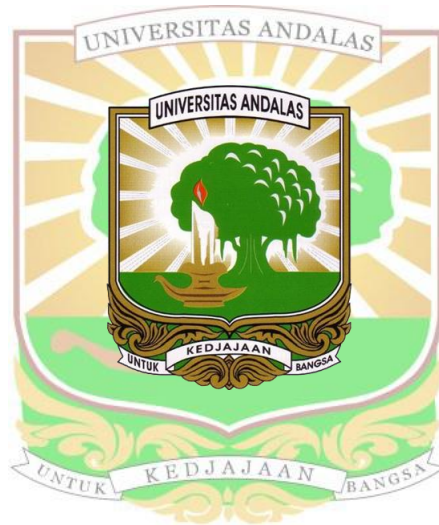


PENGARUH *SUBJECTIVE NORM* DAN *PERCEIVED BEHAVIOURAL CONTROL* TERHADAP *INTENTION TO RENTBUSANA* PENGANTIN TRADISIONAL MINANG DENGAN *ATTITUDE* SEBAGAI VARIABEL MEDIASI

TESIS



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**PROGRAM STUDI S2 MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
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Pada Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis*

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Tesis Oleh Indah Firva Wulandari

Pembimbing 1: Dr. Yulia Hendri Yeni,SE,MT

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh subjective norm dan perceived behavioural control terhadap intention to rent busana pengantin tradisional Minang dengan attitude sebagai variabel mediasi. Teori yang digunakan adalah Theory of Planned Behaviour, yang mencakup tiga faktor utama: subjective norm, perceived behavioural control, dan attitude, yang memengaruhi niat perilaku. Penelitian ini dilakukan pada calon pengantin perempuan di Sumatera Barat dengan jumlah responden sebanyak 160 orang. Data dikumpulkan menggunakan kuesioner daring dan dianalisis menggunakan metode kuantitatif.

Hasil penelitian menunjukkan bahwa subjective norm dan perceived behavioural control berpengaruh signifikan terhadap attitude dan intention to rent. Selain itu, attitude juga terbukti memediasi hubungan antara subjective norm dan perceived behavioural control terhadap intention to rent. Penelitian ini memberikan implikasi praktis bagi penyedia jasa busana pengantin tradisional untuk meningkatkan daya tarik produk melalui promosi yang menekankan pada norma sosial dan kemudahan akses bagi calon pelanggan.

Kata kunci:*Subjective Norm, Perceived Behavioural Control, Attitude, Intention to Rent*

**THE INFLUENCE OF SUBJECTIVE NORM AND PERCEIVED
BEHAVIOURAL CONTROL ON INTENTION TO RENT TRADITIONAL
MINANG WEDDING ATTIRE WITH ATTITUDE AS A MEDIATING
VARIABLE**

Thesis By Indah Firva Wulandari

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ABSTRACT

This research aims to analyze the influence of subjective norm and perceived behavioral control on the intention to rent traditional Minang wedding attire with attitude as a mediating variable. The theory used is the Theory of Planned Behaviour, which includes three main factors: subjective norm, perceived behavioural control, and attitude, which influence behavioral intention. This research was conducted on brides-to-be in West Sumatra with a total of 160 respondents. Data were collected using an online questionnaire and analyzed using quantitative methods.

The research results show that subjective norm and perceived behavioural control significantly influence attitude and intention to rent. Additionally, attitude has also been proven to mediate the relationship between subjective norm and perceived behavioral control towards intention to rent. This research provides practical implications for traditional wedding dress service providers to enhance product appeal through promotions that emphasize social norms and ease of access for potential customers.

Keywords: Subjective Norm, Perceived Behavioural Control, Attitude, Intention to Rent