

DAFTAR ISI

COVER	i
LEMBAR PENGESAHAN	ii
DAFTAR ISI	iii
DAFTAR TABEL	viii
DAFTAR GAMBAR	x
 BAB I PENDAHULUAN	
1.1 Latar Belakang Masalah	1
1.2 Rumusan Masalah	8
1.3 Tujuan Penelitian	9
1.4 Manfaat Penelitian	10
 BAB II TINJAUAN PUSTAKA	
2.1 Penelitian Terdahulu	11
2.2 Landasan Teori	13
2.2.1 <i>Theory of Planned Behavior</i> (Teori Perilaku Terencana)	13
2.2.2 <i>Attitude</i> (Sikap)	14
2.2.3 <i>Subjective Norm</i> (Norma Subjektif)	16
2.2.4 <i>Perceived Behavioral Control</i>	17
2.2.5 <i>Trust</i> (Kepercayaan)	19
2.2.6 <i>Perceived Risk</i>	20
2.2.7 <i>Self-identity</i> (Identitas Diri)	22

2.2.8	<i>Consumer Behavior</i> (Perilaku Konsumen)	23
2.2.9	<i>Behavioral Intentions</i> (Niat Berperilaku)	25
2.2.10	Proses Keputusan Pembelian	26
BAB III KERANGKA KONSEPTUAL		
3.1	Kerangka Konseptual	28
3.2	Hubungan Antar Variabel dan Hipotesis	29
3.2.1	Pengaruh <i>attitude</i> terhadap <i>behavioral intentions</i>	29
3.2.2	Pengaruh <i>subjective norm</i> terhadap <i>behavioral intentions</i>	30
3.2.3	Pengaruh <i>perceived behavioral control</i> terhadap <i>behavioral intentions</i>	31
3.2.4	Pengaruh <i>trust</i> terhadap <i>behavioral intentions</i>	32
3.2.5	Pengaruh <i>perceived risk</i> terhadap <i>behavioral intentions</i>	33
3.2.6	Pengaruh moderasi <i>self-identity</i> terhadap hubungan kausal <i>attitude</i> , <i>subjective norm</i> dan <i>perceived behavioral control</i> dengan <i>behavioral intentions</i>	34
BAB IV METODE PENELITIAN		
4.1	Pendekatan Penelitian	38
4.2	Identifikasi Variabel	38
4.3	Definisi Operasional Variabel	39
4.3.1	<i>Attitude</i> (X1)	39
4.3.2	<i>Subjective Norm</i> (X2)	40

4.3.3	<i>Perceived Behavioral Intentions (X3)</i>	40
4.3.4	<i>Trust (X4)</i>	41
4.3.5	<i>Perceived Risk (X5)</i>	42
4.3.6.	<i>Self-identity (Z)</i>	43
4.3.7	<i>Behavioral Intentions (Y)</i>	44
4.4	Sumber Data	45
4.5	Prosedur Pengumpulan Data	45
4.6	Populasi dan Sampel	46
4.7	Tekhnik Analisis Data	47
4.7.1	Uji Asumsi Klasik	48
4.7.1.1	Uji Multikolinearitas	48
4.7.1.2	Uji Heterokedastisitas	49
4.7.1.3	Uji Normalitas	49
4.7.2	Analisis Regresi	50
4.7.3	Pengujian Hipotesis	51
4.7.3.1	Uji Koefisien Determinasi (R^2)	51
4.7.3.2	Uji Signifikan /Pengaruh Simultan (Uji Statistik F)	51
4.7.3.3	Uji Signifikan Parameter Individual (Uji Statistik t)	52

