

UNDERSTANDING CUSTOMERS' BEHAVIOR TO CHOICING 'LEMBAH NGOSIT' RESTAURANT USING THE THEORY OF PLANNED BEHAVIOR

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ABSTRACT

Someone's passion of choicing particular place for eating has a great contribution to decision making. This self confidence allows an idea that others will do as him/her in the same way, concurrently create strong intention to behave, which is articulated in someone's attitude and subjective norms. Supporting facilities encourage the intention to be really behaved. Using the theory of planned behavior the customers' three elements which develop the intention i.e attitude, subjective norms, and perceived behavioral control are examined and analyzed, particularly in the way they generate intention. This study carries out 100 respondents, all of them are those who were being having lunch or diner. Data are analyzed by structural equation modelling particularly Amos programme. The finding shows that the three elements contribute significantly in generating an intention.

Keywords: *attitude, subjective norms, perceived behavioral control, intention*

INTRODUCTION

Yogyakarta is a famous town of culture and tourism. It accordingly allows a lot of tourists whether domestic or foreign people are coming and seeing many ancient heritage and beautiful landscapes. The growth of restaurants is inevitable. They spread out not only in town, but also surround, particularly near the way to well-known tourism objects, such as at (1) Pakem, 15 kms north of Yogyakarta, 8 kms from Kaliurang, (2) Ngosit valley, 16 kms north west of Yogyakarta, a place is on the way to Borobudur Temple, (3) Prambanan, 15 kms eastern of Yogyakarta, which is situated the famous Prambanan Temple and other well-known temples surrounding, (4) Bantul, 15 kms south of Yogyakarta, a place is on the way to Parangtritis Beach, and (5) Minggir, Sleman, 10 kms west of Yogyakarta, which is close to some tourism objects, *i.e.* Beautiful Glagah Beach, Kiskendha Cave, Maria' Sendangsono Cave, Suralaya Hill etc.

To attract people to come each is inevitably should employ particular tactic. Therefore, a competition are virtually tight, not among restaurants which are located in

town, or among restaurants which are surround, but also among both. Low price is usually prominent, but some prefers to highlight taste, particularly those which are located distantly. The restaurant owners convince that consumers want to come at a particular place which is not easy to come usually have an expectation that they will find special food. Seemingly, this tactic works, a lot of people enjoy to come, though to get there needs an hour or more.

One of those who located in a suburb is Lembah Ngosit Restaurant. The restaurant is situated in 300 meters from Magelang Street particularly at kilometer 16. Tourists, whether domestic or foreign, whose destination is the famous Borobudur Temple, as they leave Yogyakarta they will pass that way. The restaurant itself is still close to Yogyakarta, since the Borobudur Temple is still about 22 kms away. Probably it is under consideration that beside tourists, whether foreign or domestic, as a main target, the Yogyakarta's and its surround's residents are likely determined as a subtarget. Tourists and those who enjoy the restaurant will be served a special food particularly roasted fish. The restaurant

also provides some facilities such as swimming pool and camping area, under hope visitors can also join the restaurant.

The appeal of the food, the services, and the facilities probably matches the visitors' need. The restaurant takes benefit from abundant visitors, particularly on Sunday and red-letter days. Eventhough there are likely some domestic tourists (whose destination is Borobudur Temple), but seemingly most are not. It might be detected from cars they use that the car's license plate particularly belonged to Yogyakarta Special Province. In addition, those whose means of transportation is a motorbike very likely are not those who want to go to Borobudur Temple, since it does not make sense to have food here and not at restaurants surroundings the temple while they might give more impression.

The plenty of visitors arises a curiosity feeling, since while there is a lot of such restaurants near Yogyakarta they choose Lembah Ngosit Restaurant. Probably the food and the services delivered make the visitors satisfied, and through word of mouth others know and want to prove the issue. Someone who wants to do something is likely not far from his/her good attitude, whether toward the object or the action itself. Moreover, he/she at least has an intention before doing specific behavior.

The purpose of the study is particularly wants to investigate the consumers' intention to join the restaurant. Is the intention formed by the consumers' attitude and subjective norms? How is the contribution of perceived facilities and control beliefs in generating an intention? Is the intention really activated? Some theoretically reviews are provided. An enlightenment of methods, analysis and findings are reported.

Attitude

An Understanding. Researchers generally examine attitudes by asking questions or making inferences from behavior. It is likely not directly

observable, but should be inferred from what people say or what they do. In short it can be expressed that: "An attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object." (Schiffman & Kanuk, 2000: 200). The word objects explicitly then refers to attitude towards object.

Peter & Olson (2002: 134) give other explanation: "Attitude is a person's overall evaluation of a concept." This definition does not directly denote to an object, since the term of concept implicitly encompasses the term of object. In some extent it refers to behavior. The explanation is as follows. Attitude is an evaluation which implies to affective responses at relatively low levels of intensity and arousal (Peter & Olson, 2002).

