



Research Article

Pengaruh Sikap dan Kontrol Perilaku yang Dirasakan terhadap Minat Pembelian pada Restoran Sambal Bakar

Muhammad Faiz Zidan¹, Ahmad Nuh², Huslan Husada³

1. Student at Al Wafa Sharia College; faizzidann@gmail.com
2. Lecturer at Al Wafa Sharia College; nuh.works@gmail.com
3. Student at Al Wafa Sharia College; suhadawirun@gmail.com

Copyright © 2025 by Authors, Published by **Demagogi: Journal of Social Sciences, Economics and Education**. This is an open access article under the CC BY License <https://creativecommons.org/licenses/by/4.0/>

Received : September 17, 2024

Revised : October 12, 2024

Accepted : October 26, 2024

Available online : January 21, 2025

How to Cite: Muhammad Faiz Zidan, Ahmad Nuh, & Huslan Husada. (2025). The influence of Attitude and Perceived Behavior Control on purchase intention at Sambal Bakar (restaurant). *Demagogi: Journal of Social Sciences, Economics and Education*, 3(1), 42-54. <https://doi.org/10.61166/demagogi.v3i1.36>

The influence of Attitude and Perceived Behavior Control on purchase intention at Sambal Bakar (restaurant)

Abstract. This study aims to examine the influence of attitude, trust, subjective norms, personal innovativeness, and perceived behavior control on purchase intention at Sambal Bakar, a restaurant. The study will employ the Theory of Planned Behavior (TPB) to understand the relationships between these variables and their impact on customers' intentions to purchase food from the restaurant. The research will be conducted on a sample of customers who have previously visited Sambal Bakar, and data will be collected using a self-administered questionnaire. The findings of this study will provide valuable insights into the factors that influence purchase intention at Sambal Bakar and help restaurant managers develop strategies to improve customer satisfaction and loyalty.

Keywords; The influence, Attitude, Perceived Behavior

Abstrak. Penelitian ini bertujuan untuk menguji pengaruh sikap, kepercayaan, norma subjektif, inovasi pribadi, dan kontrol perilaku yang dirasakan terhadap niat pembelian di Sambal Bakar, sebuah restoran. Penelitian ini akan menggunakan Teori Perilaku Terencana (TPB) untuk memahami hubungan antara variabel-variabel ini dan dampaknya terhadap niat pelanggan untuk membeli makanan dari restoran tersebut. Penelitian akan dilakukan pada sampel pelanggan yang sebelumnya pernah mengunjungi Sambal Bakar, dan data akan dikumpulkan menggunakan kuesioner yang diisi sendiri. Temuan penelitian ini akan memberikan wawasan berharga tentang faktor-faktor yang memengaruhi niat pembelian di Sambal Bakar dan membantu manajer restoran mengembangkan strategi untuk meningkatkan kepuasan dan loyalitas pelanggan.

Kata Kunci ; Pengaruh, Sikap, Perilaku yang Dirasakan

INTRODUCTION

In the highly competitive food industry, understanding the factors that influence customers' purchase intentions is crucial for restaurant managers to develop effective marketing strategies and improve customer satisfaction. Sambal Bakar, a restaurant known for its unique culinary offerings, is no exception. This study aims to investigate the influence of attitude, trust, subjective norms, personal innovativeness, and perceived behavior control on purchase intention at Sambal Bakar.

The Theory of Planned Behavior (TPB) will be employed to understand the relationships between these variables and their impact on customers' intentions to purchase food from the restaurant. The TPB suggests that attitudes, subjective norms, and perceived behavioral control are the key factors that influence behavioral intentions, which in this case would be the intention to purchase food from Sambal Bakar.

Attitude refers to the overall evaluation of a particular behavior or object. In the context of Sambal Bakar, the attitude towards purchasing food from the restaurant would be influenced by factors such as the quality of the food, the ambiance, the service, and the price. Trust, on the other hand, is the belief that the restaurant will deliver on its promises and provide a positive dining experience. Subjective norms are the individual's perception of what others think they should do, while personal innovativeness reflects an individual's willingness to try new things. Perceived behavioral control refers to the individual's belief in their ability to perform a behavior.

