

## RINGKASAN

*Penelitian ini merupakan studi empiris pada UNSOED Press. Penelitian ini mengambil judul: “The Analysis Of Intention To Buy : An Extended Theory Of Planned Behavior”. Tujuan dilakukannya penelitian ini untuk mengetahui serta menemukan bukti empiris pengaruh Brand Awareness, Price, Attitude, Subjective Norm, Perceived Behavioral Control terhadap Purchase Intention*

*Populasi dalam penelitian ini yaitu Mahasiswa Universitas Jenderal Soedriman. Sampel dalam penelitian ini sebanyak 211 orang. Penentuan sampel menggunakan metode convenience sampling. Alat analisis yang digunakan adalah regresi berganda.*

*Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa:(1)Brand Awareness tidak berpengaruh terhadap Purchase Intention. (2) Price berpengaruh positif terhadap Purchase Intention.(3) Attitude berpengaruh positif terhadap Purchase Intention. (4)Subjective Norm tidak berpengaruh terhadap Purchase Intention.(5)Perceived behavioral control berpengaruh positif terhadap Purchase Intention.*

*Implikasi dari kesimpulan di atas adalah pihak manajemen diharapkan bisa membangun brand awareness terhadap mahasiswa, dengan cara meningkatkan intensitas promosi, memberikan potongan harga, dan membuat sistem membership. Untuk harga yang ditawarkan sudah bisa bersaing dengan kompetitor lain dan diharapkan terus menjaga kualitas yang baik. Untuk lebih meningkatkan kesadaran mahasiswa terhadap UNSOED Press diharapkan konsep bangunan yang tertutup dapat diubah menjadi terbuka sehingga konsumen dapat melihat aktivitas didalam, seperti konsep bangunan pesaingnya.*

***Kata Kunci: Brand Awareness, Price, Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention, Theory of Planned Behavior***

## SUMMARY

*This research is an empirical study on UNSOED Press. The study took The title: "The Analysis Of Intention To Buy: An Extended Theory Of Planned Behavior". The purpose of this research is to know and find empirical evidence of the influence of Brand Awareness, Price, Attitude, Subjective Norm, Perceived Behavioral Control of Purchase Intention*

*The population in this study were students in Universitas Jenderal Soedirman. The samples in this study were 211 person. Sample determination using the Convenience sampling method. The analysis tool used is multiple regression.*

*Based on the results of the research and analysis of data shows that:(1) Brand Awareness has no effect on Purchase Intention. (2) Price has a positive effect on Purchase Intention. (3) Attitude has a positive effect on Purchase Intention. 4 Subjective Norm has no effect on Purchase Intention. 5 Perceived Behavioral control has a positive effect on Purchase Intention.*

*The implication of the conclusion above is, UNSOED Press has to build awareness among students or target market, by conducting promotion from management and lecturers or university. For the price, respondent said the price was not too expensive and have to maintance quality. To attract consument, enclosed structure in UNSOED Press should be renovated to make it more open so the consumers can see activities inside, in as the other competitor*

***Keywords: Brand Awareness, Price, Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention, Theory of Planned Behavior***