

ABSTRAK

Tujuan penelitian ini adalah untuk menguji dan menganalisis pengaruh *product knowledge*, *subjective norms* dan *perceived behavioral control* terhadap *customer intention to acquire subsidy house financing* (pada masyarakat jabodetabek). Desain penelitian ini merupakan penelitian kuantitatif dengan desain penelitian kausal. Populasi pada penelitian ini yaitu warga masyarakat Jabodetabek yang mengetahui dan belum pernah melakukan pembelian rumah subsidi dengan sampel sebanyak 150 responden. Analisis data menggunakan SEM-PLS. Hasil penelitian ini menyatakan *product knowledge*, *subjective norms* dan *perceived behavioral control* berpengaruh positif dan signifikan terhadap *customer intention to acquire subsidy house financing*.

Kata Kunci: *Product Knowledge, Subjective Norms, Perceived Behavioral Control, Customer Intention.*



ABSTRACT

The aim of this research is to test and analyze the influence of product knowledge, subjective norms and perceived behavioral control on customer intention to acquire subsidized house financing (in the Jabodetabek community). This research design is quantitative research with a causal research design. The population in this study were Jabodetabek residents who knew about and had never purchased subsidized housing with a sample of 150 respondents. Data analysis using SEM-PLS. The results of this research state that product knowledge, subjective norms and perceived behavioral control have a positive and significant effect on customer intention to acquire subsidized house financing.

Keywords: Product Knowledge, Subjective Norms, Perceived Behavioral Control, Customer Intention..