The evaluation which generates attitude can be created by both the affective and cognitive system. The affective system automatically produces affective responses i.e. emotions, feelings, moods, and evaluations or attitudes, as immediate, direct responses to certain stimuli. These responses might belong to favorable or even unfavorable, which are generated without conscious, cognitive processing of information about the product. Through classical conditioning processes, these evaluations are associated with a product or brand, and creating an attitude.

Attitude, thereby, comprises of 3 components, cognitive, affective, and conative (Schiffman & Kanuk, 2000: 202). The cognitive component is:

The knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perception commonly take the form of beliefs, that is, the consumer believes that the attitude object

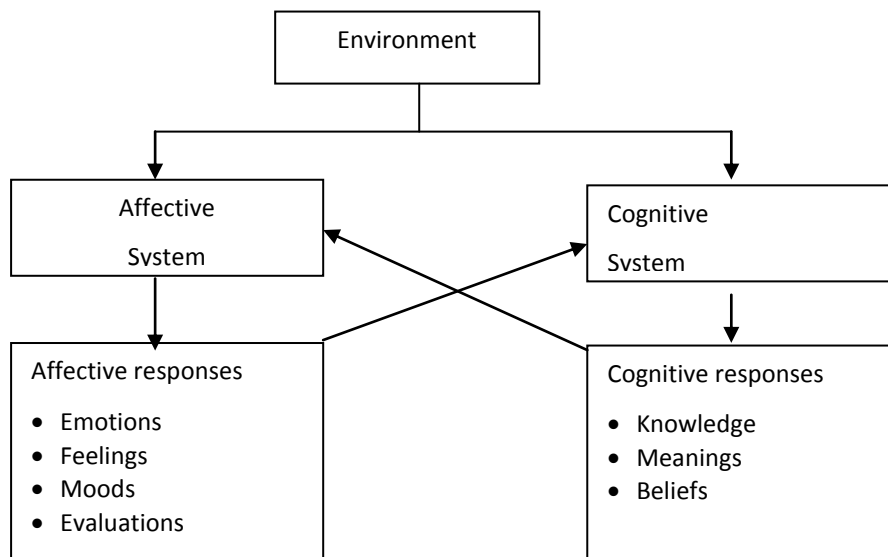
possesses various attributes and that specific behavior will lead to specific outcomes.

Affect refers to feeling responses, whereas cognition consists of mental (thinking) responses (Peter & Olson, 2002). Both are produced by the affective and cognitive systems, respectively. Although the two systems are different, they are interconnected and each influences the other. Whereas the conative component is concerned with the likelihood or tendency that individual will undertake a specific action or behave in a particular way with regard to the attitude object. Shortly, the affect refers to feeling responses, the cognitive component denotes to mental (thinking) responses,

and the conative indicates to action (Peter & Olson, 2002).

Relationship Between Affect and Cognition. While each system can respond independently to aspect of the environment, each system can respond to the output of the other system. For instance, the affective responses such as emotions, feelings, and moods which are produced by the affective system can be interpreted by the cognitive system. These cognitive interpretations, in turn, might be used to make decisions (Figure 1). Consumers' affective reactions to the environment can influence their cognition during decision making as well. For instance, when somebody goes grocery shopping during his or her good mood, he or she will likely spend more money than when he or she is in a bad mood.

Figure 1
The Relationship between the Affective and Cognitive System



Source: Peter & Olson. (2002).