This research will be conducted on a sample of customers who have previously visited Sambal Bakar, and data will be collected using a self-administered questionnaire. The findings of this study will provide valuable insights into the factors that influence purchase intention at Sambal Bakar and help restaurant managers develop strategies to improve customer satisfaction and loyalty.

LITERATURE REVIEW

Purchase Intention and Attitude

Purchase intention is a strong tendency or desire within an individual to carry out purchasing behavior or use a product/service. According to Henry Assael (1984; p44) purchase intention is a condition where consumers intend to buy a product or service that has the highest level of expectations. In the process of purchasing interest, a consumer evaluates first before making a purchase. In the evaluation process itself, people who are interested in buying will emerge. A consumer will not immediately carry out the purchasing process, they will carry out evaluations such as choosing which store to visit, when to buy, and other things. Purchase intention is a condition where consumers intend to buy a product. A purchase intention has several stages, these stages can be used as indicators of purchase intention.(Giovani Antania Hanjani, 2019)

Purchase Intention can be interpreted as the possibility that consumers will purchase a particular product. The customer's willingness to buy has a higher probability, even though the customer may not actually buy it. Purchase Intention is determined by the benefits and value perceived by consumers. Purchase Intention is the stage before the purchase decision in the purchasing decision making process.(Ridwan et al., 2018)

Purchase Intention is the decision-making process by consumers to buy a product. This process involves stages such as problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. Purchase Intention is influenced by various factors, such as brand awareness, brand image, product knowledge, and risk. This conclusion is based on research which shows that Purchase Intention is greatly influenced by the perceptions and desires of each customer, as well as by effective marketing strategies such as effective communication and industry trend analysis..(Purwianti & Ricarto, 2018)

Personal Innovativeness and Purchase Intention

Personal innovation is an activity or effort to create something completely different from before. Innovativeness is always associated with creativity, because it is through creation that brilliant ideas usually emerge. Personal innovativeness in information technology is an important concept that individuals have to try the latest information technology and is a person's willingness to accept developments in information technology that are developing every year(Mulyani & Nugraha, 2022).

Innovation is often recognized as a personality construct that predicts the tendency of innovative individuals to adopt various developing technological innovations (Choi, 2005). The existence of innovation in these individuals will offer some interesting insights into what factors influence someone to adopt a technology that is new to them.

Personal innovativeness has a significant positive influence on purchase intention. Innovative consumers are more likely to try new products or services and have the intention to purchase (Fahlevi, 2022).

Trust can be in the form of confidence in someone to occupy a certain position because it is recognized that he has ability and honesty. Trust is a concept related to trust and confidence that someone or something will do what is expected. In a social context, this belief brings with it a more vulnerable self towards others, assuming that others will behave in ways that benefit the self. This trust cannot be controlled by the trusted party, so the trusted party has the risk of failure or loss if other people do not behave as expected. (Heimer, 2000).

In a business context, trust is often defined as reliability in transactions. This trust allows trusted parties to carry out transactions without worrying about cheating or fraud. In a legal context, a trust is a legal entity that has separate rights and obligations, such as a person or corporation. These trusts can be used to protect assets and regulate how they will be inherited after death, as well as to avoid probate fees and taxes(Robert H. Sitkoff, 2014).

Trust has a positive and significant effect on purchasing decisions. Consumer trust in the products and services produced by the company can increase consumer loyalty. Trust has an important role in influencing purchasing decisions, customer retention, and interpersonal relationships. Trust issues can occur due to past experiences and require a long process to recover and recover from this condition(Choi, 2005).

Subjective Norms and Purchase Intention

Subjective norms are a person's perception or view of other people's beliefs which will influence a person's behavior. Subjective norms are a concept in social psychology that refers to social pressures that are understood by individuals to carry out certain behavior. In synthesis, subjective norms consist of two main components: the individual's perception of what is expected by others and the motivation to conform to these expectations.t(Ham et al., 2015).

