

RINGKASAN

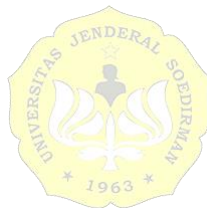
Penelitian ini bertujuan untuk menguji dan menganalisis faktor-faktor yang mempengaruhi perubahan perilaku UMKM dari sederhana ke modern. Teori yang digunakan adalah *Theory Of Planned Behavior* atau teori tindakan yang direncanakan (TPB) yang dikembangkan oleh Ajzen 1980. Teori ini menyatakan bahwa manusia pada dasarnya berperilaku dengan cara yang sadar dan mereka mempertimbangkan informasi yang tersedia baik secara implisit maupun eksplisit. Hipotesis dalam penelitian ini meliputi: (1) *Attitude Toward Behavior* berpengaruh terhadap perubahan perilaku UMKM; (2) *Subjective norm* berpengaruh terhadap perubahan perilaku UMKM; (3) *Perceived behaviour control* berpengaruh terhadap perubahan perilaku UMKM; (4) *Intention to use* dapat memoderasi hubungan antara *attitude toward behavior* terhadap perubahan perilaku UMKM; (5) *Intention to use* dapat memoderasi hubungan antara *subjective norm* terhadap perubahan perilaku UMKM; (6) *Intention to use* dapat memoderasi hubungan antara *attitude toward behavior* terhadap perubahan perilaku UMKM.

Penelitian ini merupakan penelitian kuantitatif dengan teknik survei. Data yang digunakan merupakan data primer yang diperoleh langsung dari responden. Populasi dalam penelitian ini adalah pelaku UMKM bidang kuliner yang berada di Kota Purwokerto. Sampel penelitian diperoleh setelah melakukan perhitungan dengan rumus slovin yaitu 87 UMKM. Teknik pengambilan sampel pada penelitian ini menggunakan *purposive random sampling* dengan kriteria yang ditentukan sebelum melakukan pengumpulan sampel.

Hasil penelitian ini menunjukkan bahwa: (1) Variabel *attitude toward behavior* berpengaruh positif terhadap perubahan perilaku UMKM; (2) Variabel *subjective norm* berpengaruh positif terhadap perubahan perilaku UMKM; (3) Variabel *perceived behavior control* berpengaruh positif terhadap perubahan perilaku UMKM; (4) Variabel *intention to use* tidak dapat memoderasi hubungan antara *attitude toward behavior* dengan perubahan perilaku UMKM; (5) Variabel

intention to use dapat memoderasi hubungan antara *subjective norm* dengan perubahan perilaku UMKM; (6) Variabel *intention to use* tidak dapat memoderasi hubungan antara *perceived behavior control* terhadap perubahan perilaku UMKM.

Kata Kunci: *Attitude Toward Behavior, Subjective Norm, Perceived Behavior Control, Intention To Use, Theory Of Planned Behavior*



SUMMARY

This study aims to examine and analyze the factors that influence changes in the behavior of SMEs from simple to modern. The theory used in this study is the Theory Of Planned Behavior (TPB) developed by Ajzen 1980. This theory states that humans basically behave in a conscious way and they consider the available information either implicitly or explicitly. The hypotheses in this study include : (1) Attitude Toward Behavior has an effect on changing the behavior of SMEs; (2) Subjective norms affect the behavior change of SMEs; (3) Perceived behavior control has an effect on changing the behavior of SMEs; (4) Intention to use can moderate the relationship between attitude toward behavior and change the behavior of SMEs; (5) Intention to use can moderate the relationship between attitude toward behavior and change the behavior of SMEs; (6) Intention to use can moderate the relationship between attitude toward behavior and change the behavior of SMEs.

This research is a quantitative research with survey technique. The data used are primary data obtained directly from the respondents. The population in this study is the SMEs in the culinary field in Purwokerto City. The research sample was obtained after calculating the slovin formula, namely 87 SMEs. The sampling technique in this study used purposive random sampling with predetermined criteria before collecting samples.

The results of this study indicate that: (1) The variable attitude toward behavior has a positive effect on changing the behavior of SMEs; (2) The subjective norm variable has a positive effect on changes in MSME; (3) The perceived behavior control variable has a positive effect on changing the behavior of SMEs; (4) The intention to use variable cannot moderate the relationship between attitude toward behavior and changes in MSME behavior; (5) The intention to use variable can moderate the relationship between subjective norms and changes in MSME behavior; (6) The intention to use variable cannot

moderate the relationship between perceived behavior control and changes in MSME behavior.

Keywords: *Attitude Toward Behavior, Subjective Norm, Perceived Behavior Control, Intention To Use, Theory Of Planned Behavior*

