

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi pengaruh sikap, norma subjektif, dan kontrol perilaku terhadap perilaku pembelian dengan niat beli sebagai variabel intervening di akun TikTok Shop Nayasalia_. Permasalahan yang diangkat mencakup pengaruh langsung dan tidak langsung dari faktor-faktor tersebut terhadap keputusan pembelian pelanggan, yang menjadi tantangan dalam strategi pemasaran digital. Lokasi penelitian adalah akun TikTok Shop Nayasalia_, dengan sampel sebanyak 120 responden yang dipilih menggunakan teknik purposive sampling. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain eksperimen. Pengumpulan data dilakukan melalui kuesioner terstruktur yang mencakup variabel independen (sikap, norma subjektif, kontrol perilaku), variabel intervening (niat beli), dan variabel dependen (perilaku pembelian). Analisis data dilakukan menggunakan teknik Structural Equation Modeling (SEM) berbasis Partial Least Squares (PLS) untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa sikap, norma subjektif, dan kontrol perilaku secara signifikan memengaruhi perilaku pembelian dan niat beli. Namun, niat beli tidak memiliki pengaruh signifikan terhadap perilaku pembelian. Selain itu, variabel intervening niat beli tidak memperkuat hubungan antara variabel independen dan perilaku pembelian. Kesimpulan ini memberikan wawasan penting untuk optimalisasi strategi pemasaran digital melalui pendekatan yang lebih terintegrasi pada platform TikTok Shop.

Kata kunci: Sikap, Norma Subjektif, Kontrol Perilaku, Niat Beli, Perilaku Pembelian

ABSTRACT

This study aims to identify the influence of attitude, subjective norms, and behavioral control on purchasing behavior with purchase intention as an intervening variable in the TikTok Shop Nayasalia_ account. The issues raised include the direct and indirect influence of these factors on customer purchasing decisions, which is a challenge in digital marketing strategies. The location of the study was the TikTok Shop Nayasalia_ account, with a sample of 120 respondents selected using purposive sampling techniques. The research method used is a quantitative approach with an experimental design. Data collection was carried out through a structured questionnaire that included independent variables (attitudes, subjective norms, behavioral control), intervening variables (purchase intention), and dependent variables (purchase behavior). Data analysis was carried out using the Structural Equation Modeling (SEM) technique based on Partial Least Squares (PLS) to test the relationship between variables. The results showed that attitude, subjective norms, and behavioral control significantly influenced purchasing behavior and purchase intention. However, purchase intention did not have a significant effect on purchasing behavior. In addition, the intervening variable purchase intention did not strengthen the relationship between the independent variables and purchasing behavior. This conclusion provides important insights for optimizing digital marketing strategies through a more integrated approach on the TikTok Shop platform.

Keywords: *Attitude, Subjective Norm, Behavioral Control, Purchase Intention, Purchase Behavior*