

FAKTOR – FAKTOR YANG MEMENGARUHI *PURCHASE INTENTION* PADA KONSUMEN CRUNCHAUS DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh faktor yang berpengaruh terhadap *purchase intention* konsumen Crunchaus di Surabaya. Data diolah menggunakan *Structural Equation Modeling (SEM)* dengan *software AMOS* versi 22 for windows. Data dalam penelitian ini merupakan data primer yang dikumpulkan dengan kuesioner. Responden dalam penelitian ini sebanyak 150 responden yang pernah membeli dan mengkonsumsi Crunchaus di Surabaya dalam kurun waktu 3 bulan terakhir. Sampel diambil dengan teknik *nonprobability* sampling. Hasil penelitian ini menunjukkan adanya pengaruh positif signifikan antara *attitude*, *subjective norm*, terhadap *purchase intention*. Sedangkan *perceived behavioral control* tidak berpengaruh terhadap *purchase intention*. *Environmental concern*, dan *perceived quality* berpengaruh signifikan terhadap *attitude*. Sedangkan *health concern* tidak berpengaruh terhadap *attitude*. *Product availability* berpengaruh signifikan terhadap *perceived behavioral control*.

Kata Kunci: *attitude*, *perceived behavioral control*, *purchase intention*

FACTORS AFFECTING PURCHASE INTENTION ON CRUNCHAUS CONSUMERS IN SURABAYA

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ABSTRACT

This study aims to determine the influence of factors that influence the purchase intention of Crunchaus consumers in Surabaya. Data were processed using Structural Equation Modeling (SEM) with AMOS software version 22 for windows. The data in this study is primary data collected by questionnaire. Respondents in this study were 150 respondents who had bought and consumed Crunchaus in Surabaya in the last 3 months. Samples were taken by nonprobability sampling technique. The results of this study indicate that there is a significant positive effect between attitudes, subjective norms, on Purchase Intention. Meanwhile, perceived behavioral control has no effect on purchase intention. Environmental concern and perceived quality have a significant effect on attitude. Meanwhile, nealth concern has no effect on attitude. Product availability has a significant effect on perceived behavioral control

Keywords : attitude, perceived behavioral control, purchase intention