FACTORS INFLUENCING EDUCATION PURCHASE INTENTION: THE APPLICATION OF THEORY OF PLANNED BEHAVIOR (TPB) ON CHOOSING NATURE SCHOOL

RESEARCH
Submitted as a Partial Fulfillment of the Requirements to Obtain Bachelor Degree of Economics in Management International Program

Written by:
MUTIARA CAHYANINGRUM
B 10A 143 007

MANAGEMENT INTERNATIONAL PROGRAM
ECONOMICS AND BUSINESS FACULTY
MUHAMMADIYAH UNIVERSITY OF SURAKARTA
2017
HALAMAN PENGESAHAN

FACTORS INFLUENCING EDUCATION PURCHASE INTENTION: THE APPLICATION OF THEORY OF PLANNED BEHAVIOR (TPB) ON CHOOSING NATURE SCHOOL

OLEH
MUTIARA CAHYANINGRUM
B10A143007

Telah dipertahankan di depan Dewan Penguji
Fakultas Ekonomi dan Bisnis
Universitas Muhammadiyah Surakarta
Pada hari Rabu, 16 Agustus 2017 dan dinyatakan telah memenuhi syarat

Dewan Penguji:

1. Soepatini, SE, MSi, Ph.D.
   (Ketua dewan Penguji)
2. Kuswudyarsana, SE, MSi.
   (Anggota I Dewan Penguji)
3. Dr. Imronudin, SE, MSi.
   (Anggota II Dewan Penguji)

Dekan,

Dr. Syamsudin, M.M
NIP: 0017025701
DECLARATION OF AUTHENTICITY

I am truthfully declare that this publication journal that was handed over the institution was my own work, except quations and summaries which were explained the sources. If one day it is proved and found any evidence that this publication journal is contained of plagiarism, I will be ready to accept any punishment that given from the Faculty of Economics and Business, including the cancelation of my academic title/degree and my certificate from Universitas Muhammadiyah Surakarta.

Surakarta, 16 August 2017

Mutiara Cahyaningrum

B 10A 143 007
MOTTO

So whoever does an atom’s weight of good will see it. And whoever does an atom’s weight of evil will see it.

(QS. Az-Zalzala: 7-8)

Indeed, with hardship [will be] ease. So when you have finished [your duties], then stand up [for worship].

(QS. Al- Insyiroh : 6-7)

When you thought of giving up in the midst of your struggle, remember the people who want to you to make happy

(Gisthi Gandari)
DEDICATION

In the name of Allah the Most Compassionate and Most Merciful, this thesis to utter:

1. Allah SWT, I verily praise Allah, we praise Him, pleading for help and for mercy to him. And we seek refuge in Allah from the evils of our souls and our ugliness charitable deeds. Whoever is given instructions by Allah, none of which can be misleading, and whoever misled by Allah, then none could give Him instructions.

2. Rasulullah SAW, may sholawat and greetings always poured down to him and we included faction istiqomah in his way.

3. To my family, especially my mother, my father, and my sisters, thank you for always motivate and for everything you gave me where always pray for my education success to hold ridho Allah.

4. Dr. Soepatini, SE., M.Si, thank you for your guidance while doing my theses patiently, integrity, and character.

5. Dinda Zukhrufillah, thank you always support and your time to be my best friends. There are not much words that I can say to you, hope you success with all of your dream.

6. Nabila Khanan Mulachela, thank you always besides me until my thesis and my study finish.

7. Rusnanda Indria and Dimi Septilla, thank you for all of your time in your busy time when I’m down you always besides me.
PREFACE

Alhamdulillah to Allah SWT and thanksgiving for the gifts and graces bestowed on him, so that I can finish my final project with the title "Factors Influencing Education Purchase Intention: The Application of Theory of Planned Behavior (TPB) on Choosing Nature School". Preparation of this paper is intended to comply with one graduated at the Faculty of Economics and Business Management Muhammadiyah University of Surakarta.

