

## ABSTRAK

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### **PENGARUH ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, ENVIRONMENTAL CONCERN, CONVENIENCE, DAN TRUST TERHADAP PURCHASE DECISION DIMEDIASI OLEH PURCHASE INTENTION (Studi Kasus Pelanggan SaladStop di Indonesia)**

(xvi + 145 halaman: 19 gambar; 29 tabel; total lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *attitude*, *subjective norms*, *perceived behavioral control*, *environmental concern*, *convenience*, dan *trust* terhadap *purchase decision* yang dimediasi oleh *purchase intention* pada pelanggan SaladStop di Indonesia. Latar belakang penelitian ini didasarkan pada fenomena meningkatnya kesadaran masyarakat terhadap gaya hidup sehat, namun masih banyak tantangan dalam mempertahankan pola makan sehat, terutama di Indonesia. Pendekatan penelitian yang digunakan adalah kuantitatif dengan pengumpulan data melalui survei online yang melibatkan 300 responden yang pernah berkunjung dan membeli di SaladStop. Teknik analisis yang digunakan adalah *PLS-SEM* dalam aplikasi SmartPLS 4.0 untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa *attitude*, *subjective norms*, *perceived behavioral control*, *environmental concern*, *convenience*, dan *trust* terhadap memiliki pengaruh positif dan signifikan terhadap *purchase intention*. Selain itu, *purchase intention* berperan sebagai mediator dalam hubungan antara *trust* dan *purchase decision*. SaladStop disarankan untuk meningkatkan kualitas produk dan layanan untuk meningkatkan niat beli dari pelanggannya. Penelitian berikutnya disarankan untuk menambahkan variabel mediasi dalam pengaruh antara variabel *trust* terhadap *purchase decision* yang dimediasi oleh *purchase intention*.

Kata Kunci: *attitude*, *subjective norms*, *perceived behavioral control*, *environmental concern*, *convenience*, *trust*, *purchase intention*, *purchase decision*

Referensi: 87 (2016-2024)

## ABSTRACT

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**THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, ENVIRONMENTAL CONCERN, CONVENIENCE, AND TRUST ON PURCHASE DECISION MEDIATED BY PURCHASE INTENTION (Case Study of SaladStop Customers in Indonesia)**

(xvi + 145 pages; 19 images; 29 tabels; total lampiran)

*This research was conducted to examine the effect of attitude, subjective norms, perceived behavioral control, environmental concern, convenience, and trust on purchase decisions mediated by purchase intention among SaladStop customers in Indonesia. The background to this research is based on the phenomenon of increasing public awareness of a healthy lifestyle, but there are still many challenges in maintaining a healthy diet, especially in Indonesia. The research approach used is quantitative by collecting data through an online survey involving 300 respondents who have visited and purchased at SaladStop. The analysis technique used is PLS-SEM in the SmartPLS 4.0 application to test the relationship between variables. The research results show that attitude, subjective norms, perceived behavioral control, environmental concern, convenience, and trust have a positive and significant influence on purchase intention. Apart from that, purchase intention acts as a mediator in the relationship between trust and purchase decision. SaladStop is advised to improve the quality of products and services to increase purchasing intentions from its customers. It is recommended that future research add a mediating variable to the influence of the trust variable on purchase decisions which is mediated by purchase intention.*

*Keywords: attitude, subjective norms, perceived behavioral control, environmental concern, convenience, trust, purchase intention, purchase decision*

References: 87 (2016-2024)