UNIVERSITAS INTERNASIONAL BATAM

Bachelor Thesis
Management Study Program
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ANALYSIS FACTORS AFFECTING ON PURCHASE INTENTION OF SEAFOOD (FISH) CONSUMPTION IN BATAM

Abstract

NPM : 1441112
Endy

The aims of this study is to learn the relationship between the factors that influence or affecting purchase intention of seafood in the town. Factors or independent variable in this research consist of attitude, subjective norm and personal norm. The object of research is community of Batam city who are the consumer of seafood, especially fish kind. This research are using purposive sampling method, the samples must meet the characteristics of the main objectives in this research. This study uses a Statistical Package for the Social Sciences or (SPSS) to analyze the influence of independent variables and on the dependent variable. The results from this research showed that attitude and subjective norm significantly influence purchase intention of seafood in Batam, and the other independent variable, personal norm have not show a significant influence between personal norm and purchase intention of seafood in Batam.

Keywords:
Purchase intention, attitude, subjective norm, personal norm, sustainability.