

ABSTRAK

Penelitian ini bertujuan untuk membangun sebuah konsep teoritikal baru yaitu *binded consumer desire* untuk mengatasi kesenjangan penelitian norma subjektif terhadap niat beli konsumen yang di integrasikan dalam model *theory of planned behavior*. Konsep *binded consumer desire* yang digunakan sebagai mediasi antara anteseden TPB dan niat beli merupakan konsep yang dibangun dari sintesa antara *binded consumer* dan *consumer desire*. Model penelitian diujikan pada konteks niat beli konsumen pada Jamu. Pengumpulan data dilakukan dengan mendistribusikan kuesioner kepada 384 responden di Kabupaten Kebumen dengan menggunakan tehnik *purposive sampling*. Pengujian model penelitian dilakukan dengan menggunakan structural equation modeling (SEM) dengan bantuan *software* AMOS versi 24.0. Hasil penelitian menunjukkan bahwa sikap konsumen, norma subjektif dan *perceived behavioral control* merupakan anteseden dari *binded consumer desire*, tetapi ketiga anteseden tersebut tidak terbukti memberikan pengaruh terhadap niat beli konsumen pada jamu. Lebih lanjut, *binded consumer desire* merupakan kunci utama yang dapat meningkatkan niat beli konsumen pada jamu. Sikap konsumen secara positif dan signifikan memberikan pengaruh langsung terhadap *binded consumer desire* tetapi tidak berpengaruh secara langsung terhadap niat beli, temuan penelitian ini mengungkapkan bahwa sikap konsumen terbukti dapat meningkatkan niat beli konsumen pada jamu melalui variabel *binded consumer desire*. Norma subjektif secara positif dan signifikan memberikan pengaruh langsung terhadap *binded consumer desire* tetapi tidak berpengaruh secara langsung terhadap niat beli, temuan penelitian ini mengungkapkan bahwa norma subjektif terbukti dapat meningkatkan niat beli konsumen pada jamu melalui variabel *binded consumer desire*. *Perceived behavioral control* secara positif dan signifikan memberikan pengaruh langsung terhadap *binded consumer desire* tetapi tidak berpengaruh secara langsung terhadap niat beli, temuan penelitian ini mengungkapkan bahwa *perceived behavioral control* terbukti dapat meningkatkan niat beli konsumen pada jamu melalui variabel *binded consumer desire*. Dengan demikian, *binded consumer desire* merupakan *full mediation* antara sikap konsumen, norma subjektif dan *perceived behavioral control* dengan niat beli konsumen pada jamu.

Kata kunci: *Binded consumer desire*, *Theory of planned behavior*, Sikap konsumen, Norma subjektif, *perceived behavioral control*, Niat beli, Jamu.

ABSTRACT

This study aims to build a new theoretical concept that is binded consumer desire to overcome the gap of subjective norm research on consumer purchase intentions that is integrated in the theory of planned behavior (TPB) model. The concept of binded consumer desire which is used as a mediation between the antecedents of TPB and purchase intention is a concept built from the synthesis between binded consumer and consumer desire. The research model was tested in the context of consumer purchase intentions in Jamu. Data collection was carried out by distributing questionnaires to 384 respondents in Kebumen District using purposive sampling techniques. The testing of the research model was carried out using structural equation modeling (SEM) with the help of AMOS software version 24.0. The results showed that consumer attitudes, subjective norms and perceived behavioral control are antecedents of binded consumer desire, but the three antecedents were not proven to have an effect on consumer purchase intentions on Jamu. Furthermore, binded consumer desire is the main key that can increase consumer purchase intentions on Jamu. The positive and significant attitude of consumers has a direct influence on binded consumer desire but does not directly influence the purchase intention, the findings of this study reveal that consumer attitudes are proven to increase consumer purchase intentions on Jamu through the binded consumer desire variable. Subjective norms positively and significantly give a direct effect on binded consumer desire but do not directly affect purchase intention, the findings of this study reveal that subjective norms are proven to increase consumer purchase intentions on Jamu through binded consumer desire variables. Perceived behavioral control positively and significantly provides a direct influence on binded consumer desire but does not directly affect purchase intention, the findings of this study reveal that perceived behavioral control is proven to increase consumer purchase intentions on Jamu through binded consumer desire variables. Thus, binded consumer desire is a full mediation between consumer attitudes, subjective norms and perceived behavioral control with consumer purchase intentions on Jamu.

Keywords: Binded consumer desire, Theory of planned behavior, Consumer attitude, Subjective norm, perceived behavioral control, Purchase intention, Jamu.