

ABSTRAKSI

FATYA AZIZAH AMIR. Analisis Pengaruh *Attitude Towards Behavior, Subjective Norm, Perceived Behavioral Control* Terhadap Keputusan Pembelian Produk *Fashion Online* Dengan Minat Beli Sebagai Variabel Intervening (Studi Kasus Mahasiswa Universitas Esa Unggul) (dibimbing oleh Sugiyanto).

Penelitian ini bertujuan untuk mengetahui pengaruh *Attitude Towards Behavior, Subjective Norm, Perceived Behavioral Control* Terhadap Keputusan Pembelian Produk *Fashion Online* Dengan Minat Beli Sebagai Variabel Intervening. Dalam penelitian ini variabel independen terdiri *Attitude Towards Behavior, Subjective Norm, Perceived Behavioral Control*, sedangkan variabel intervening adalah Minat Beli dan variabel dependen adalah keputusan pembelian.

Jumlah sampel yang digunakan dalam penelitian ini sebanyak 130 orang responden. Responden penelitian ini adalah mahasiswa universitas esa unggul yang pernah membeli produk *fashion online*. Metode analisis yang digunakan dalam penelitian ini adalah metode Analisis Jalur.

Hasil penelitian ini menunjukkan bahwa *Attitude Towards Behavior* berpengaruh yang signifikan terhadap Minat Beli yang berarti jika sikap konsumen terhadap produk *fashion online* positif maka minat beli konsumen akan meningkat, *Subjective Norm* berpengaruh signifikan terhadap Minat Beli yang berarti jika lingkungan sosial konsumen menilai baik terhadap produk *fashion online* maka semakin meningkat Minat Beli produk *fashion online*, dan *Perceived Behavioral Control* tidak terdapat pengaruh terhadap Minat Beli yang berarti tidak terdapat pengaruh konsumen yang memiliki persepsi kontrol yang kuat tidak dapat meningkatkan minat beli, Minat Beli berpengaruh signifikan terhadap Keputusan Pembelian yang berarti semakin tinggi Minat Beli maka Keputusan Pembelian produk *fashion online* dapat meningkat, dan *Perceived Behavioral Control* berpengaruh signifikan terhadap Keputusan Pembelian yang berarti semakin kuat persepsi kontrol konsumen maka semakin Keputusan Pembelian produk *fashion online* dapat meningkat.

Kata kunci : *Attitude Towards Behavior, Subjective Norm, Perceived Behavioral Control, Minat Beli, Keputusan Pembelian.*

ABSTRACT

FATYA AZIZAH AMIR. *The influence Analysis Attitude Towards Behavior, Subjective Norm, Perceived Behavioral Control Products Buying Decision Against Fashion Online With Purchase Intention As an intervening variable (Case Study Esa Unggul University Students) (guided by Sugiyanto).*

This study aims to determine the effect Behavior Towards Attitude, Subjective Norm, Perceived Behavioral Control Products Buying Decision Against Fashion Online With Purchase Intention As an intervening variable. In this study, the independent variables are Attitude Towards Behavior, Subjective Norm, Perceived Behavioral Control, while the intervening variable is the Purchase Intention and the dependent variable was the purchase decision.

The samples used in this study were 130 respondents. Respondents are university students at least one has ever bought products online fashion. The analytical method used in this research is the method of Path Analysis.

These results indicate that the Attitude Towards Behavior effect significant Purchase Intention which means that if the attitude of consumers towards fashion products online are positive then consumers buying interest will increase, Subjective Norm significant effect on Purchase Intention which means if the social environment of consumers assess both the fashion products online then increased Purchase Intention fashion products online, and perceived Behavioral control no effect on Purchase Intention, which means there is no influence consumer perceptions powerful of control can not to increase Purchase Intention, Purchase Intention significantly influence the purchase decision, which means the higher the Purchase Intention then the Purchase Decision fashion products online can be increased, and perceived Behavioral control significantly influence the purchase decision, which means the stronger the perception control of the consumer the more Purchase Decision fashion products online can be increased.

Keywords: *Attitude Towards Behavior, Subjective Norm, Perceived Behavioral Control, Purchase intention, Purchase Decision.*