In this writing my thesis, the author does not in spite of various obstacles. The authors would like to express my gratitude to:

1. Dr. Syamsudin, M. M, Dean of Economics and Business Faculty Muhammadiyah University of Surakarta.
2. The whole lecturers and staff of the Faculty of Economics and Business Universitas Muhammadiyah Surakarta who has given attention, friendliness, patience, help, and encouragement in sharing joy and sorrow guidance to the author while in Muhammadiyah University of Surakarta.
3. My super family, especially my father Prasodjo Hari Nugroho and my mother Haryuni, I will always remember the way you motivate me. I hope someday I could make you proud of me. Thank you for being the best parents in this world. Love you always.
4. Thank you for my sisters, Amalia Hari Kusuma and Kurnia Hari Kusuma, thank you for that cheerful expression that cheer auntie up.
5. Mr. Huda, who helped me doing proposal and thesis in your busy time.
6. Mrs. Betty, who helped me to proof reading my thesis.
7. Mr. Alex, Mr. Toni, Mr. Wikasto, Mr. Iqbal, Mr. Yoga, Mr. Qirun, and Mr. Ranto, who has given attention, friendliness, patience, help, and encouragement in sharing joy and sorrow guidance to the author.
8. My best friends, Dinda Zukhrufillah and Nabila Khanan Mulachela, who helped me to spread the questionnaires in a week around Solo, thank you for your spirit and always cheer me up when I’m down.

9. Management Dual Degree friends, especially Tifa, Falih, Dinda, Budi, Wahyu, Puspa, Novan, Layyun, Fingky, Nabila, Ayu, Hermawan, Haris, and etc that have been together for these past few years.

10. My friends in Senior High School 6 of Surakarta, especially Nanda, Dimi, Firman, Gigih, Marta, Siti and etc who always cheer me up and motivate me to graduate as soon as possible.

11. All others who have helped in the making of this final project. The author realizes that this thesis has many flaws so I expect criticism, suggestions, and constructive feedback, which is useful for the perfection of this thesis in future.

12. My big family Mentoring FEB 2016 until 2017, thank you for understanding and guide me to be good personal through organization.

In conclusion, authors hope this final project writing is beneficial for all parties.
# TABLE OF CONTENT

Research Cover ........................................................................................................... i
Halaman Pengesahan .................................................................................................... ii
Declaration of Authenticity ............................................................................................ iii
Motto ............................................................................................................................... iv
Dedication ....................................................................................................................... v
Preface ............................................................................................................................ vi
Table of Content ........................................................................................................... viii
List of Table .................................................................................................................. x
List of Figure ................................................................................................................... xi
Appendix ......................................................................................................................... xii
Abstract ......................................................................................................................... xiii

Chapter I Introduction .................................................................................................. 1
  1.1 Research Background ........................................................................................... 1
  1.2 Problem Statement ............................................................................................... 4
  1.3 Research Objectives ............................................................................................. 4
  1.4 Benefits of Research ............................................................................................ 5
  1.5 Contents of Research .......................................................................................... 6

Chapter II Literature Review ....................................................................................... 7
  2.1 Consumer Behavior .............................................................................................. 7
  2.2 Theory of Planned Behavior (TPB) ....................................................................... 9
  2.3 Nature School ....................................................................................................... 13
  2.4 Hypothesis ........................................................................................................... 15
  2.5 Previous Research ............................................................................................... 18
  2.6 The Research Framework ..................................................................................... 21

Chapter III Research Methodology ............................................................................. 22
  3.1 Research Type ..................................................................................................... 22
  3.2 Location a Time of Research ............................................................................... 22
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.3 Population, Sample and Sampling Technique</td>
<td>22</td>
</tr>
<tr>
<td>3.4 Operational Definition</td>
<td>23</td>
</tr>
<tr>
<td>3.5 Sources of Data</td>
<td>25</td>
</tr>
<tr>
<td>3.6 Data Collection Techniques</td>
<td>25</td>
</tr>
<tr>
<td>3.7 Methods of Data Analysis</td>
<td>25</td>
</tr>
<tr>
<td>Chapter IV Data Analysis and Discussion</td>
<td>31</td>
</tr>
<tr>
<td>4.1 General Description of Respondent and Data Description</td>
<td>31</td>
</tr>
<tr>
<td>4.2 Respondent Response Analysis</td>
<td>34</td>
</tr>
<tr>
<td>4.3 Results and Data Analysis</td>
<td>38</td>
</tr>
<tr>
<td>4.4 Discussion</td>
<td>48</td>
</tr>
<tr>
<td>Chapter V Conclusion</td>
<td>52</td>
</tr>
<tr>
<td>5.1 Conclusion</td>
<td>52</td>
</tr>
<tr>
<td>5.2 Limitations</td>
<td>53</td>
</tr>
<tr>
<td>5.3 Suggestions</td>
<td>53</td>
</tr>
<tr>
<td>References</td>
<td>55</td>
</tr>
<tr>
<td>Appendix</td>
<td>61</td>
</tr>
</tbody>
</table>
## LIST OF TABLE

