

## ABSTRAK

Saat ini, semakin banyak tipe restoran yang tumbuh dan berkembang di Surabaya. Hal ini dilatarbelakangi adanya perubahan gaya hidup manusianya. Tujuan penelitian ini adalah untuk menganalisis dan membuktikan pengaruh *attitude*, *subjective norm*, *perceived behavioral control*, *trust*, dan *perceived risk*, terhadap *behavioral intentions* serta pengaruh moderasi dari *self identity* pada hubungan antara *attitude*, *subjective norm* dan *perceived behavior control* terhadap *behavioral intentions*. Penelitian ini terdiri dari enam variabel, yaitu: *attitude* ( $X_1$ ), *subjective norm* ( $X_2$ ), *perceived behavioral control* ( $X_3$ ), *trust* ( $X_4$ ), *perceived risk* ( $X_5$ ), *self-identity* ( $X_6$ ) dan *behavioral intentions* ( $Y$ ). Penelitian ini dilakukan pada produk restoran *House of WOK* dengan mengambil sampel para responden yang beragama Islam yang belum pernah mengkonsumsi makanan tersebut. Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif yang secara keseluruhan melibatkan 100 responden. Teknik analisis yang digunakan dalam penelitian ini adalah MRA. Hasil penelitian menunjukkan bahwa *attitude* berpengaruh positif dan signifikan terhadap *behavioral intentions*, *subjective norm* berpengaruh positif dan signifikan terhadap *behavioral intentions*, *perceived behavioral control* berpengaruh positif tetapi tidak signifikan terhadap *behavioral intentions*, *trust* berpengaruh positif dan signifikan terhadap *behavioral intentions*, *perceived risk* berpengaruh negatif dan signifikan terhadap *behavioral intentions*, *self-identity* memperlemah hubungan antara *attitude* dengan *behavioral intentions*, *self-identity* tidak memoderasi hubungan kausal antara *subjective norm* dengan *behavioral intentions*-nya dan *self-identity* tidak memoderasi hubungan kausal antara *perceived behavioral control* dengan *behavioral intentions*-nya.

**Kata kunci:** *Theory of Planned Behavior*, *perceived risk*, *trust* dan *self-identity*

## ABSTRACT

*Lately, so many type of restaurant increases in Surabaya. This caused by the changing of human lifestyle. Objective of this study is to analyze and prove that attitudes, subjective norm, perceived behavioral control, trust and perceived risk has an effect towards behavioral intention, and then analyze moderation effect of self identity between attitude, subjective norm, perceived behavioral control effect towards behavioral intention. This study use six variables: attitude (X1), subjective norm(X2), perceived behavioral control(X3), trust(X4), perceived risk(X5), self identity(X6) and behavioral intention(Y). This study applied to House of WOK restaurant product and responded by Moslems who have never eaten food in this restaurants. This survey use quantitative approach and answered by 100 respondents. This study use MRA to analyze survey data. Result shows that attitude has significant positive effect towards behavioral intentions, subjective norms has significant positive effect towards behavioral intentions, perceived behavioral control has insignificant positive effect towards behavioral intentions, trust has significant positive effect towards behavioral intentions, perceived risk has significant negative effect towards behavioral intention, self identity weakened effect between attitude towards behavioral intentions, self identity cannot moderated causal relationship between perceived behavioral control and behavioral intentions.*

**Keywords:***Theory of Planned Behavior, Perceived risk, Trust, Self-identity*