

ABSTRAK

NIAT PERILAKU KONSUMEN MENABUNG SAHAM (*THEORY OF PLANNED BEHAVIOR*)

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Penelitian ini bertujuan untuk melihat niat perilaku konsumen menabung saham yang di dasari oleh “*Theory of Planned Behavior*”. Melalui teori tersebut peneliti mengeksplorasi pengaruh dari setiap variabel yaitu sikap, norma subyektif dan *perceived behavior control* terhadap niat menabung saham menggunakan analisis regresi berganda dari 210 sampel masyarakat yang tinggal di Desa Sidorejo Lampung Selatan. Hasil penelitian menunjukkan bukti adanya konsistensi antara Sikap, Norma Subjektif, Persepsi Atas Kontrol Perilaku terhadap niat menabung saham seperti yang disajikan dalam Theory of Planned Behavior. Ketiga variabel tersebut memainkan peran penting dalam mempengaruhi niat menabung saham di Desa Sidorejo, Lampung Selatan.

Kata kunci : teori of planned behavior, sikap, norma subjektif, persepsi atas kontrol perilaku

ABSTRACT

CONSUMER BEHAVIOR INTENTIONS OF SAVING STOCK (THEORY OF PLANNED BEHAVIOR)

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This study aims at analyzing consumer behavior intentions to saving stock based on “The Theory of Planned Behavior”. Furthermore, the study uses multiple regression analysis involving a sample of 210 people living in Sidorejo Village and South Lampung to determine how variables such as; attitude, subjective norm, and perceived behavior control against consumer behavior intention to saving stock impact on them. The result shows that there is consistency between Attitudes, Subjective Norms, and Perceptions of consumer behavior to keep stock as presented in this theory of planned behavior. Therefore, these three variables play an essential role in influencing the intention of saving stock in Sidorejo Village, South Lampung.

Key words: theory of planned behavior, attitude, subjective norm, and perceived behavior control