

**THE DETERMINANT VARIABLE OF PURCHASE INTENTION BASED
ON USES AND GRATIFICATION THEORY
AND THEORY OF PLANNED BEHAVIOR**

Thesis

Presented as Partial Fulfillment of the Requirements for
the Degree of Bachelor of Management
(S1)

in International Business Program Faculty of Business and Economics

Yogyakarta Atma Jaya University



Arranged by :

Clarentia Valenz Wahyudi

Student ID : 191224692

**FACULTY OF BUSINESS AND ECONOMICS
ATMA JAYA UNIVERSITY YOGYAKARTA**

2023

Thesis

**THE DETERMINANT VARIABLE OF PURCHASE INTENTION BASED
ON USES AND GRATIFICATION THEORY
AND THEORY OF PLANNED BEHAVIOR**



Arranged by :

Clarentia Valenz Wahyudi

Student ID : 191224692

Has been reviewed and approved by :

Supervisor

A handwritten signature in black ink, appearing to be "W. Mahestu N. Krisjanti".

W. Mahestu N. Krisjanti, SE., M.Sc., IB, Ph.D.

12 June 2023

LETTER OF STATEMENT

**THE DETERMINANT VARIABLE OF PURCHASE INTENTION BASED
ON USES AND GRATIFICATION THEORY
AND THEORY OF PLANNED BEHAVIOR**

Has been prepared and arranged by:

Clarentia Valenz Wahyudi

Student ID: 191224692

Has been defended in front of examiners in 11 July 2023

And accepted as fulfillment of the requirements for the Degree of Sarjana
Manajemen (S1) in International Business and Management Program

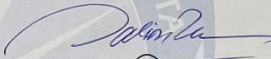
Composition of examination committee

Head of Examiner,

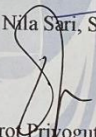


W. Mahestu N. Krisjanti, SE., M.Sc., IB, Ph.D.

Member of Examiners,



Nadia Nila Sari, SE., MB

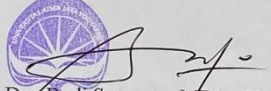


Drs. C. Jarot Priyogutomo, MBA

Yogyakarta, 17 July 2023

Dean of Faculty Business and Economics

Atma Jaya University Yogyakarta



Drs. Budi Suprpto, MBA., Ph.D.

AUTHENTICITY ACKNOWLEDGEMENT

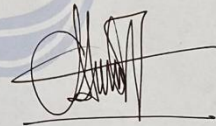
I, Clarentia Valenz Wahyudi, the undersigned, hereby declare that the thesis with the title:

THE DETERMINANT VARIABLE OF PURCHASE INTENTION BASED ON USES AND GRATIFICATION THEORY AND THEORY OF PLANNED BEHAVIOR

Is fully my own work as the researcher. Statements, ideas, and quotations either directly or indirectly sourced from writings or ideas from others and no work has ever been submitted to obtain a bachelor's degree at a university. There are no works or opinions that have ever been written or published by others stated in writing the bibliography. And it has been proven to be an original and authentic writings for my final project with no plagiarism from other projects.

Yogyakarta, June 12th 2023

The researcher



Clarentia Valenz Wahyudi

ACKNOWLEDGEMENT

Thankyou God Almighty for His blessings and protection until the thesis with the title: **“THE DETERMINANT VARIABLE OF PURCHASE INTENTION BASED ON USES AND GRATIFICATION THEORY AND THEORY OF PLANNED BEHAVIOR”** can be completed correctly and smoothly. And as a result of this, I express my deepest gratitude to:

