

INTISARI

Penelitian ini bertujuan untuk menguji model dari *Theory of Planned Behavior* dalam meneliti minat pengelola hotel berbintang di Surabaya untuk mengadopsi *abm*Waterstop[®]. Penelitian ini adalah penelitian kausal yang ingin mencari tahu pengaruh *attitude toward the behavior*, *subjective norm*, dan *perceived behavioral control* terhadap *intention* yang pada akhirnya mempengaruhi *behavior*. Responden dalam penelitian ini sebanyak 40 pengelola hotel berbintang di Surabaya. Penelitian ini diuji menggunakan *multiple linear regression* dan diolah menggunakan *software* SPSS versi 18.0 *for Windows*. Hasil penelitian ini menunjukkan bahwa *attitude toward the behavior*, *subjective norm*, dan *perceived behavioral control* berpengaruh signifikan terhadap *intention* pengadopsian *abm*Waterstop[®] pada hotel berbintang di Surabaya. Dan pada akhirnya, *intention* mempengaruhi *behavior* pengadopsian *abm*Waterstop[®] pada hotel berbintang di Surabaya.

Kata kunci : *Theory of Planned Behavior*, *behavior*, dan *adoption*.



ABSTRACT

This study is aimed to test the model of the Theory of Planned Behavior in investigating intention of starred hotels in Surabaya for adopting abmWaterstop®. This research is a causal research that wants to see how attitude toward the behavior, subjective norm, and perceived behavioral control affect intention that ultimately affect behavior. Respondents in this study are 40 managers of starred hotels in Surabaya. This study is tested using multiple linear regression and processed using SPSS software version 18.0 for Windows. The results of this study indicates that attitude toward the behavior, subjective norm, and perceived behavioral control significantly influence the intention to adopt abmWaterstop® in starred hotels in Surabaya. Which in the end, intention affect the behavior of adopting abmWaterstop® to adopt abmWaterstop® in starred hotels in Surabaya.

Keywords : Theory of Planned Behavior, behavior, and adoption.

