

**THE INFLUENCE OF SUBJECTIVE NORMS, ATTITUDE, AND PERCEIVED  
BEHAVIORAL CONTROL TOWARDS BEHAVIOR OF  
MILLENNIALS ONLINE SHOPPER:  
A CASE STUDY OF TOKOPEDIA CONSUMERS IN JAKARTA**

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11403112

BACHELOR'S DEGREE

In

BUSINESS ADMINISTRATION/MARKETING  
FACULTY OF BUSINESS AND COMMUNICATION



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August 2018

Revision After the Thesis Defense on 25<sup>th</sup> July 2018

## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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**ABSTRACT**

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This research aimed to determine the influences of subjective norms, attitude, and perceived behavioral control to purchase intention toward online shopping behavior of Tokopedia consumers in Jakarta. The research model of this study is adopted from Theory of Planned Behavior by Icek Ajzen with a modification. The sample of this study was 200 respondents whom already experienced buying process through Tokopedia's website. The data was collected and analyzed using structural equation model, and it is shown that subjective norms, attitude, and perceived behavioral control are influencing the purchase intention toward online shopping behavior of Tokopedia consumers. Furthermore, based on coefficient determination, all the independent variables are 86% significantly influencing consumers purchase intention and 14% is can be influenced by other variable and purchase intention is 96% significantly influencing the online shopping behavior with only remaining 4% by other variable.

***Keywords:*** *Subjective Norms, Attitude, Perceived Behavioral Control, Purchase Intention, and Online shopping behavior*



## **DEDICATION**

I dedicate this work for my beloved parents, who always give the greatest support and believes on my decision.



## ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Allah SWT, for the countless blessings and spirits to complete this thesis.

My sincere thank you to both of my parents as my main spirit of life, for the unconditional love, supports, and always believe in me. Also to my brother as someone who I always look up to.

I would also express my gratitude to my thesis advisor, Parhimpunan Simatupang S.E, M.B.A for all the critics, guidance, and challenge during the making of this thesis.

To Karisha Naya, for always being there for me through thick and thin, thank you for the encouragement, endless support, continuous pray and happiness that you share with me.

To all my best friends from junior high school and senior high school, thanks for being my main support system in the development of this thesis, cheering and become a positive influence for me.

Also to all of my class-mates in Swiss German University especially Nicholas Nugrahtama, Adnan Pratama, Fathur Rayhaan, Prithvi, Leonardus Rama, Rhazhes Febrizki, Azim Atlantino, and Etc. Thank you for the moments that we have been through, and always being supportive to me.

Last but not least, I would like to thank to all of the respondents who I cannot mentioned one by one, and also to everyone that had become a part in my thesis.

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