1. Family, especially parents, Kristianto Wahjudi and Inneke Kusumadewi always provide support in the form of prayers and words so that they can complete this thesis well. And my sibling, Justine Lionel Wahyudi who always gives encouragement in preparing the thesis.
2. My supervisor, Mrs. Wenefrida Mahestu Noviantra Krisjanti, S.E., M.Sc., IB, Ph.D., always takes the time to guide me and provide many suggestions on my thesis.
3. William Alexander Irawan as a supportive partner who always accompanies and gives a lot of support to me in preparing my thesis. Also, thankyou for all the help in the form of suggestions in the preparation of this thesis.
4. Erlando Dominico as a supportive friend who always helps in giving directions in writing a thesis so that it can be a good thesis arrangement.
5. Karin Hosanna Chianarty as a supportive best friend and fellow thesis fighter who always provides moral support. And thank you for the memorable 4 years while studying together.
6. Keluarga Cie (Gloria, Alexa, Nia, Ardelia, Brenda, Ivan, Ian, Deva, and Kevin) who always accompany and provide support so that they can complete this thesis well.
7. Toxic Family (Almer, Wahyu, Felix, Grace, Koko, and Yohan) who always accompany me in the preparation of the thesis and always provide endless moral support.
8. IBMP (International Business and Management Program) batch 2019 for togetherness for 4 years of studying together and the help that always comes.

9. And all my friends who cannot be mentioned. Thank you very much for the support that has been given.

The researcher realizes that there are many shortcomings and limitations in this thesis. Researchers openly accept all forms of input and criticism with the aim of perfecting further research. And the researcher hopes that this thesis can help all readers to add insight into various aspects.

