

ABSTRACT

The purpose of this research is to analyze the effect of purchase risk, subjective norms and perceived price on consumer attitudes and their implications to purchase intention of illegal music recordings in Tangerang. Both primary and secondary data were obtained from various sources such as books and journals. Primary data were obtained using questionnaire using purposive sampling technique with several consideration. Total sample of 168 were gained from population of 1,157,433 peoples who like music in Tangerang. AMOS version 18.00 was employed for data processing.

Based on data analysis, it can be inferred that purchase risk significantly affected to consumer attitudes. While subjective norms, perceived price variables do not significantly affect on consumer attitudes. Purchase risk, subjective norm, and perceived price variables are not significantly affected on purchase intention. While consumer attitudes significantly affected on purchase intention.

Keywords: purchase risk, subjective norm, perceived price, consumer attitude, purchase intention



ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh risiko pembelian, norma subjektif dan persepsi harga terhadap sikap konsumen dan implikasinya terhadap minat pembelian rekaman musik ilegal di kota Tangerang. Data primer dan sekunder diperoleh dari berbagai sumber seperti buku dan jurnal. Data primer diperoleh melalui kuesioner dengan menggunakan teknik *purposive sampling* dengan pertimbangan tertentu. Jumlah sampel adalah 168 responden dari jumlah populasi 1,157,433 orang penggemar musik di kota Tangerang. Data diolah menggunakan AMOS versi 18.00.

Hasil penelitian ini menunjukkan bahwa variabel risiko pembelian berpengaruh secara signifikan terhadap sikap konsumen. Sedangkan variabel norma subjektif, persepsi harga tidak berpengaruh secara signifikan terhadap sikap konsumen. Adapun variabel risiko pembelian, norma subjektif dan persepsi harga tidak berpengaruh secara signifikan terhadap minat pembelian. Sedangkan variabel sikap konsumen berpengaruh secara signifikan terhadap minat pembelian.

Kata kunci : risiko pembelian, norma subjektif, persepsi harga, sikap konsumen, minat pembelian