BAB V HASIL DAN PEMBAHASAN

5.1	Gambaran Umum Obyek Penelitian	53
5.2	Uji Validitas dan Reliabilitas	54

5.2.1.	<i>Attitude (A)</i>	54
5.2.2	<i>Subjective Norm (SN)</i>	55
5.2.3	<i>Perceived Behavioral Control (PBC)</i>	56
5.2.4	<i>Trust (T)</i>	57
5.2.5	<i>Perceived Risk (PR)</i>	58
5.2.6	<i>Self Identity (SI)</i>	59
5.2.7	<i>Behavioral Intentions (BI)</i>	60
5.3	Analisis Deskriptif	60
5.3.1	Deskripsi Profil Responden	61
5.3.2	Deskripsi Jawaban Responden	63
5.3.2.1	<i>Attitude (A)</i>	64
5.3.2.2	<i>Subjective Norm (SN)</i>	65
5.3.2.3	<i>Perceived Behavioral Control (PBC)</i>	66
5.3.2.4	<i>Trust (T)</i>	68
5.3.2.5	<i>Perceived Risk (PR)</i>	69
5.3.2.6	<i>Self Identity (SI)</i>	70
5.3.2.7	<i>Behavioral Intentions (BI)</i>	71
5.4	Analisis Regresi	72
5.4.1	Uji Asumsi Klasik	73
5.4.1.1	Multikolinearitas	73
5.4.1.2	Heterokedastisitas	74
5.4.1.3	Normalitas	75
5.4.2	Analisis Model Regresi	77

5.4.2.1	Koefisien Determinasi	77
5.4.2.2	Uji F	78
5.4.2.3	Uji t	78
5.5	Pembahasan	83
5.5.1	Pengaruh <i>attitude</i> terhadap <i>behavioral intentions</i>	83
5.5.2	Pengaruh <i>subjective norm</i> terhadap <i>behavioral intentions</i>	84
5.5.3	Pengaruh <i>perceived behavioral control</i> terhadap <i>behavioral intentions</i>	86
5.5.4	Pengaruh <i>trust</i> terhadap <i>behavioral intentions</i>	87
5.5.5	Pengaruh <i>perceived risk</i> terhadap <i>behavioral intentions</i>	88
5.5.6	Pengaruh moderasi <i>self-identity</i> terhadap hubungan Kausal <i>attitude, subjective norm</i> dan <i>perceived behavioral control</i> dengan <i>behavioral intentions</i>	89
 BAB VI SIMPULAN DAN SARAN		
6.1	Simpulan	95
6.2	Saran	96

DAFTAR PUSTAKA

LAMPIRAN

DAFTAR TABEL

Tabel 5.1	Uji Validitas dan Reliabilitas Variabel <i>Attitude</i> (A1)	54
Tabel 5.2	Uji Validitas dan Reliabilitas Variabel <i>Subjective Norm</i> (SN) ...	55
Tabel 5.3	Uji Validitas dan Reliabilitas Variabel <i>Perceived Behavioral Control</i> (PBC)	56
Tabel 5.4	Uji Validitas dan Reliabilitas Variabel <i>Trust</i> (T)	57
Tabel 5.5	Uji Validitas dan Reliabilitas Variabel <i>Perceived Risk</i> (PR)	58
Tabel 5.6	Uji Validitas dan Reliabilitas Variabel <i>Self Identity</i> (SI)	59
Tabel 5.7	Uji Validitas dan Reliabilitas Variabel <i>Behavioral Intentions</i> (BI)	60
Tabel 5.8	Profil Responden	61
Tabel 5.9	Kategori Rata-Rata Jawaban Responden	63
Tabel 5.10	Rata-rata dan standart deviasi jawaban pada variabel <i>Attitude</i>	64
Tabel 5.11	Rata-rata dan standart deviasi jawaban pada variabel <i>Subjective Norm</i>	65
Tabel 5.12	Rata-rata dan standart deviasi jawaban pada variabel <i>Perceived Behavioral Control</i>	66
Tabel 5.13	Rata-rata dan standart deviasi jawaban pada variabel <i>Trust</i>	68
Tabel 5.14	Rata-rata dan standart deviasi jawaban pada variabel <i>Perceived Risk</i>	69
Tabel 5.15	Rata-rata dan standart deviasi jawaban pada variabel <i>Self Identity</i>	70
Tabel 5.16	Rata-rata dan standart deviasi jawaban pada variabel <i>Behavioral Intentions</i>	71
Tabel 5.17	Uji Multikolinieritas	73

Tabel 5.18 Uji Heteroskedastisitas	74
Tabel 5.19 Uji Normalitas	76
Tabel 5.20 Hasil Analisis Regresi	77
Tabel 5.21 Uji t	79



DAFTAR GAMBAR

Gambar 2.1 <i>Theory of Planned Behaviour</i>	13
Gambar 3.1 Kerangka Konseptual Penelitian	28
Gambar 5.1 Logo <i>House of WOK</i>	53
Gambar 5.2 <i>Scatter Plot</i>	75
Gambar 5.3 <i>Normal Probability Plot</i>	76