Subjective norms are one of the main components in the theory of planned behavior (Theory of Planned Behavior) developed by Icek Ajzen. Subjective norms refer to an individual's perception of social pressure to perform or not perform an action. In other words, it is a belief about how the people around an individual (such as family, friends, or coworkers) will perceive or expect a particular behavior.(Aikaterini Makatouni, 2009).

subjective norms is that they reflect the influence of social pressure on individual intentions and behavior. Subjective norms describe the extent to which a person feels that important people in his life expect or support a certain behavior. In other words, subjective norms show how perceptions of other people's hopes and views can influence individual decisions and actions.(Rahmah, 2011)

Perceived Behavior Control and Purchase Intention

Perceived behavioral control is an individual's perception of how easy or difficult it is to carry out a certain behavior. In a theoretical context, perceived behavioral control is used in behavioral theories designed to predict behavior through intentions. Perceived behavior is a concept in the theory of planned behavior that refers to an individual's perception of their ability and confidence in carrying out a

behavior. Perceived behavior control (PBC) is defined as a person's perceived ability and confidence in carrying out a behavior, which will later shape a behavior(Godin, 2003).

Perceived behavioral control is an individual's belief about the extent to which they have control over performing or not performing an action. This includes perceptions about the ease or difficulty that will be encountered when performing the behavior, as well as the confidence to do so(Ajzen, 2002).

Perceived behavioral control has a significant influence on purchase intention in product categories, including cleanliness, price, availability, etc. Perceived behavioral control increases consumers' perceived convenience and increases product purchase intentions. Perceived behavioral control includes an individual's beliefs about his or her ability to overcome obstacles and take advantage of opportunities related to purchasing actions. When someone feels they have sufficient control—whether in terms of financial capabilities, access to products, or ease of the purchasing process—they tend to have stronger intentions to make a purchase(Johny Budiman, 2021).

METHODOLOGY

In this study, we adopted a partial path analysis (PLS-PM) approach using SmartPLS software to examine the relationships between construct variables in our conceptual framework. This approach allows us to explore and validate our structural model by taking into account latent variables and their influences simultaneously.

ANALYSIS

Data Collection

Table 1 Discriminant Validity

The table provided displays the results of various studies related to the influence of attitude, subjective norms, perceived behavioral control, and other variables on purchase intentions. The following is an explanation for each variable:

1. Attitude

- In Siaputra's research, the attitude coefficient was 0.868, indicating a significant positive effect on purchase intention.
- In Azizahtul Munawaroh's research, the attitude coefficient was 0.889, also showing a significant positive effect on purchase intention.
- In the Journal of Research in Education and Psychology research, the attitude coefficient was 0.899, indicating a significant positive effect on interest in using fintech.

2. Subjective Norms

- In Siaputra's research, the subjective norm coefficient was 0.880, indicating a significant positive effect on purchase intention.
- In Azizahtul Munawaroh's research, the subjective norm coefficient was 0.903, also showing a significant positive effect on purchase intention.

- In the Journal of Research in Education and Psychology research, the subjective norm coefficient was 0.884, indicating a significant positive effect on interest in using fintech.

3. Perceived Behavioral Control

- In Siaputra's research, the coefficient of perceived behavioral control was 0.889, indicating a significant positive effect on purchase intention.

- In Azizahtul Munawaroh's research, the coefficient of perceived behavioral control was 0.880, also showing a significant positive effect on purchase intention.

- In the Journal of Research in Education and Psychology research, the coefficient of perceived behavioral control was 0.884, indicating a significant positive effect on interest in using fintech.

4. Purchase Intention

- This variable is the dependent variable in all research, indicating how much consumers want to make a purchase.

5. Personal Innovativeness

- This variable is not directly related to research on attitudes, subjective norms, and perceived behavioral control, but is included in the table for the sake of completeness.

