ABSTRACT

TESTING THE THEORY OF PLANNED BEHAVIOR IN PURCHASING DECISIONS
(Study On Consumer Students of iPhone Users at University of Lampung)

By:

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This research made for analyzing the testing of theory planned behavior in decision purchasing at University of Lampung. By using five variables such as: attitude (X1), subjective norm (X2), perceived behavior control (X3), intention (Z), and purchasing decisions (Y). After doing literary study and organizing a hypothesis, author collected data from questioner which had spread over 100 respondents iPhone users at University Lampung with purposive sampling technique. Whereas the analyzes were performed by using Smart PLS 2.0 m3, data manipulation technique used by this research in order to get result from examining outer model, inner model and hypothesis.

The results of the testing in this study indicate that the value of attitude, subjective norm significantly influence the purchasing decisions by intention and perceived behavioral control significantly influence the purchasing decisions either by intention or directly, as well as the intentions have significant influence in the purchase decision. Therefore, in this study all hypothesis are significant and accepted.

Keywords : Attitude, Consumer Behavior, Intention, Perceived Behavior Control, Purchasing Decisions