

ABSTRACT

When consumer plans to buy vehicle, there will be many aspects to be considered. And this research is conducted to find out those aspects which consumer consider.

Using Theory of Planned Behavior from Ajzen and Fishbein, this consumer behavior research is stressing to four of its variables, attitudes towards behavior, subjective norms, perceived behavioral control and intention. Target of this research is every consumer who has intention to buy Daihatsu Gran Max Minibus.

Method used for collecting data are purposive sampling and snowball sampling. Before starting collecting data, it is first collected data to get salient modal belief. Result of this showing that those three dependent variables are simultaneously influence independent variable, which is intention, but partially, only attitude towards behavior significantly influence intention variable.

Keywords: *Theory Of Reasonned Action, Theory Of Planned Behavior, Salient Modal Belief*