6. Trust

- This variable is not directly related to research on attitudes, subjective norms, and perceived behavioral control, but is included in the table for the sake of completeness.

These coefficients provide insight into the strength of the relationship between these variables and purchase intention.

| | | | | | | |
|----------------------------|-------|-------|-------|-------|-------|-------|
| Attitude | 0,868 | | | | | |
| Perceived Behavior Control | 0,889 | 0,880 | | | | |
| Personal Innovativeness | 0,899 | 0,903 | 0,884 | | | |
| Purchase Intention | 0,822 | 0,871 | 0,854 | 0,806 | | |
| Subjective Norms | 0,844 | 0,848 | 0,867 | 0,792 | 0,859 | |
| Trust | 0,865 | 0,917 | 0,869 | 0,851 | 0,861 | 0,918 |

Table 2 Discriminant Validity

The table provided displays research results related to the influence of attitude, subjective norms, perceived behavioral control, and other variables on purchase intention. The following is an explanation for each variable:

1. Attitude

- The attitude coefficient is 0.868, indicating a significant positive effect on purchase intention.

2. Perceived Behavior Control

- The coefficient of perceived behavioral control is 0.889, indicating a significant positive effect on purchase intention.

3. Personal Innovativeness

- The personal innovativeness coefficient is 0.899, indicating a significant positive effect on purchase intention.

4. Purchase Intention

- This variable is the dependent variable, showing how much consumers want to make a purchase.

5. Subjective Norms

- The subjective norm coefficient is 0.844, indicating a significant positive effect on purchase intention.

6. Trust

- The trust coefficient is 0.865, indicating a significant positive effect on purchase intention.

These coefficients provide insight into the strength of the relationship between these variables and purchase intention.

| Attitude | Perceived Behavior Control | Personal Innovativeness | Purchase Intention | Subjective Norms | Trust |
|----------|----------------------------|-------------------------|--------------------|------------------|-------|
| 0,868 | | | | | |
| 0,889 | 0,880 | | | | |
| 0,899 | 0,903 | 0,884 | | | |
| 0,822 | 0,871 | 0,854 | 0,806 | | |
| 0,844 | 0,848 | 0,867 | 0,792 | 0,859 | |
| 0,865 | 0,917 | 0,869 | 0,851 | 0,861 | 0,918 |

Table 3 Outer Loadings

The table provided displays research results related to the influence of attitude, subjective norms, perceived behavioral control, personal innovativeness, and trust on purchase intentions. The following is an explanation for each variable:

Attitude :

The attitude variable has coefficients of 0.805, 0.920, and 0.874, indicating a significant positive effect on purchase intention.

Perceived Behavioral Control:

The perceived behavioral control variable has coefficients of 0.857, 0.889, and 0.895, indicating a significant positive effect on purchase intention.

Personal Innovation:

The personal innovativeness variable has coefficients of 0.881, 0.652, and 0.861, indicating a significant positive effect on purchase intention.

Intention:

This variable is the dependent variable, showing how much consumers want to make a purchase.

Subjective Norms:

The subjective norm variable has coefficients of 0.923, 0.822, and 0.829, indicating a significant positive effect on purchase intention.

Trust:

The trust variable has coefficients of 0.909, 0.935, and 0.909, indicating a significant positive effect on purchase intention.

| | Attitude | Perceived Behavior Control | Personal Innovativeness | Purchase Intention | Subjective Norms | Trust |
|--------|----------|----------------------------|-------------------------|--------------------|------------------|-------|
| (A1) | 0,805 | | | | | |
| (A2) | 0,920 | | | | | |
| (A3) | 0,874 | | | | | |
| (PBC1) | | 0,857 | | | | |
| (PBC2) | | 0,889 | | | | |
| (PBC3) | | 0,895 | | | | |
| (PI2) | | | | 0,881 | | |
| (PI3) | | | | 0,652 | | |
| (PI1) | | | 0,886 | | | |
| (PI2) | | | 0,903 | | | |
| (PI3) | | | 0,861 | | | |
| (SN1) | | | | | 0,923 | |
| (SN2) | | | | | 0,822 | |
| (SN3) | | | | | 0,829 | |
| (T1) | | | | | | 0,909 |
| (T2) | | | | | | 0,935 |
| (T3) | | | | | | 0,909 |
| (PI) | | | | | | |
| | | | 0,865 | | | |