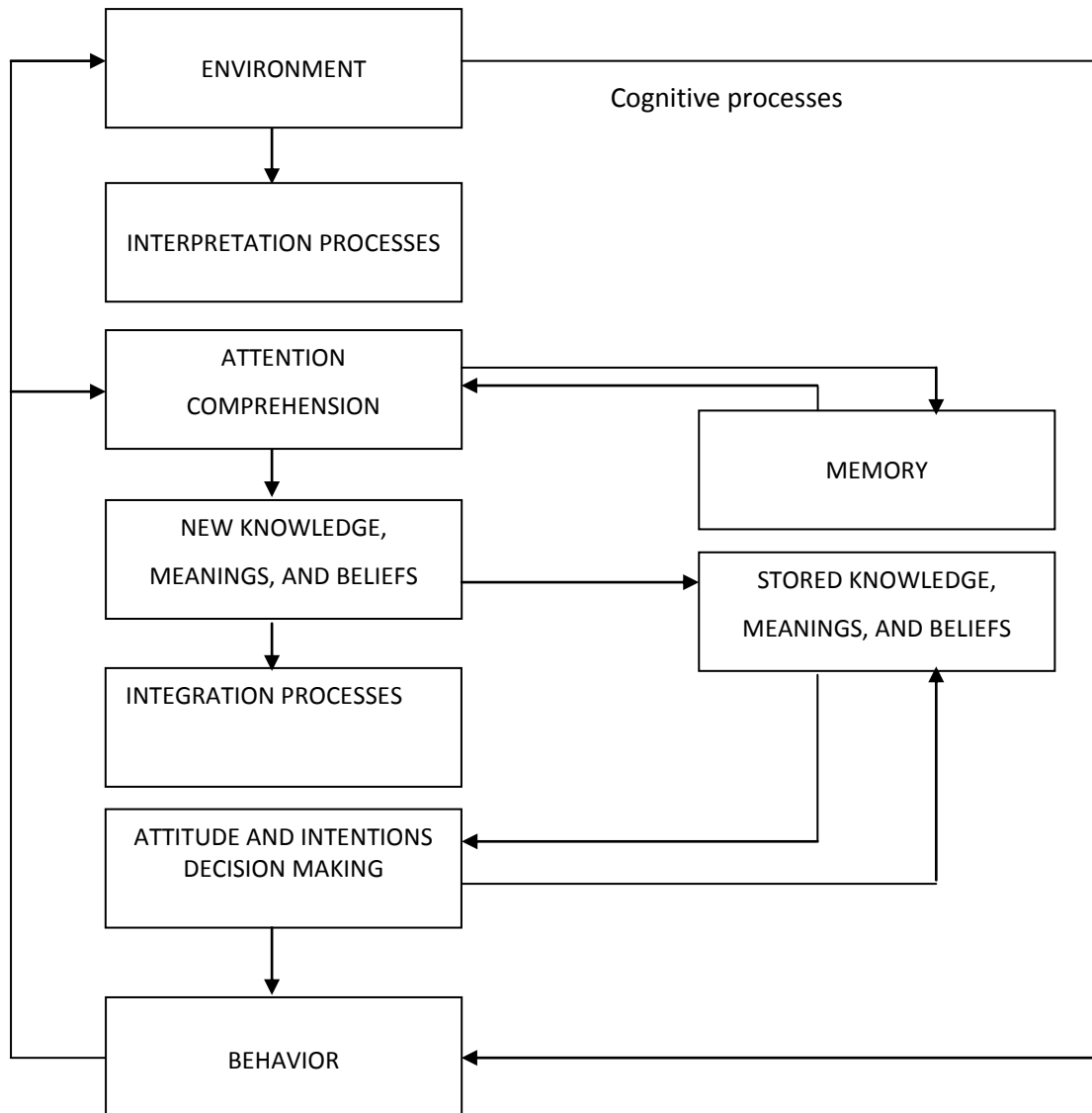
Conversely, consumers' cognitive interpretation of information can trigger affective reactions. People's affective system can be influenced by their cognitive interpretation of their experiences in a situation. For instance, if somebody interprets a salesperson's behavior as helpful, he or she probably will have a favorable affective response.

Making Decisions. A decision making involves cognitive processes such as interpretation, integration, and product knowledge in memory (Figure 2). Consumers should interpret or make sense of information in the environment around them. In the process, they create new knowledge, meanings, and beliefs. Interpretation processes require exposure

to information and involve two related cognitive processes i.e. attention and comprehension. Attention governs how consumers select which information to interpret and which information to ignore.

Comprehension refers to how consumers determine the subjective meaning of information and thus create personal knowledge and beliefs (Peter & Olson, 2002).

Figure 2
Cognitive Processes in the Decision Making



Source: Peter & Olson. (2002).

Figure 2 shows that knowledge, meanings, and beliefs may be stored in memory and later retrieved from memory (activated) and used in integration processes. Integration processes concerns how consumers combine different type of

knowledge to (1) form overall evaluations of products, other objects, and behaviors; (2) make choices among alternative behaviors, such as a purchase (Peter & Olson, 2002).

Consumers also engage in integration processes when they combine knowledge with affective responses to choose a behavior. When consumers choose between different purchase behaviors, they form an intention or plan to buy. Integration processes also are used to make choices among behaviors other than purchasing. For instance, a consumer might integrate knowledge in deciding whether when to go on a shopping trip, whether to pay with a check or a credit card, or whether to recommend a movie to a friend.

In short, making decisions involves the two cognitive processes. Those are interpretation and integration, which both are influenced by product knowledge, meanings, and beliefs in memory.

Attitude toward Behavior. Logically, attitude is in line with behavior. It means that if some body's attitude is favorable towards an object, it leads to favorable behavior as well to purchase. In other words, attitude is prerequisite of behavior to buy. Nevertheless, the assumption does not always work. The incongruity actually had been explored several decades ago by LaPiere's study (1934, in Armitage & Christian, 2003). He took an extensive tour of the United States in the company of young Chinese couple. At the time, there was much anti-Chinese sentiment and so (unknown to his companions) LaPiere made notes of the way they were treated. During their travels, LaPiere and his companions visited 250 establishments, yet only one occasion were they refused service. When LaPiere subsequently wrote to the same establishments, 118 (of the 128 replies) said they would not accept members of the Chinese race as guests at their establishment. He then concluded that there was a large gap between attitudes and behavior, and that questionnaire data could not always be trusted to be reliable. The question then arises is why a favorable attitude toward object does not lead to favorable behavior (buy product).

