

**ANALISIS PENGARUH *ATTITUDE TOWARD BEHAVIOR*,
SUBJECTIVE NORM, *PERCEIVED BEHAVIORAL CONTROL* TERHADAP
INTENTION TO PURCHASE PADA PRODUK TABUR PUJA
(KOPERASI KPRI KENCANA BKKBN KAB. SOLOK - UNIT TABUR PUJA)**

TESIS

“Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister manajemen Fakultas Ekonomi Universitas Andalas”



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ABSTRACT

The Purpose of this Studi was: 1. To Identify the influence of “Attitude Toward Behavior” toward Intention to Purchase of Tabur Puja Product (KPRI Kencana BKKBN Kab. Solok). 2. To Identify the influence of “Subjective Norm” toward Intention to Purchase of Tabur Puja Product (KPRI Kencana BKKBN Kab. Solok). 3. To Identify the influence of “Perceived Behavioral Control” toward Intention to Purchase of Tabur Puja Product (KPRI Kencana BKKBN Kab. Solok).

The Sample of this study was 115 Respondents of the Member of cooperative who has submit the loan application in Tabur Puja. Data analisyst used Multiple Linear Regression. Hypothesits in this Study used T and F Test to test The Influnence Indepent Variable toward Dependent Variable. Result showed that “Attitude Toward Behavior”influenced significantly and positife to the intention to purchase of Tabur Puja Product. “Subjective Norm” influenced significantly and positife to the intention to purchase of Tabur Puja Product. “Perceived Behavioral Control” influenced significantly and positife to the intention to purchase of Tabur Puja Product.

To determine the ability of the independent variables in explaining the dependent variables, then it was used the coefficient of determination (R²). Based on the analysis results, the magnitude of the coefficient of determination was 0,312. It pointed out that 31.2% of the intention variation to become entrepreneurs was explained by the variable of attitude toward the behavior, subjective norms, and perceived behavioral control. As for the remaining of 68.8% was explained by other variables outside the model of this study.

Keywords: *Theory Of Planned Behavior, TPB, Attitude Toward Behavior, Subjective Norm, Perceived Behavioral Control, Intention to Purchase.*