Yogyakarta, 17 July 2023

The researcher



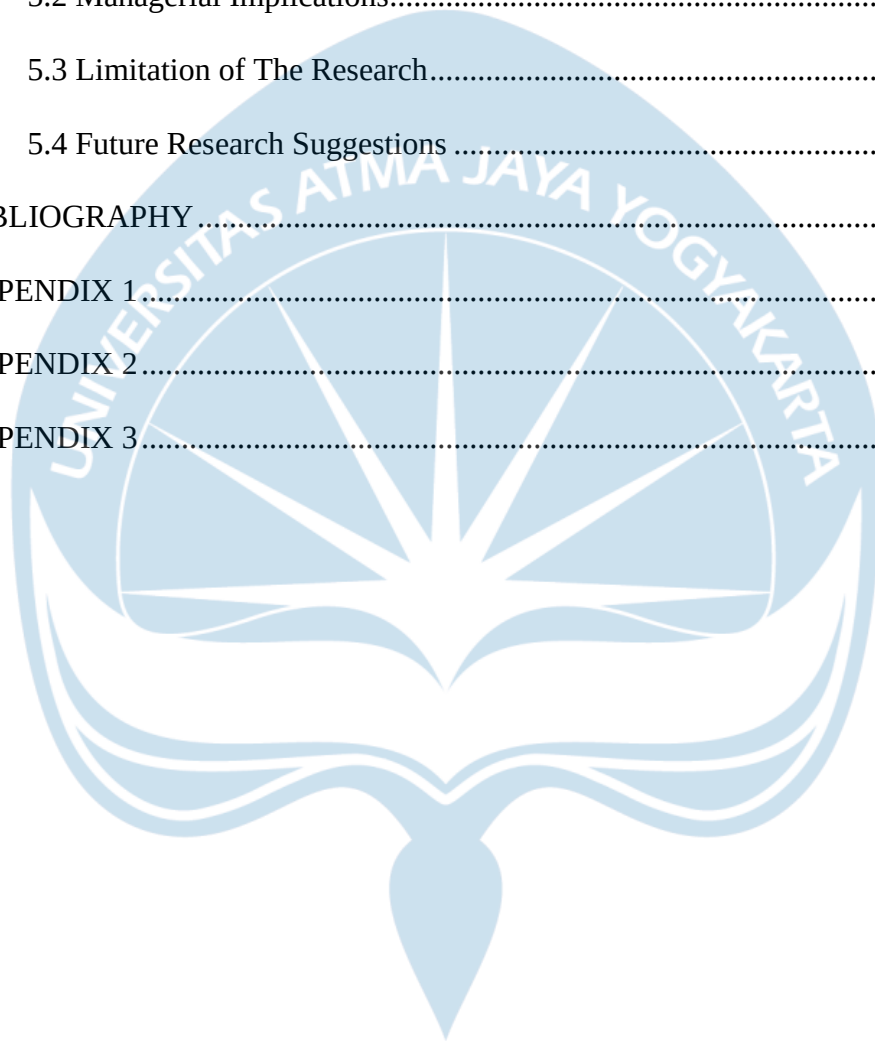
Clarentia Valenz Wahyudi

LIST OF CONTENT

TITLE PAGE	i
APPROVAL PAGE	ii
LETTER OF STATEMENT	iii
ACKNOWLEDGEMENT	iv
LIST OF CONTENT	vii
LIST OF TABLE	x
LIST OF FIGURE.....	xii
ABSTRACT.....	xiii
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Research Questions	4
1.3 Research Objectives	5
1.4 Research Benefits	5
1.5 Systematics of Writings.....	6
CHAPTER II LITERATURE REVIEWS	7
2.1 Theoretical Background	7
2.1.1 Social Network Services	7
2.1.2 Uses and Gratification.....	8
2.1.3 Theory of Planned Behavior	8
2.1.4 Subjective Norm.....	9
2.1.5 Perceived Behavioral Control (PBC).....	9
2.1.6 Purchase Intentions	9
2.1.7 Attitudes	10

2.2 Previous Studies	10
2.3 Hypotesis Development	12
2.4 Research Models	17
CHAPTER III RESEARCH METHODOLOGY	18
3.1 Research Types	18
3.2 Data Collection and Measurement Method.....	18
3.3 Sample and Sampling Method	19
3.4 Face Validity	19
3.5 Operational Definition and Research Indicators	20
3.6 Descriptive Analysis	28
3.7 Research Instrument Testing Method	28
3.8 Validity Test.....	28
3.8.1 Measurement Evaluation Model (Outer Model)	28
3.8.2 Structural Model (Inner Model)	29
3.8.3 Hypotheses Testing	29
CHAPTER IV DATA ANALYSIS AND DISCUSSION	31
4.1 Introduction	31
4.2 Respondent Profiles	31
4.3 Descriptive Analysis	32
4.4 SEM-PLS Analysis	39
4.4.1 Measurement Evaluation Model (Outer Model)	40
4.4.2 Inner Models	47
4.4.3 Hypotheses Testing	48

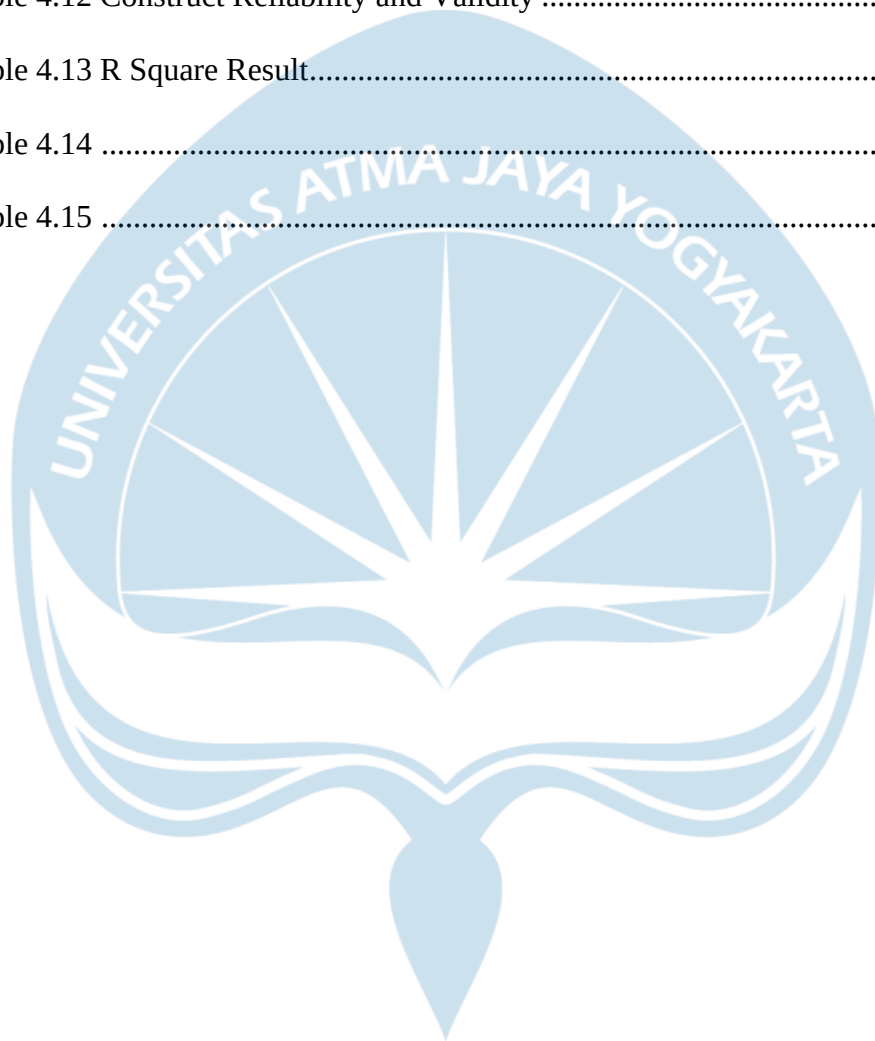
4.5 Discussions.....	51
CHAPTER V CONCLUSION	54
5.1 Conclusion	54
5.2 Managerial Implications.....	55
5.3 Limitation of The Research.....	55
5.4 Future Research Suggestions	56
BIBLIOGRAPHY	57
APPENDIX 1.....	66
APPENDIX 2.....	71
APPENDIX 3.....	96