Scientists examine that attitude toward an object is diverse with attitude toward behavior (Peter & Olson, 2002; Schiffman & Kanuk, 2000). The attitude toward a product is a function of the presence (or absence) and evaluation of certain product-specific beliefs or attributes. It means that consumers generally have favorable attitudes toward those brands that they believe have an adequate level of attributes that they evaluate as positive, and they have unfavorable attitudes toward those brands they feel do not have an adequate level of desired attributes or have too many negative or undesired attributes. Conversely, attitude toward behavior is the individual's attitude toward behaving or acting with respect to an object.

A lot of studies find that attitude toward object are not a good predictor of behavior. One study is Corey's study (1937). His finding indicates that the relationship of attitude to behavior is only $r = 0.02$. It leads to Wicker's study (1969) who concludes that attitude considerably is unrelated or only very slightly relates to behavior. The Wicker's study likely triggers other researchers, such as Baron & Kenny (1986) to further investigate the existence of third variable as moderator or mediator.

Baron & Kenny (1986) propose that a moderator variable partitions a focal independent variable into subgroups that establish its domains of maximal effectiveness in regard to a given dependent variable. The stronger attitudes are likely to be more predictive of people's behavior than are weak attitudes. Some researches then are ignited to further explore. Corner & Sparks' study (2002) indicates that attitudes are generally more predictive of subsequent behavior if they are univalent rather than ambivalent. Likewise, attitudes are more predictive if they are accessible in memory (Kokkinaki & Lunt, 1998). Furthermore, attitudes are more predictive if they are personally involving (Thomsen, Borgida & Lavine, 1995).

Fishbein & Ajzen (1975) introduce the principle of correspondence. To measure the relation of attitude-behavior the measurement should match one another in terms of specific actions. For instance, global attitudes (such as attitude to religion) can not be used to predict very specific actions (e.g attending church). This principle when applied to researches produces more favorable correlation.

The other role of the third variable supposed as mediator. The term mediator refers to a variable that represents the generative mechanism through which the focal independent variable is able to influence the dependent variable of interest (Baron & Kenny, 1986). While a lot of researches executed, most just introduce one variable, namely behavioral intention. Behavioral intentions are regarded as a summary of the motivation required to perform a particular behavior, reflecting an individual's decision to follow a course of action, as well as an index of how hard people are willing to try and perform the behavior (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). The idea that behavioral intentions mediate the attitude-behavior relationship representing a significant move away from the traditional view of attitudes, rather than attitudes being related directly to behavior, attitudes only serve to direct behavior to the extent that they influence intentions (Armitage & Christian, 2003).

Theory of Planned Behavior

The theory of planned behavior was introduced by Ajzen (1991), which actually proposed to remedy a theory existing beforehand, the theory of reasoned action. While it is not discrete with the theory of reasoned action, somebody who wants to understand the theory of planned behavior, suggested even it is a compulsory, to comprehend the theory of reasoned action first

The theory of reasoned action is initially proposed by Fishbein & Ajzen

(1975). They infer that beside attitude as the determinant of behavioral intention, the social pressure is also likely to determine people's intention. Thus within this theory, behavioral intentions are determined by attitudes (overall positive/negative evaluations of behavior) and the perceived social pressure from significant others, subjective norms.

The model ascertains that individuals may possess a large number of beliefs about a particular behavior, but that only a subset are likely to be salient at any one time. Therefore, both attitudes and subjective norms are determined by salient underlying beliefs. Salient behavioral beliefs are held to determine attitudes. Each behavioral belief consists of two components, i.e an outcome belief and an outcome evaluation.

The outcome belief concerns beliefs about the likelihood of particular outcomes occurring, for instance the perceived likelihood that one will lose weight if one diets, or the likelihood that smoking causes cancer. Outcome beliefs are weighted (multiplied) by outcome evaluations to form each behavioral belief. This is based on the rationale that only outcomes that are valued are likely to impact upon one's attitudes.

Normative beliefs consist of two components as well, i.e referent beliefs and motivation to comply. Likewise the behavioral belief the two components should be multiplied to develop normative beliefs, since a person is only like to experience social pressure from particular referents if he or she is motivated to comply with those particular referents. Accordingly, the model of theory of reasoned action comprises of four variables, behavioral intention which have two determinants, attitude and subjective norm, posted as an antecedents of behavior. Formally, the theory of reasoned action can be presented as follows,

$$B \sim BI = A \text{ act } (W1) + SN (w2)$$

Where	B	=	Specific behavior
	BI	=	Consumer's intention to engage in that behavior
	Aact	=	Consumer's attitude toward engaging in that behavior
	SN	=	Subjective norm regarding whether other people want the consumer to engage in that behavior
	w1 and w2	=	Weights that reflect the relative influence of the Aact and SN components on BI

Actually, the theory of reasoned action is one of the most influential models in the predicting human behavior and behavioral dispositions (Jyh, 1998). The model received a lot of support in empirical studies of consumer behavior and social psychology related literature (Ryan, 1982; Sheppard, Hartwick, & Warshaw, 1988). It, however, has limitation in predicting behavioral intentions and behavior when consumers do not have volitional control over their behavior (Ajzen, 1991; Taylor & Todd, 1995).