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Table of Summary of the Recent Studies</td>
</tr>
<tr>
<td>4.1</td>
<td>Respondent Characteristic Based on Their Gender</td>
</tr>
<tr>
<td>4.2</td>
<td>Respondent Characteristic Based on Their Occupation</td>
</tr>
<tr>
<td>4.3</td>
<td>Respondent Characteristic Based on Their Age</td>
</tr>
<tr>
<td>4.4</td>
<td>Respondent Characteristic Based on Their Last Education</td>
</tr>
<tr>
<td>4.5</td>
<td>Respondent Characteristic Based on Their Income Monthly</td>
</tr>
<tr>
<td>4.6</td>
<td>Index Score Response Attitude</td>
</tr>
<tr>
<td>4.7</td>
<td>Index Score Response Subjective Norm</td>
</tr>
<tr>
<td>4.8</td>
<td>Index Score Response Perceived Behavioral Control</td>
</tr>
<tr>
<td>4.9</td>
<td>Index Score Response Intention</td>
</tr>
<tr>
<td>4.10</td>
<td>Result Validity Test Attitude Variable</td>
</tr>
<tr>
<td>4.11</td>
<td>Result Validity Test Sub. Norm Variable</td>
</tr>
<tr>
<td>4.12</td>
<td>Result Validity Test Perceived Behavioral Control</td>
</tr>
<tr>
<td>4.13</td>
<td>Result Validity Test Intention Variable</td>
</tr>
<tr>
<td>4.14</td>
<td>Result Reliability Test All of Variable</td>
</tr>
<tr>
<td>4.15</td>
<td>Result Normality Test Intention Variable</td>
</tr>
<tr>
<td>4.16</td>
<td>Result Multicollinearity Test for Intention Variable</td>
</tr>
<tr>
<td>4.17</td>
<td>Result Heteroscedasticity Test for Intention Variable</td>
</tr>
<tr>
<td>4.18</td>
<td>Hypothesis Test</td>
</tr>
<tr>
<td>4.19</td>
<td>Result F Test</td>
</tr>
<tr>
<td>4.20</td>
<td>Result the Coefficient of Determination</td>
</tr>
</tbody>
</table>

18 31 32 32 33 33 35 36 37 38 39 39 40 40 41 42 43 44 45 47 48
LIST OF FIGURE

Figure 2.1 Relations Between Theory of Planned Behavior ............................. 11
Figure 2.2 Theoretical Framework ..................................................................... 21
APPENDIXS

Appendix A: Survey Questionnaire ................................................................. 61
Appendix B: Respondent Response ................................................................. 64
Abstract

This study is applying the Theory of Planned Behavior as a theoretical framework with aim of choosing nature school in Solo and Sukoharjo, Indonesia. Data are collected through questionnaire. The sample size of this research is 40 respondents, establishing validity through person-product moment. Non-probability convenience sampling is used for taking the sample. This study uses multiple regression analysis to identify the factors choosing nature school intention. The multiple regression analysis results indicate that all factors have positive and significant influence on choosing nature school intention. The results of the research showed: 1) There is no a significant and positive impact between attitude and intention to choosing nature school.; 2) There is no a significant and positive impact between subjective norm and intention to choosing nature school; 3) There is a significant and positive impact between perceived behavioral control and intention to choosing nature school. This is evidenced by F value of 10.638 with the significant value of 0.000.

Keywords: attitude, subjective norm, perceived behavioral control, nature school, intention.

Abstrak


Kata Kunci: attitude, subjective norm, perceived behavioral control, nature school, intention.