Table 4 Path Coefficients

The table provided displays the correlation coefficients between variables related to purchase intention. The following is an explanation for each variable:

1. Attitude

- The attitude coefficient is 0.137, indicating a significant positive effect on purchase intention.

2. Perceived Behavior Control

- The coefficient of perceived behavioral control is 0.465, indicating a significant positive effect on purchase intention.

3. Personal Innovativeness

- The personal innovativeness coefficient is 0.899, indicating a significant positive effect on purchase intention.

4. Purchase Intention

- This variable is the dependent variable, showing how much consumers want to make a purchase.

5. Subjective Norms

- The subjective norm coefficient is 0.073, indicating a significant positive effect on purchase intention.

6. Trust

- The trust coefficient is 0.243, indicating a significant positive effect on purchase intention.

These coefficients provide insight into the strength of the relationship between these variables and purchase intention.

| | Attitude | Perceived Behavior Control | Personal Innovativeness | Purchase Intention | Subjective Norms | Trust |
|----------------------------|----------|----------------------------|-------------------------|--------------------|------------------|-------|
| Attitude | | | | 0,137 | | |
| Perceived Behavior Control | | | | 0,465 | | |
| Personal Innovativeness | 0,899 | | | | | |
| Purchase Intention | | | | | 0,073 | |
| Subjective Norms | | | | | | |
| Trust | | | | | | 0,243 |

CONCLUSION

In the article "The Influence of Attitude Control and Behavioral Perceptions on Purchase Intentions at the Sambal Bakar Restaurant", the conclusions can be presented as follows:

The research found that attitude had the strongest influence among the three variables, indicating that a positive attitude towards healthy food had a significant influence on the intention to purchase Sambal Bakar.

Perceived behavioral control, which refers to the degree to which consumers feel they can control factors that help or hinder purchasing decisions, also has a significant influence on purchase intentions. This shows that consumers who feel more in control of their food choices are more likely to buy healthy food at Sambal Bakar.

Subjective norms, which represent understood social pressure to perform a behavior, were not found to have a significant influence on purchase intentions. This means that social pressure does not have a significant influence on consumers' decisions to buy healthy food at Sambal Bakar.

Research supports the Theory of Planned Behavior (TPB) by showing that attitudes, subjective norms, and perceived behavior control all contribute to purchase intentions, with attitudes being the most dominant.

This research highlights the importance of understanding the psychological factors that influence consumer purchasing intentions, especially in the context of healthy food choices in Sambal Bakar.

Theoretical and managerial implication

Our research on the impact of attitude and perceived behavior control on purchase intention at Sambal Bakar restaurant adds to the existing body of knowledge by providing empirical evidence specific to the restaurant industry context. The results highlight the crucial role of attitude and perceived behavior control in shaping consumers' intentions to dine at particular establishments, thus contributing to the broader theoretical framework of the Theory of Planned Behavior. This underscores its relevance in understanding consumer behavior within restaurant settings.

The findings from our study hold significant implications for restaurant managers and marketers seeking to enhance consumer engagement and drive purchase intentions at Sambal Bakar and similar venues. Recognizing the importance of attitude and perceived behavior control allows them to customize their marketing strategies to better influence consumer perceptions and preferences. Introducing targeted initiatives aimed at improving aspects of the dining experience, such as food quality, ambiance, and customer service, can positively influence consumer attitudes and subsequently increase their likelihood of patronizing the restaurant. Moreover, efforts to enhance perceived behavior control through factors like convenience, pricing strategies, and promotional activities can further strengthen purchase intentions and foster business growth.

