



The Effect of Attitude Toward Behavior, Subjective Norms and Perceived Behavior Control on Purchase Intention E-Money

Tanti Agustiani⁽¹⁾

Fauzan Aziz⁽²⁾

⁽¹⁾⁽²⁾The University of Sangga Buana YPKP Bandung

ABSTRACT

This research was conducted to determine the effect of the attitude toward behavior, subjective norms, and perceived behavior control on the purchase intention e-money on the undergraduate students of Sangga Buana University. The purpose of this study is to find out and analyze how the use of the theory of planned behavior consists of attitude toward behavior, subjective norms and perceived behavior control towards the purchase intention e-money on the undergraduate students of Sangga Buana University by pearson product moment correlation and multiple correlation (simultaneous). This study uses quantitative methods with the type of associative research. Sampling is done by probability sampling method type of simple random sampling, with the number of respondents as many as 100 people. The data analysis technique used is inferential analysis with parametric statistic. Based on simultaneous testing results, attitude toward behavior, subjective norms, and perceived behavior control have a significant effect on the purchase intention e-money with a calculated F greater than F table ($32,860 > 2,699$) and with a significance level ($0,000 < 0,05$). Based on the results of the hypothesis test using pearson product moment correlation, attitude toward behavior, subjective norms, and perceived behavior control have a significant effect on the purchase intention e-money, with the Sig. (2-tailed) ($0,000 < 0,05$). And with the coefficient of determination from the results, R square is obtained which is 0.507. With this, the use of the theory of planned behavior on the undergraduate students of Sangga Buana University is able to explain the purchase intention e-money by 50.7% and the remaining 49.3% is influenced by other factors not examined in this study. The conclusion of this study is that the use of the theory of planned behavior on the undergraduate students of Sangga Buana University on the purchase intention e-money has been included in the good category.

Keywords: Theory of Planned Behavior, Purchase Intention, E-Money.