



## ABSTRAKSI

Untuk memahami perilaku konsumen diperlukan pengetahuan mengenai faktor-faktor yang mempengaruhi pembelian dan proses keputusan beli. Dengan adanya pemahaman diharapkan tercapainya kepuasan konsumen yang akan melakukan pembelian ulang secara terus-menerus sehingga kelangsungan hidup perusahaan terjamin.

Dalam meneliti perilaku konsumen dalam melakukan kunjungan ulang di Calista Digital Photo Studio, penelitian ini mengaplikasikan theory of planned behavior. Theory ini menurut Ajzen seperti dikutip oleh Dharmmestha BS, 1998 mengemukakan bahwa niat merupakan variabel antara yang menyebabkan terjadinya perilaku dari suatu sikap, norma subyektif maupun kontrol berperilaku.

Tujuan penelitian ini untuk mengetahui seberapa besar pengaruh sikap, norma subyektif dan kontrol berperilaku terhadap niat konsumen untuk melakukan kunjungan ulang di Calista Digital Photo Studio.

Analisa berdasarkan theory of planned behavior dilakukan secara deskriptif dan kuantitatif terhadap data yang didapat dari kuesioner dengan bantuan software SPSS. Dari hasil analisa regresi berganda diperoleh persamaan  $I = 0,200 Ab + 0,188 SN + 0,340 PBC$ .

Kesimpulan akhir dari penelitan ini adalah bahwa variabel Sikap (Ab), norma subyektif (SN) dan kontrol berperilaku (PBC), ketiganya memberikan pengaruh yang positif terhadap niat konsumen Calista Digital Photo Studio dalam melakukan kunjungan ulang, dan mayoritas responden (54%) menyatakan setuju dan berniat melakukan kunjungan ulang.

Kata kunci: theory of planned behavior, niat konsumen, sikap, norma subyektif, kontrol berperilaku





## ABSTRACT

The knowledge regarding factors affecting buying and purchasing decision is needed in order to understand the customer behavior, with the intention that customer satisfaction will be obtained and the customers will continuously repurchase and the company will obtain continuous advantages.

This research applies the theory of planned behavior in observing the consumer behavior in re-visiting Calista Digital Photo Studio. According to Ajzen as quoted by Dharmmestha BS, 1998, this theory explained that 'the intention' is an intervening variable which cause the happening of behavior upon attitude, subjective norm, and perceived behavior control.

The objective of this research is to understand how big is the influence of attitude, subjective norm, and perceived behavior control concerning consumer intention to re-visit Calista Digital Photo Studio.

The analysis based on theory of planned behavior is done descriptively and quantitatively regarding the data obtained from questionnaire by using the SPSS software. From the multiple regression analysis, it is obtained the equation of  $I = 0,200 Ab + 0,188 SN + 0,340 PBC$ .

The final conclusion of this research is that all the three variables of attitude (Ab), subjective norm (SN) and perceived behavior control (PBC), are giving the positive influence toward the customer intention to re-visit Calista Digital Photo Studio, and the majority of the respondents (54%) stated that they are agree and intended to revisit Calista Digital Photo Studio.

**Keywords:** theory of planned behavior, consumer intention, attitude, subjective norm, perceived behavior control