Even Ajzen (1988: 127) concedes that, "The theory of reasoned action was developed explicitly to deal with purely volitional behaviors". In other words, it refers to relatively simple behaviors, where successful performance of the behavior required only the formation of intention. Furthermore, the theory of reasoned action implies that behavior is solely dependent on personal agency (i.e the formation of an intention), and that control over behavior (for instance, personal resources, or environmental determinants of behavior) is relatively unimportant (Armitage & Christian, 2003).

The theory of planned behavior was proposed to remedy these limitations (Ajzen, 1991). It includes another source that will have influence on behavioral intentions and behavior, perceived behavioral control, in the model. The inclusion of perceived behavioral control as a predictor of behavior is based on the

rationale that holding intention constant, greater perceived control will increase the likelihood that enactment of the behavior will be successful. Furthermore, to the extent to which perceived behavioral control reflects actual control, perceived behavioral control will directly influence behavior. Therefore, it acts as both a proxy measure of actual control and a measure of confidence in one's ability.

As with the attitude and subjective norm constructs, Ajzen posited that control beliefs underpin perceived behavioral control. Control beliefs are the perceived frequency of facilitating or inhibiting factors multiplied by the power of those factors to inhibit/facilitate the behavior in question. Congruent with the other belief components in the theory of planned behavior, it is the control beliefs that are salient at any one time which determine global perceptions of control.

Model and Components. The model proposed by Azjen (1991) is a remedy of the theory of planned behavior. In other words, the theory of planned behavior is based on the theory beforehand which signifies that the predictors of behavioral intention are attitude toward behavior and subjective norm. The theory of planned behavior then just compiles a third component i.e. perceived behavioral control (Figure 3). Components of the model are as follows,

- a. Behaviors, are specific action directed at some target object.

Behaviors always occur in a situational context or environment and a particular time.

- b. Behavioral Intention (BI), is a proposition connecting self and a future action. One can think of an intention as a plan to engage in specified behavior in order to reach the goal. Behavioral intentions are created through a choice/decision process in which belief about two types of consequences, i.e. Aact and SN, are considered and integrated to evaluate alternative behaviors and select among them. Behavioral intentions are vary in strength, which can be measured by having consumers rate the probability that they will perform the behavior of interest.
- c. Attitude toward behavior or action (Aact), reflects the consumer's overall evaluation of performing the behavior. The strengths and evaluations of the salient beliefs about the consequences of a behavior are measured in the same way as measuring beliefs about product attributes, that is,

$$Aact = \sum_{i=1}^n b_i e_i$$

- d. Subjective or social norm (SN), reflects consumers' perceptions of what they think other people want

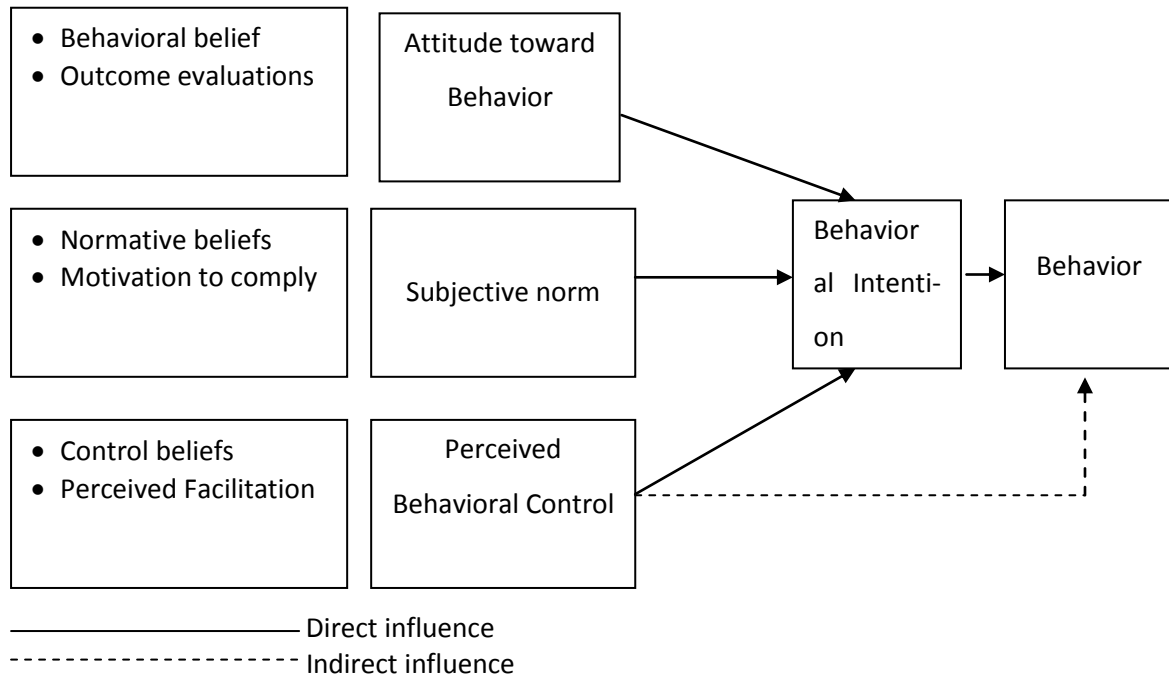
them to do. Consumers' salient normative beliefs (NB1) regarding 'doing what other people want me to do' and their motivation to comply with the expectation of these other people (MC1) are combine to form SN. Thus,

