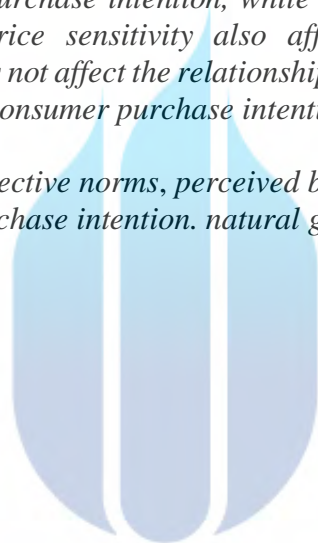


ABSTRACT

This research aims to examine the influence of attitude, subjective norms, and perceived behavioral control on consumer purchase intention, with price sensitivity as a moderating variable, using the theory of planned behavior. The type of research conducted is causal associative research with a quantitative approach. The sample for this study consists of car users with gasoline fuel in the JABODETABEK area who have never owned natural gas for vehicle before. There were 122 respondents in this study. Data processing utilized Structural Equation Modeling (SEM) to measure the research data using the Partial Least Square (PLS) method, with SmartPLS 3.2.9 software. The results of this study indicate that attitude, perceived behavioral control, and price sensitivity have a significant influence on consumer purchase intention, while subjective norms do not have a significant influence. Price sensitivity also affects the relationship between subjective norms but does not affect the relationship between attitude and perceived behavioral control with consumer purchase intention.

Keywords : attitude, subjective norms, perceived behavioral control, price sensitivity, consumer purchase intention. natural gas for vehicle.



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ABSTRAK

Pada penelitian ini bertujuan untuk menguji pengaruh variabel *attitude*, *subjective norms*, *perceived behavioral control* terhadap *consumer purchase intention* dan *price sensitivity* sebagai variabel moderasi, dengan menggunakan *theory of planned behavior*. Jenis penelitian yang dilakukan adalah penelitian asosiatif kausal dengan pendekatan kuantitatif. Sampel pada penelitian ini adalah pengguna mobil dengan bahan bakar minyak yang berada di wilayah JABODETABEK dan yang belum pernah memiliki kendaraan berbahan bakar gas. Responden pada penelitian ini berjumlah 122 pengguna mobil dengan bahan bakar minyak. Pengolahan data menggunakan model *Structural Equation Modeling* (SEM) untuk mengukur data penelitian dengan menggunakan metode *Partial Least Square* (PLS), dengan *software* SmartPLS 3.2.9. Hasil penelitian ini bahwa *attitude*, *perceived behavioral control*, dan *price sensitivity* memiliki pengaruh yang signifikan terhadap *consumer purchase intention*, sementara *subjective norms* tidak memiliki pengaruh signifikan. Sensitivitas harga juga mempengaruhi hubungan antara *subjective norms*, namun tidak mempengaruhi hubungan antara *attitude* dan *perceived behavioral control* dengan *consumer purchase intention*.

Kata Kunci : *attitude*, *Subjective norms*, *perceived behavioral control*, *price sensitivity*, *consumer purchase intention*, BBM, BBG

