

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Perceived Quality*, *Behavioral Attitude*, *Subjective Norms*, dan *Perceived Behavioral Control* Terhadap *Behavioral Intention* Dalam Pembelian Obat Penumbuh Rambut Merek Wak Doyok di Kota Lhokseumawe.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *perceived quality*, *behavioral attitude*, *subjective norms*, dan *perceived behavioral control* terhadap *behavioral intention* pelanggan dalam melakukan pembelian obat penumbuh rambut merek Wak Doyok di Kota Lhokseumawe. *Perceived quality* dalam penelitian ini diukur dengan menggunakan indikator yang terdiri dari *highly appealing product*, *the product offers various advantages*, *the product is made from natural ingredients*, dan *the product meets expectations*. Kemudian variabel *behavioral attitude* memiliki indikator yang terdiri dari *interest in using the product*, *this product is favorable*, *want to know more about the product*, dan *not intending to consider other product*. Selanjutnya variabel *subjective norms* diukur dengan indikator yang terdiri dari *waiting for a friend's approval*, *purchasing the same product as other*, *following other in making purchase*, dan *comparing the product purchased by one self with thoses purchase by other*. *Perceived behavioral control* diukur dengan indikator *perceived difficulty*, *perceived confidence*, *perceived controllability*, *perceived safety*, serta *perceived product quality*. Serta *behavioral intention* diukur dengan indikator yang terdiri dari *consideration for making a purchase*, *having a plan to spend money*, *hope to always make purchase*, dan *centainty to make a purchase*, serta *willing to recommed*. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dengan cara membagikan kuesioner kepada 96 pelanggan yang menggunakan obat penumbuh rambut merek Wak Doyok di Kota Lhokseumawe. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan menggunakan bantuan perangkat lunak SPSS versi 26. Hasil penelitian menunjukkan bahwa *perceived quality*, *behavioral attitude*, *subjective norms*, dan *perceived behavioral control* berpengaruh positif dan signifikan terhadap *behavioral intention* pelanggan dalam melakukan pembelian obat penumbuh rambut merek Wak Doyok di Kota Lhokseumawe.

Kata Kunci : *Perceived Quality*, *Behavioral Attitude*, *Subjective Norms*, *Perceived Behavioral Control*, dan *Behavioral Intention*

ABSTRACT

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Title : The Effect of Perceived Quality, Behavioral Attitude, Subjective Norms, and Perceived Behavioral Control On Behavioral Intention In Purchasing Wak Doyok Brand Hair Growth Product In Lhokseumawe City*

This study aims to investigate the influence of perceived quality, behavioral attitude, subjective norms, and perceived behavioral control on customers' behavioral intention to purchase Wak Doyok brand hair growth products in the city of Lhokseumawe. Perceived quality in this research is measured using indicators consisting of highly appealing product, the product offering various advantages, the product made from natural ingredients, and the product meeting expectations. Subsequently, the variable of behavioral attitude comprises indicators including interest in using the product, favorability of the product, desire to learn more about the product, and lack of intention to consider other products. Furthermore, the subjective norms variable is measured by indicators such as waiting for a friend's approval, purchasing the same product as others, following others in making a purchase, and comparing the purchased product with others'. Perceived behavioral control is measured by indicators of perceived difficulty, confidence, controllability, safety, and perceived product quality. Lastly, behavioral intention is assessed through indicators including consideration for making a purchase, planning to spend money, intending to consistently make purchases, certainty in making a purchase, and willingness to recommend. The data utilized in this study are primary data obtained by distributing questionnaires to 96 customers who use Wak Doyok brand hair growth products in the city of Lhokseumawe. The data analysis technique employed is multiple linear regression analysis using SPSS software version 26. The research findings indicate that perceived quality, behavioral attitude, subjective norms, and perceived behavioral control significantly and positively influence customers' behavioral intention to purchase Wak Doyok brand hair growth products in the city of Lhokseumawe.

Keywords : *Perceived Quality, Behavioral Attitude, Subjective Norms, Perceived Behavioral Control, and Behavioral Intention*