

ABSTRACT

EFFECT OF ATTITUDE, SUBJECTIVE NORM, CONTROL BEHAVIOR, PURCHASE INTENTIONS AS MEDIATION ON PURCHASE BEHAVIOR PRODUCT OF YAKULT

***(Survey on community in Kampung Baru, District Labuan Ratu, Bandar
Lampung)***

This study analyzed the influence of the variables contained in the Theory of Planned Behavior, the attitude, subjective norm, behavioral control on purchase behavior with purchase intentions as mediation. This study uses one independent variable, namely Attitude (X1), Subjective Norms (X2), Behavior Control (X3), mediating variables, namely Purchase Intentions (Z) and Purchase Behavior as dependent variable (Y). Having conducted a literature review and hypothesis formulation, the data collected through questionnaires distributed method to 97 respondents in Kampung Baru, District Labuan Ratu, Bandar Lampung which consume Yakult using purposive sampling and accidental sampling. While the analysis is done by processing the data using version SmartPLS 2.0.m3 run with computer media.

SmartPLS test results showed that only five of the seven hypotheses accepted hypothesis is H1: attitudes to intentions purchase significant influence, H3: control behavior to intention purchase of the product Yakult significant influence, H4: attitudes to purchase behavior of the products Yakult through intentions purchase influence significant, H6: control behavior on purchase behavior of the Yakult products through intentions purchase significant influence, H7: intentions purchase to purchase behavior of the product Yakult significant influence. Two hypotheses were rejected H2: There is no significant effect between subjective norm to intentions purchase of the product Yakult, H5: There is no significant influence between subjective norms on purchase behavior of the Yakult products through intentions purchase. For further research needs to be added to the theory of Technology Acceptance Model (TAM) that the study results are more accurate and to assess the improvement that began early models of models Theory of Reason Action (TRA) and the Theory Planned Behaviour (TPB).

***Keywords: Attitudes, Subjective Norms, Behavior Control, purchase intentions,
and Behavior Control***