LIST OF TABLES

Table 2.1 Previous Studies.....	10
Table 3.1 Face Validity	20
Table 3.2 Operational Definition and Research Indicator Questionnaire (English Version)	21
Table 3.3 Operational Definition and Research Indicator Questionnaire for Erigo Apparel Respondent (Indonesian Version)	25
Table 3.4 Class Interval Distribution	28
Table 4.1 Distribution of Respondents by Gender	31
Table 4.2 Distribution of Respondents based on Budget for Buying Fashion Products in 2 months.....	32
Table 4.3 Description of Respondents' answers based on the Uses & Gratification variable.....	32
Table 4.4 Description of Respondents' Answers based on the Subjective Norm variable.....	34
Table 4.5 Description of Respondents' Answers based on the Attitude variable ..	35
Table 4.6 Description of Respondents' answers based on the Behavioral Control variable.....	35
Table 4.7 Description of Respondents' Answers based on the Social Media Intention variable	36
Table 4.8 Description of Respondents' Answers based on the Social Media Use variable.....	37
Table 4.9 Description of Respondents' Answers based on the Purchase Intention	

variable.....	38
Table 4.10 Outer Loading (Measurement Model)	40
Table 4.11 Cross Loading	43
Table 4.12 Construct Reliability and Validity	45
Table 4.13 R Square Result.....	47
Table 4.14	48
Table 4.15	51



LIST OF FIGURES

Figure 2.1 Research Framework	17
Figure 4.1 Structural Model	39
Figure 4.2 Construct Model	40



ABSTRACT

THE DETERMINANT VARIABLE OF PURCHASE INTENTION BASED ON USES AND GRATIFICATION THEORY AND THEORY OF PLANNED BEHAVIOR

Arranged by:

Clarentia Valenz Wahyudi

191224692

Supervisor:

Wenefrida Mahestu Noviandra Krisjanti, S.E., M.Sc., Ph.D.

Abstract

Objective - To see and know the effect of uses & gratification, attitude, subjective norms, behavioral control, social media intention, and social media use on purchase intention.

Design/methodology/approach - The design of the research conducted is quantitative research. The method used in taking the sample in this study is purposive sampling with the criteria of respondents who know the Erigo Apparel brand and who have bought the Erigo Apparel brand. The questionnaire was distributed online via Google form, collected as many as 130 respondents and all data is processed using SmartPLS software.

Findings - The results showed a significant influence on behavioral control variables, social media intention, and social media use on purchase intention.

Research limitations/implications - In future research, it is suggested to add some additional variables to strengthen the independent variables.

Practical implications - Erigo Apparel is advised to continue to carry out promotional media using social media because social media plays an important role in increasing the purchase intentions of Erigo Apparel consumers

Keywords: uses & gratification, attitude, subjective norm, behavioral control, social media intention, social media use, and purchase intention.

