

ABSTRACT

This research has the objective to analyze the variables of product quality, attitude of customers and perceived behavioral control have influence to the dependent variable which is purchase intention at Bakpau & Kue 555. This research using the population of all customers at Bakpau & Kue 555. The sample of this research are gathered using convenience sampling resulted in 172 respondents are taken as the sample of this research that suit the criteria that researcher wants. The data analysis method that used in this research are SEM (Structural Equation Model) and hypothesis testing on SmartPLS software. The result of this research concludes that the variables of product quality, attitude of customers and perceived behavioral control have positive and significant influence to purchase intention.

Keywords: *Purchase intention, product quality, attitude of customers, perceived behavioral control*

ABSTRAK

Penelitian ini memiliki tujuan untuk menganalisa apakah variabel *product quality*, *attitude of customers* serta *perceived behavioral control* memiliki pengaruh terhadap variabel dependen yaitu *purchase intention* pada Bakpau & Kue 555. Penelitian ini menggunakan populasi dari seluruh konsumen Bakpau & Kue 555. Sample dari penelitian ini dikumpulkan dengan cara *convenience sampling* yang menghasilkan 172 responden yang dijadikan sample penelitian ini yang sesuai dengan kriteria yang diinginkan peneliti. Metode analisis data yang digunakan di penelitian ini adalah SEM (*Structural Equation Model*) dan uji hipotesis pada *software* SmartPLS. Hasil dari penelitian ini menyimpulkan bahwa variabel *product quality*, *attitude of customers* dan *perceived behavioral control* memiliki pengaruh yang positif dan signifikan terhadap variabel dependen *purchase intention*.

Kata kunci: *purchase intention, product quality, attitude of customers, perceived behavioral control*