$$SN = \sum_{j=1}^m NB1_j MC1_j$$

- e. Perceived behavioral control, acts as both a proxy measure of actual control and a measure of confidence in one's ability. As with the attitude and subjective norm constructs, control beliefs underpin perceived behavioral control. Control beliefs are the perceived frequency of facilitating or inhibiting factors multiplied by the power of those factors to inhibit/facilitate the behavior in question. Congruent with the other belief components in the theory of planned behavior, it is the control beliefs that are salient at any one time which determine global perceptions of control.

$$PBC = \sum_{k=1}^o CB1_k PF1_k$$

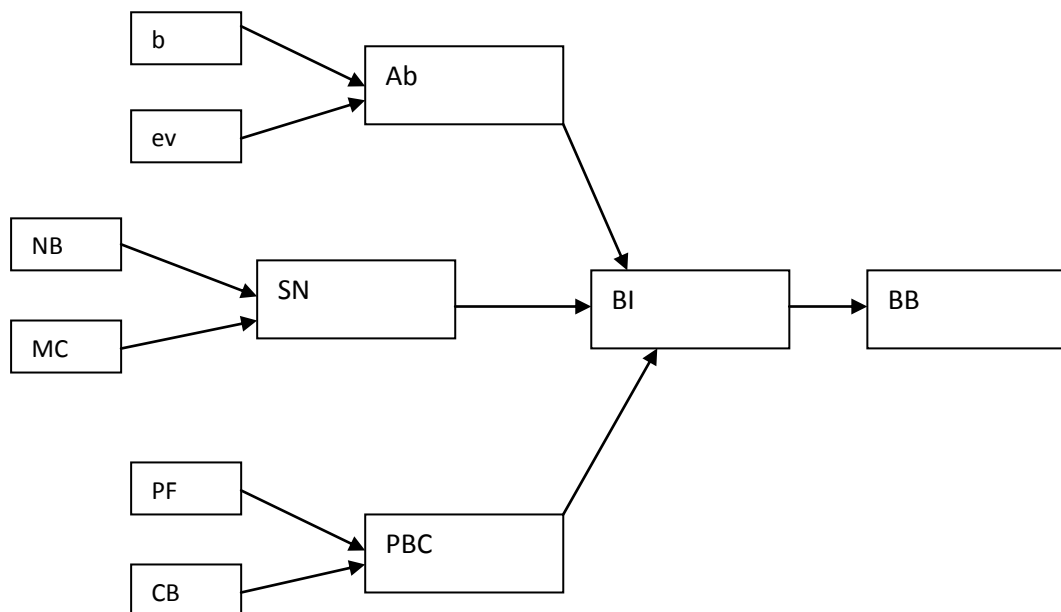
Figure 3
Model of Theory of Planned Behavior



Research Model and Hypotheses

Based on the theory and the purpose of the study, a proposed research model and hypotheses can be derived as follows,

Figure 4
Research Model



Notes:

- b : behavior
- ev : evaluation of performing the behavior
- Ab : Attitude toward behavior

- NB : Normative Believe
- MC : Motivation to Comply
- SN : Subjective Norms

- PF : Perceived Facilities
- CB : Control Belief
- PBC : Perceived Behavioral Control

- BI : Behavioral Intention
- BB : Behavior to Buy

The proposed hypotheses are:

- H1 : Attitude toward behavior (Ab) influences Behavioral Intention (BI)
- H2 : Subjective Norms (SN) influences Behavioral Intention (BI)
- H3 : Perceived Behavioral Control (PBC) influences Behavioral Intention (BI)
- H4 : Behavioral Intention (BI) influences Behavior to Buy (BB)

Method

Sample is drawn through purposive sampling, particularly judgment and convenient technique (Cooper & Schindler, 2001). Data collected by questionnaires, distributed to 100 respondents who come and provided by the restaurant’s service. After being examined based on data completion, the 100 questionnaire forms supposed liable to be further administered.

The variables employed in this study *i.e.* behavior, evaluation, Attitude, Normative Believe, Motivation to Comply, Subjective Norms, Perceived Facilities, Control Belief, Perceived Behavioral Control, Behavioral Intention, and Behavior to Buy), measured in accordance with Fishbein & Ajzen (1975) and Azjen (1991). The Likert scale was operated

corresponding to a five-point scale ranging from 1 (= completely disagree) to 5 (= completely agree). The instrument, which denoted to indicators, would firstly be justified through confirmatory factor analysis. Further, data were analyzed by employing Amos 5.0.

