ABSTRACT

THEORY OF REASONED ACTION (TRA): APPLICATION ON PURCHASE INTENTION KANGEN WATER SKINCARE (STUDY ON SKIN CARE KANGEN WATER CONSUMER IN BANDAR LAMPUNG CITY)

By

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This study aimed to analyze the direct influence of the variables attitude and subjective norm to purchase intention skin care products Kangen Water. The sampling technique in this study using purposive sampling and obtained a sample of 90 respondents who had attended the seminar Kangen Water. This study uses primary data were collected using a questionnaire. The data analysis technique used is multiple linear regression and analysis tools SPSS 19. Based on the results of the t test (partial) indicates that the attitude variable has a significant influence on buying interest and subjective norm variable does not affect the purchase intention skin care products Kangen Water. Based on F test (simultaneous) indicates that the variable attitude and subjective norm have an influence on purchase intention skin care products Kangen Water. For the next researcher who is interested in purchase intention themes can be continued and expanded by adding other variables which affect purchase intention, so that coverage of the variables that influence the purchase intention can be expanded and further explore the application of the Theory of Reasoned Action (TRA).

Keywords: Attitude, Purchase intention, Subjective norm