UNIVERSITAS INTERNASIONAL BATAM

Bachelor Thesis
Management Study Programme
Odd Semester 2018/2019

ANALYSIS THE EFFECT OF PRICE CONSCIOUSNESS, PERCEIVED VALUE, ATTITUDE, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIOR CONTROL ON PURCHASE INTENTION OF CLOTHING WHEN FLASH SALE E-COMMERCE

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Abstract

The implementation of research aims to study the effect of relationship between variable price consciousness, perceived value, attitudes, subjective norms, and perceived behaviour control on purchase intention of clothing when flash sale e-commerce.

Batam citizens who has interested to purchase clothes during flash sale in e-commerce, such as: Shopee, Lazada, Tokopedia, etc, is used by the author as the object to be examined in this research. Author uses purposive sampling research method, where the requirements for using this method are to meet certain characteristics and criteria for the main objectives of the research. And the research methodology using structural equation modelling (SEM) with smart PLS program aims to analyze influence between independent variables which are price consciousness, perceived value, subjective norms, perceived behaviour control, and variable mediation which is attitudes towards flash sale toward variable dependent intention to buy flash sale.

The results of the research showed that price consciousness and perceived value have a significant positive effect on variable mediation attitudes towards flash sale and variable dependent intention to buy flash sales directly. Independent variable subjective norms and perceived behavior control have a significant positive effect on the intention to buy flash sale.

Keywords: Price consciousness, perceived value, attitudes, subjective norms, perceived behavior control, purchase intention.