Confirmatory Factor Analysis

The confirmatory factor analysis was simultaneously executed. The first execution produced χ^2 , *cmin/df*, GFI, AGFI, and TLI score, which were not in accordance with good indices. It was however, likely indicated that there was no difference between covariance sample matrix and population covariance matrix estimated (Table 1). Nevertheless, it might be remedied.

Table 1
Simultaneously Confirmatory Factor Analysis

	χ^2	p	<i>cmin/df</i>	GFI	AGFI	TLI	RMSEA
Initial	347.923	0.000	12.886	0.715	0.525	0.790	0.346
2 nd change	29.835	0.231	1.193	0.945	0.902	0.997	0.044

Source: data analysis

A second execution was made utilizing the first model but added with an interrelation between e1 and e2, e5 and e6 under assumption that the interrelation was theoretically justified since the error

originated from the same variable. As a result, *cmin/df*, GFI, and TLI were better off (Table 1), which produced standardized regression weight for all indicators > 0.4 (Table 2).

Figure 5
The Second Simultaneously CFA

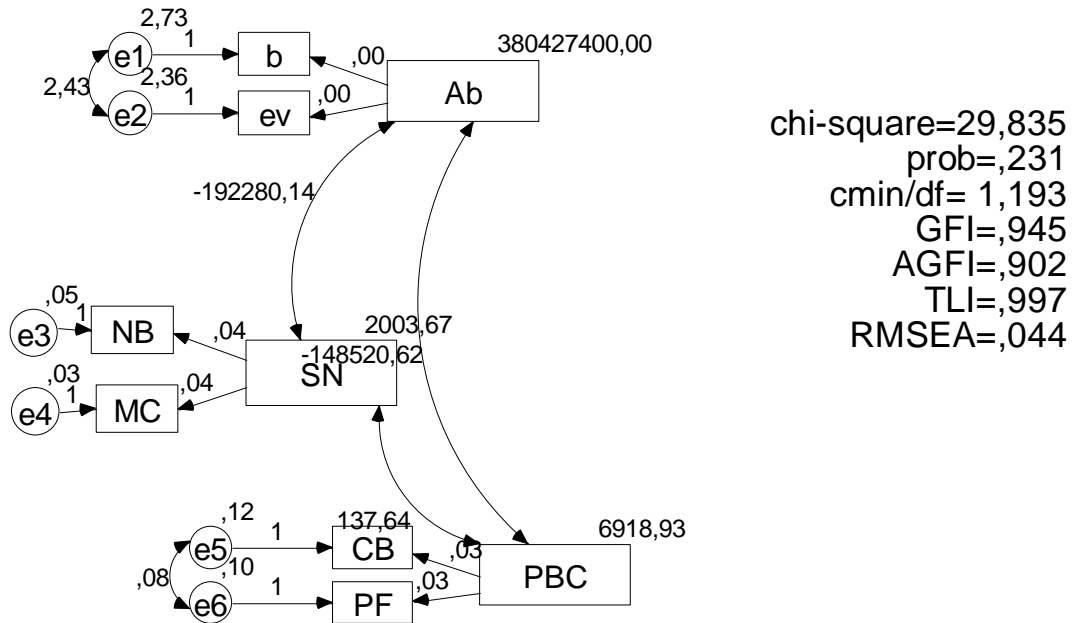


Table 2
Standardized Regression Weights

			Estimate
b	<---	Ab	0,971
ev	<---	Ab	0,972
NB	<---	SN	0,993
MC	<---	SN	0,995
CB	<---	PBC	0,992
PF	<---	PBC	0,993