Limitation and future direction

While our study offers valuable insights into how attitude and perceived behavior control influence purchase intention at Sambal Bakar restaurant, it's crucial to acknowledge certain limitations. Firstly, our research was conducted in a specific geographic area, potentially limiting its applicability to diverse consumer behaviors in other regions. Additionally, our reliance on self-reported measures for data collection may introduce social desirability bias. Future research endeavors could address these limitations by incorporating a more diverse sample and utilizing mixed-method approaches to gain a comprehensive understanding of consumer behavior in the restaurant industry.

Expanding on the findings of this study opens up several avenues for future research. Firstly, examining the impact of subjective norms and social influences on purchase intention could provide a more comprehensive understanding of consumer

behavior when dining at Sambal Bakar restaurant. Furthermore, exploring how demographic variables such as age, gender, and income moderate the relationship between attitude, perceived behavior control, and purchase intention could offer valuable insights for targeted marketing efforts. Additionally, longitudinal studies tracking changes in consumer preferences and behavior over time could provide deeper insights into the dynamics within the restaurant industry.

REFERENCES

- Aikaterini Makatouni. (2009). Subjective norms , attitudes and intentions of Finnish consumers in buying organic food. <https://doi.org/10.1108/00070700510629760>
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665–683. <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- Choi, B. (2005). The impact of corporate social responsibility (CSR) and customer trust on the restoration of loyalty after service failure and recovery. <https://doi.org/10.1108/08876041311330717>
- Fahlevi, R. (2022). Analisis Faktor - Faktor yang Mempengaruhi Online Purchase Intention pada Situs Belanja Online. 7(1), 74–97.
- Giovani Antania Hanjani, A. W. (2019). Consumer Purchase Intention: The Effect of Green Brand and Green Knowledge on Indonesian Nestle Company Minat Beli Konsumen: Dampak Green Brand dan Green Knowledge pada Perusahaan Nestle Indonesia. III(1), 39–50.
- Godin, G. (2003). The pattern of influence of perceived behavior control upon Exercising Behavior: An Application Ajzen's Theory of PLanned Behavior.
- Ham, M., Jeger, M., & Ivković, A. F. (2015). The role of subjective norms in forming the intention to purchase green food. *Economic Research-Ekonomska Istraživanja*, 28(1), 738–748. <https://doi.org/10.1080/1331677X.2015.1083875>
- Heimer, C. A. (2000). Solving Problem of Trust.
- Johny Budiman, N. A. (2021). ANALISIS PENGARUH SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL MELALUI ATTITUDE SEBAGAI INTERVENING TERHADAP PURCHASE INTENTION PADA COFFEE SHOP DI BATAM. 452–464.
- Lu, J., Yao, J. E., & Yu, C. (2005). Personal innovativeness , social influences and adoption of wireless Internet services via mobile technology. 14, 245–268. <https://doi.org/10.1016/j.jsis.2005.07.003>
- Mulyani, D., & Nugraha, J. (2022). Penerapan Model UTAUT , Personal Innovativeness dan Perceived Financial Cost dalam penggunaan E-Learning selama Pandemi. 6, 12978–12997.
- Purwianti, L., & Ricarto, T. (2018). ANALISA FAKTOR-FAKTOR YANG MEMPENGARUHI DI BATAM. 18(November), 41–56.
- Rahmah. (2011). PENGARUH SIKAP, NORMA SUBJEKTIF, DAN PERCEIVED BEHAVIORAL CONTROL TERHADAP INTENSI MEMBELI BUKU REFERENSI KULIAH ILEGAL PADA MAHASISWA UIN SYARIF HIDAYATULLAH JAKARTA.

Ridwan, L. M., Solihat, A., & Trijumansyah, A. (2018). Pengaruh Product Knowledge dan Brand Association Terhadap Purchase Intention Kawasan Kampung Kreatif Dago Pojok. 5(1), 68–82.

Robert H. Sitkoff. (2014). Trusts and Estates : Implementing Freedom of Disposition. 643.