

ABSTRACT

THEORY OF PLANNED BEHAVIOR: APPLICATION ON BUYING INTEREST BRAND SYAR'I VEIL ZOYA (STUDY ON WOMEN MOSLEM IN BANDAR LAMPUNG CITY)

By

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This study is aim: to know influence of attitudes on behavior towards buying interest syar'i veil Zoya brand, to know influence of subjective norm against buying interest syar'i veil Zoya brand, to know influence of perceived behavioral control of the buying interest syar'i veil Zoya brand, and determine the attitude toward the behavior, subjective norms, and perceived behavioral control of the buying interest syar'i veil Zoya brand. Sample in this study are 100 respondents women moslem in the region Kedaton Bandar Lampung City. The design sampling is cluster sampling. The data analysis is using clasical asumtion test multiple linear regression. The results shows that attitud toward behavior and subjective norms have a significant impact on buying interest syar'i veil Zoya brand, while the perceived behavioral control had no significant effect on buying interest syar'i veil Zoya brand. Simultaneously attitude toward the behavior, subjective norms, and perceived behavioral control has a significant influence on the buying interest syar'i veil Zoya brand. Sugetion for Zoya more advertising them products. For next reseacher to try research about factors wich influence man and woman in purchase intention moeslim wear and the different with another object can be compared.

Keywords: *attitude toward the behavior, buying interest, perceived behavioral control, subjective norm*