

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel keyakinan agama, norma subjektif dan persepsi kontrol perilaku terhadap minat beli serta sikap sebagai variabel interverning. Data penelitian ini menggunakan data primer dengan penyebaran kuesioner sebanyak 110 responden pengunjung mall di Semarang. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Pengujian penelitian ini menggunakan analisis linier berganda dan untuk variabel interverning diuji menggunakan uji sobel. Hasil penelitian ini menunjukkan bahwa (1) Keyakinan agama berpengaruh positif dan signifikan terhadap sikap. (2) Sikap berpengaruh positif dan signifikan terhadap minat beli. (3) Norma Subjektif berpengaruh positif dan signifikan terhadap minat beli. (4) persepsi kontrol perilaku berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci: TPB, Keyakinan Agama, Sikap, Norma Subjektif, Persepsi Kontrol Perilaku, Minat Beli



ABSTRACT

The purpose of this study was to determine the effect of religious beliefs, subjective norms and perceived behavioral control on buying interest and attitudes as intervening variables. The data of this study used primary data by distributing questionnaires to 110 respondents from mall visitors in Semarang. The sampling technique used purposive sampling technique. The test of this research used multiple linear analysis and for intervening variable was tested using Sobel test. The results of this study indicate that (1) religious beliefs have a positive and significant effect on attitudes. (2) Attitude has a positive and significant effect on buying interest. (3) Subjective norms have a positive and significant effect on buying interest. (4) Perceived behavioral control has a positive and significant effect on buying interest.

Keywords: TPB, Religious Beliefs, Attitudes, Subjective Norms, Perceived Behavioral Control, Purchase Intention

