

ABSTRAK

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ANALISIS PENGARUH ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIOURAL CONTROL, ENVIRONMENTAL CONCERN, CONVENIENCE, DAN TRUST TERHADAP PURCHASE INTENTION PADA KONSUMEN RESTAURANT SUBWAY DI SURABAYA

Industri makanan cepat saji di Indonesia terus berkembang pesat, seiring dengan gaya hidup masyarakat yang semakin sibuk dan pengaruh budaya Barat. Penelitian ini bertujuan untuk menganalisis pengaruh attitude, subjective norms, perceived behavioral control, environmental concern, convenience, dan trust terhadap purchase intention konsumen restoran Subway di Kota Surabaya. Penelitian ini menggunakan metode kuantitatif dengan analisis data melalui SPSS. Responden dipilih dengan teknik probability sampling, menggunakan skala Likert, dan terdiri dari 100 konsumen Subway di Surabaya, berusia 17–60 tahun, serta telah membeli dan mengonsumsi produk Subway lebih dari dua kali. Hasil penelitian menunjukkan bahwa attitude dan perceived behavioral control tidak berpengaruh terhadap purchase intention. Sementara itu, subjective norms, environmental concern, convenience, dan trust berpengaruh positif terhadap niat pembelian konsumen. Temuan ini dapat membantu dalam strategi pemasaran, pengembangan produk, serta peningkatan edukasi konsumen terkait restoran Subway di Indonesia.

Kata kunci: *Attitude, subjective Norms, Perceived Behavioural Control, Environmental Concern, Convenience, Trust, Purchase Intention.*

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ABSTRACT

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ANALYSIS OF THE EFFECT OF ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, ENVIRONMENTAL CONCERN, CONVENIENCE, AND TRUST ON PURCHASE INTENTION AMONG SUBWAY RESTAURANT CONSUMERS IN SURABAYA

The fast-food industry in Indonesia continues to grow rapidly, driven by increasingly busy lifestyles and the influence of Western culture. This study aims to analyze the effect of attitude, subjective norms, perceived behavioral control, environmental concern, convenience, and trust on purchase intention among consumers of Subway restaurants in Surabaya. This research employs a quantitative method, with data analysis conducted using SPSS. Respondents were selected through probability sampling, using a Likert scale, and consisted of 100 Subway consumers in Surabaya, aged 17–60 years, who had purchased and consumed Subway products more than twice. The results indicate that attitude and perceived behavioral control do not influence purchase intention. Meanwhile, subjective norms, environmental concern, convenience, and trust positively influence consumer purchase intention. These findings provide valuable insights for marketing strategies, product development, and consumer education regarding Subway restaurants in Indonesia.

Keywords: *Attitude, Subjective Norms, Perceived Behavioral Control, Environmental Concern, Convenience, Trust, Purchase Intention.*

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