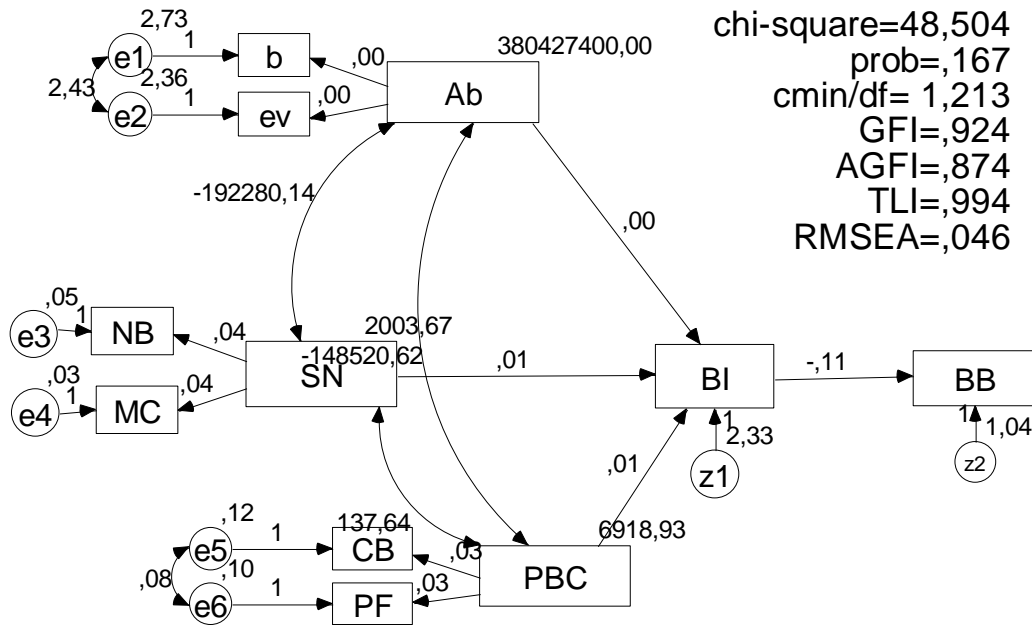
Source: data analysis

The Structural Equation Model

The structural equation model yielded TLI score was more than 0.9 (i.e 0.994). In addition, chi-square, cmin/df, GFI and RMSEA score indicated more than

required. Though one indicator *i.e.* AGFI score was not appropriate, the model belonged to one which its covariance sample matrix and population covariance matrix estimated were similar (Figure 6).

Figure 6
The Structural Equation Modelling



Reliability Measurement

The principal approach used in assessing the measurement model is the composite reliability and variance extracted measures. The term composite reliability frequently denotes to construct validity (Ghozali, 2005). Reliability is: “A measure of the internal consistency of the construct indicators, depicting the degree to which they ‘indicate’ the common latent (unobserved) construct” (Hair *et al.* 1998: 641). The variance extracted measure is: “The overall amount of variance in the

indicators accounted for by the latent construct” (Hair *et al.* 1998: 642).

The structural equation modeling produced construct reliability (CR) for each variable as follows: variable Ab 0.97; variable SN 0.99; variable PBC 0.99 (Table 3). The CR scores were appropriate since they were more than 0.70 (Ghozali, 2005). Like wise, the variance extracted (VE) belonged to good measurement since they were above the cut-off point (i.e 0.50) (Ghozali, 2005) (Table 3).

Table 3
Construct Reliability and Variance Extracted

Factor	Construct Reliability			Variance Extracted		
	Value	Cut-off	Title	Value	Cut-off	Title
Ab	0.97	0.70	Reliable	0.94	0.50	Reliable
SN	0.99	0.70	Reliable	0.99	0.50	Reliable
PBC	0.99	0.70	Reliable	0.98	0.50	Reliable

Source: data analysis

Test of Hypotheses

The regression weights output indicated that all predictors worked in accordance with the theory of planned behavior. The three determinants, *i.e.* attitude toward behavior, subjective norm, and perceived

behavioral control possessed significant influence to behavioral intention. Likewise, the behavioral intention held a good effect on behavioral to buy (Table 4).

Table 4
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
b	<---	Ab	0,028	0,000	56,435	***	par_1
ev	<---	Ab	0,029	0,000	58,714	***	par_2
NB	<---	SN	0,040	0,000	83,622	***	par_3
MC	<---	SN	0,040	0,000	97,316	***	par_4
CB	<---	PBC	0,033	0,000	<u>80,607</u>	***	par_5
PF	<---	PBC	0,033	0,000	85,732	***	par_6
BI	<---	Ab	0,000	0,000	2,121	0,034	par_7
BI	<---	SN	0,012	0,004	3,531	***	par_8
BI	<---	PBC	0,006	0,002	3,223	0,001	par_9
BB	<---	BI	0,000	0,000	4,135	0,036	par_13

Source: Coefficient Parameter Output

Discussion

The appropriateness of the findings of the study to the theory of planned behavior denotes that the favorable attitude of the Lembah Ngosit Restaurant brings into line with the normative belief and the perceived behavioral control to generate a behavior *i.e.* coming and having lunch or dinner at the restaurant through an intention. The respondents were particularly examined during lunch time or dinner time under expectation that a lot of people would come. If in the beginning of the study, it was supposed that the role of the word of mouth in generating an intention to come to the restaurant was important, the finding supports the presumption, particularly denoted by the subjective norms through the normative belief and motivation to comply indicator. Thus, the restaurant owner's should seriously takes into account the role of the word of mouth. It might induce a lot of people to come probably just in a short time, but conversely it also might reduce a popularity in a couple of weeks.

The visitor's impression of the service should likely be improved. Probably the owner should consider to provide other facilities such as a meeting room and an inn. It might be appropriate since the restaurant's location is in a suburb. Consequently, the owner might promote such suburb sight-seeing tour agenda. In special days the restaurant might present traditional show or other attractive entertainment. It allows the restaurant to expand the target market not only to those who want to

go to Borobudur Temple, or those who live in a surround, but also to those who live in a distant who want to take pleasure of conditional change.

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