

INTI SARI

Putri, Oktavia Pratama 2020. Peran Nilai Pelanggan Persepsian Pada Penerapan *Theory Of Planned Behaviour* Dalam Pembelian Produk Organik. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Drs. Waluyo Budi Atmoko, MM. Pembimbing II. Finisha Mahaestri Noor, B.Com., M.P.H.

Penelitian ini bertujuan menguji pengaruh niat beli produk organik terhadap perilaku beli produk organik. Niat beli produk organik yang kuat akan mendorong seseorang melakukan perilaku beli.

Data diperoleh melalui kuesioner yang dibagikan kepada calon pengguna produk organik. Teknik penyampelan yang digunakan adalah teknik penyampelan klaster dua tahap dengan populasi mahasiswa yang berada di perguruan tinggi Surakarta sebanyak 200 responden. Uji hipotesis dilakukan dengan menggunakan SEM dan analisis regresi.

Penelitian mendapatkan hasil: (1) niat beli berpengaruh signifikan terhadap perilaku beli, (2) rencana pelaksanaan tidak memediasi hubungan antara niat beli dan perilaku beli, (3) kontrol berperilaku persepsian berpengaruh signifikan terhadap niat beli, (4) norma subjektif berpengaruh signifikan terhadap niat beli, (5) sikap tidak berpengaruh terhadap niat beli, (6) nilai pelanggan persepsian berpengaruh signifikan terhadap sikap.

Kata kunci : Perilaku beli, Niat beli, Rencana pelaksanaan, Kontrol berperilaku persepsian, Norma subjektif, Sikap, Nilai pelanggan persepsian.

ABSTRACT

Putri, Oktavia Pratama 2020. The Role of Perceived Customer Value in the Application of Theory of Planned Behavior in Purchasing Organic Products. S1 Management Study Program. Faculty of Economics. Setia Budi University, Surakarta. Advisor I. Drs. Waluyo Budi Atmoko, MM. Advisor II. Finisha Mahaestri Noor, B.Com., MPH

This study aims to examine the effect of the intention to buy organic products on the buying behavior of organic products. Intention to buy a strong organic product will encourage someone to buy behavior.

Data obtained through questionnaires distributed to potential users of organic products. The sampling technique used is a two-stage cluster sampling technique with a population of students residing in Surakarta colleges of 200 respondents. Hypothesis testing is done by using SEM and regression analysis.

The study found results: (1) purchase intention has a significant effect on buying behavior, (2) the implementation plan does not mediate the relationship between purchase intention and buying behavior, (3) perceived behavioral control has a significant effect on purchase intention, (4) subjective norms have a significant effect on purchase intention, (5) attitude has no effect on purchase intention, (6) perceived customer value has a significant effect on attitude.

Keywords : Buying behavior, Purchase intention, Implementation plan, Perception behavior control, Subjective norms, Attitude, Perceptual customer value.