas Indikator (Outer Loading).....	40
3.14.1.4 Reliabilitas Variabel (Compsite Reliability)	40
3.14.1.5 Construct Validity (AVE).....	41
3.14.1.6 Discriminant Validity.....	41
3.14.2 Inner Model.....	41
3.14.2.1 Multikolinearitas (VIF).....	42
3.14.2.2 Koefisien Determinasi RSquare (R2)	42
3.14.2.3 F-Square.....	42
3.14.2.4 Qsquare dan PLS_predict	42
3.14.2.5 Uji Hipotesis.....	43
3.15 mportance-Performance Map Analysis (IPMA).....	43
3.16 Uji Pre-Test.....	44
3.16.1 Outer Model	45
3.16.2 Outer Loadings.....	45
3.16.3 Construct Reliability	46
3.16.4 Construct Validity.....	47
3.16.5 Uji Diskriminan Validitas Heterotrait-monotrait ratio (HTMT) – Matrix.....	48
BAB IV PEMBAHASAN HASIL PENELITIAN	50
4.1 Profil Responden.....	50
4.2 Profil Perilaku Responden	52
4.3 Analisis Deskriptif	54
4.3.1 Statistik Deskriptif Variabel Mix Marketing	55

4.3.2 Statistik Deskriptif Variabel Attitude Toward Behaviour.....	58
4.3.3 Statistik Deskriptif Variabel Subjective Norm.....	59
4.3.4 Statistik Deskriptif Variabel Perceived Behaviour Control.....	60
4.3.5 Statistik Deskriptif Variabel Intention to Purchase	61
4.4 Analisis Inferensial.....	63
4.4.1 Hasil First Stage Outer Model	63
4.4.1.2 First Stage Construct Reliability	65
4.4.1.3 First Stage Construct Validity.....	66
4.4.1.4 First Stage Discriminant Validity.....	67
4.4.2 Second Stage Outer Model (Second Stage Indicator Reliability).....	68
4.4.2.1 Second Stage Outer Loading	69
4.4.2.2 Second Stage Construct Reliability	70
4.4.2.3 Second Stage Construct Validity.....	70
4.4.2.4 Second Stage Discriminant Validity.....	71
4.4.3 Second Stage Inner Model	72
4.4.3.1 VIF.....	73
4.4.3.2 R-Squared.....	74
4.4.3.3 F-Squared.....	76
4.4.3.4 Q2 and Q2 Predict.....	79
4.4.3.5 Hasil Uji Hipotesis Penelitian.....	79
4.5 Hipotesis dan Diskusi.....	81
4.5.1 Attitude Toward Behaviour berpengaruh positif terhadap Intention To Purchase didukung.....	81
4.5.2 Subjective Norm berpengaruh positif terhadap Intention To Purchase didukung.....	81
4.5.3 Perceived Behaviour Control berpengaruh positif terhadap Intention To Purchase didukung.....	82
4.5.4 Mix Marketing berpengaruh positif terhadap Intention To Purchase didukung.....	83
4.5.5 Mix Marketing berpengaruh positif terhadap Attitude Toward Behaviour didukung.....	83
4.5.6 Mix Marketing berpengaruh positif terhadap Subjective Norm didukung.....	84
4.5.7 Mix Marketing berpengaruh positif terhadap Perceived Behavioural Control didukung.....	84
4.6 Importance Performance Map Analysis (IPMA).....	85
4.7 Perbandingan Penelitian Saat Ini Dengan Penelitian Terdahulu.....	88
BAB V KESIMPULAN.....	89
5.1 Kesimpulan.....	89
5.2. Implikasi Teoritis	91
5.3 Implikasi Manajerial.....	92
5.4. Keterbatasan dan Penelitian.....	96