ANALYSIS OF ATTITUDE, SUBJECTIVE NORM, POSITIVE-NEGATIVE ANTICIPATE EMOTION TOWARD DESIRE AND INTENTION IN THE MODERN RETAIL CONSUMER

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Abstract: Along with the process of globalization, the retail industry grew into a business that is very influential on the world economy, including in Indonesia. The growth of modern retailers dominate the retail business in Indonesia, supported by the widespread presence of foreign retailers with modern retail concepts. Shopping trends future Indonesian society is in shopping malls and modern markets, to drive change in the behavior of a customer in the act or making a purchase decision. The development model used to describe consumer behavior that was rarely used, especially in Indonesia is The Model of Goal-Directed Behavior (MGB). MGB has a model builder factors in TPB (Theory of Behavior Plan) in addition to a review of past behavior variables and emotional factors. MGB introduced the distinction between the expectations and intentions as the variables that can motivate a person in making decisions. The purpose of this research is to study and analyze 1) whether the attitude, subjective norm, positive-negative anticipated emotion and influence in shaping the patterns of desire in the modern retail consumer behavior 2) whether the desire influence the intention in forming the pattern of consumer behavior retail modern? This study uses primary data from 202 respondents, the modern retail consumers located in Surabaya area (North, South, East, West and Central). The sampling technique used is disproportionate stratified sampling judgments, while testing the hypothesis by using SEM (Structural Modeling Equation). The findings of this research is attitude, subjective norm, positive-negative anticipated emotion influence the desire. Intention and Desire influence Perceived Behavioral Control influence in shaping the patterns of behavior in modern retail consumer behavior.

Key words: Attitude, subjective norm, pos-neg anticipated emotion, desire, intention

BACKGROUND

Along with the process of globalization, the retail industry grew into a business that is very influential on the world economy, including in Indonesia. The growth of modern retailers dominate the retail business in Indonesia, supported by the widespread presence of foreign retailers with modern retail concepts. Presidential Decree. Number 118 Year 2000 (Keppres No 118, 2000) is the beginning of the entry of foreign retailers to Indonesia. The presence of foreign retailers to bring the impact on the development of local retailers that is still largely embraced the concept of traditional retail. Year 1999.

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