

**THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORM AND
PERCEIVED BEHAVIORAL CONTROL ON INTENTION : THE
APPLICATION OF THEORY PLANNED BEHAVIOR IN CHOOSING
DOUBLE DEGREE PROGRAM**



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HALAMAN PENGESAHAN

THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORM AND PERCEIVED BEHAVIORAL
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CHOOSING DOUBLE DEGREE PROGRAM

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MOTTO DAN PERSEMBAHAN

MOTTO

Be as yourself as you want.

Sungguh maha lembut Allah. Dia tidak akan menguji dan memberatkan hambaNya dengan sesuatu apapun di luar kemampuannya. **(Q.S. Al Baqarah ayat 286)**

Orang muslim ialah orang yang tidak mengganggu kaum muslim dengan lisan dan tangannya **(HR. Bukhari, Abu Dawud, dan Nasa'i)**

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TABLE OF CONTENT

	page
RESEARCH COVER	i
HALAMAN PENGESAHAN.....	ii
DECLARATION OF AUTHENTICITY	iii
MOTTO DAN PERSEMBAHAN	iv
ACKNOWLEDGE	v
TABLE OF CONTENT	vii
LIST OF TABLE	x
LIST OF FIGURE.....	xi
APPENDIX	xii
ABSTRACT.....	xiii
CHAPTER I INTRODUCTION	
A. Background	1
B. Research Questions	4
C. Purpose of the Research	4
D. Benefits of the Research.....	4
E. Content of the Research.....	5
CHAPTER II LITERATURE REVIEW	
A. Theoretical Framework	7
1. Consumer Behavior	7
2. Theory of Planned Behavior.....	8
3. Intention.....	9
B. Hypothesis	11
C. Theoretical Framework	13

CHAPTER III METHODOLOGY

A. Research Type	14
B. Population, Sample, and Sampling Technique.....	14
1. Population.....	14
2. Sample	14
3. Sampling Technique	15
C. Source of Data	15
D. Data Collection Technique.....	15
E. Operational Definition	16
1. Dependent Variable	16
2. Independent Variables.....	16
a. Attitude	17
b. Subjective Norm.....	17
c. Perceived Behavioral Control	17
F. Research Instrument Test.....	17
1. Validity Test.....	17
2. Reliability Test	17
G. Assumption Classic Test	18
1. Multicollinearity Test.....	18
2. Heteroscedasticity Test	18
H. Hypothesis Test	19
1. T-Test	19
2. F-Test	19
3. Regression Analysis	20
4. Coefficient Determination Test (R^2)	20

CHAPTER IV DATA ANALYSIS AND DISCUSSION

A. Data Analysis	21
1. Descriptive Analysis.....	21
a. Respondents Characteristics	21

b. Respondents Response	24
B. Test Instrument and result	28
1. Validity test.....	28
2. Reliability Test	32
C. Assumption Classic Test	32
1. Multicollinearity test.....	33
2. Heteroscedasticity test	34
D. Hypothesis Test.....	36
1. T-Test	36
2. F-Test	37
3. Coefficient Determination Test (R^2)	38
E. Discussion.....	38
CHAPTER V CONCLUSION	
A. Conclusion.....	42
B. Limitations.....	42
C. Suggestion	43
REFERENCES.....	45
APPENDIX	50

LIST OF TABLE

	page
Table 4.1: Respondent Characteristic Based on Gender	21
Table 4.2: Respondent Characteristic Based on Father's Job	22
Table 4.3: Respondent Characteristic Based on Father's Salaries	22
Table 4.4: Respondent Characteristic Based on Mother's Job	23
Table 4.5: Respondent Characteristic Based on Mother's Salaries	24
Table 4.6: Index Score Response Variable Attitude	25
Table 4.7: Index Score Response Variable Subjective Norm	26
Table 4.8: Index Score Response Variable Perceived Behavioral Control.....	27
Table 4.9: Index Score Response Variable Intention.....	28
Table 4.10: Results of the Validity Test for Attitude.....	29
Table 4.11: Results of the Validity Test for Subjective Norm.....	29
Table 4.12: Results of the Validity Test for Perceived Behavioral Control	30
Table 4.13: Results of the Validity Test for Intention	31
Table 4.14: Results of the Reliability Test for All Variables.....	32
Table 4.15: Multicollinearity Test	33
Table 4.16: Heteroscedasticity Test	34
Table 4.17: T-Test.....	36
Table 4.18: F-Test	37

LIST OF FIGURES

	page
Figure 2.1: Theoretical Framework	13
Figure 4.1: Result multiple regressions analysis.....	35

APPENDIX

	page
APPENDIX A	50
APPENDIX B	54

Abstrak

Penelitian ini menerapkan Theory of Planned Behavior sebagai kerangka teoritis dengan tujuan memilih program double degree di Universitas Muhammadiyah Surakarta, Indonesia. Data dikumpulkan melalui kuesioner. Ukuran sampel penelitian ini adalah 40 responden, menetapkan validitas melalui Pearson-product moment. Non-probability convenience sampling digunakan untuk mengambil sampel. Penelitian ini menggunakan analisis regresi berganda untuk mengidentifikasi faktor-faktor yang memilih perilaku program double degree. Hasil analisis regresi berganda menunjukkan bahwa satu faktor memiliki pengaruh positif dan signifikan dalam memilih minat program double degree. Hasil penelitian menunjukkan: 1) Tidak ada pengaruh yang signifikan antara sikap dan minat untuk memilih program double degree; 2) Tidak ada pengaruh yang signifikan antara norma subyektif dan minat untuk memilih program double degree; 3) Ada pengaruh yang signifikan dan positif antara kontrol perilaku yang dirasakan dan minat untuk memilih program double degree. 4) Sikap, norma subyektif, dan kontrol perilaku yang dirasakan berarti menjelaskan minat dalam memilih program double degree.

Kata kunci: sikap, norma subyektif, kontrol perilaku yang dirasakan, program double degree, minat, perilaku konsumen

Abstract

This study is applying the Theory of Planned Behavior as a theoretical framework with aim of choosing double degree program in Muhammadiyah University of Surakarta, Indonesia. Data are collected through questionnaire. The sample size of this research is 40 respondents, establishing validity through Pearson-product moment. Non-probability convenience sampling is used for taking the sample. This study uses multiple regression analysis to identify the factors choosing double degree program behavior. The multiple regression analysis results indicate that one factor have positive and significant influence on choosing double degree program intention. The results of the research showed: 1) There is no significant impact between attitude and intention to choosing double degree program; 2) There is no significant impact between subjective norm and intention to choosing double degree program; 3) There is a significant and positive impact between perceived behavioral control and intention to choosing double degree program. 4) Attitude, subjective norm, and perceived behavioral control meaningfully explain intention in choosing double degree program.

Keywords: attitude, subjective norm, perceived behavioral control, double degree program, intention, consumer behavior.