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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 (Kepres 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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community who shop at traditional markets amounted to 65% and in 2004 drop to 53%. Instead of modern retailing has increased from 35% in 1999 to 47% in 2004.

Growing up in Indonesia proliferation of retailers not only have an impact on more and more retailers are emerging. Another impact of the development can be viewed from two things: first: change in shopping habits and the second one: competition is growing. Changes in consumer shopping behavior changed from meeting needs to be a life style. Besides shopping the future trend of Indonesian people are in shopping malls and modern markets, became the driving changes in the behavior of a customer in the act or taking a purchase decision. As a brief overview, the customer initially (before a lot of supermarkets and shopping options) do not have many specifications before purchasing a product, but now with a number of options granted, customers tend to be many things to consider in making a purchasing decision.

Knowledge of consumer behavior is key in planning a good promotion strategy. Consumers are the most valuable corporate assets, so the effort required to create and maintain such equity (Abrecht & Goodey, 1990:111). Consumer as purchase decision makers and the factors that influence the decision making process needs to be understood through a study. Some studies of consumer behavior provides evidence that changes in consumer behavior in choosing shopping places influenced by emotion and rationality. Hedonic shopping behavior is closely linked to the emotions of the consumer and utilitarian shopping behavior associated with a person’s needs and rationality. Other psychological factors that influence consumer behavior in shopping patterns is the habit in the past. Emotion and rationality are important factors in determining a person’s actions in a decision-making.

The basic model is widely used to describe consumer behavior in shopping is a model developed by Ajzen (1991, 2002), The Theory of Planned Behavior (TPB), which is a measure of attitude on consumer behavior based on subjective norms and control over the behaviors that make up the intention and eventually creating a specific behavior in this case is shopping behavior. Developing a model to describe the behavior in the past for both research and managerial purposes has been a lot done (Bamberg Ajzen & Schmidt, 2000; Vining and Ebero, 2002) using the TPB. The development model used to describe consumer behavior that was rarely used, especially in Indonesia, is The Model of Goal-Directed Behavior (MGB) was developed by Perugini and Bagossi (2001,2002). MGB is a development of the TPB, MGB was based on factors existing model builders in the TPB is past behavior and emotional factors. MGB introduced the distinction between the expectations and intentions as variable-variables that can motivate a person in making decisions.

Some raised the idea that past behavior and habit-forming are all factors that can influence the decision making process. In a meta-analysis, saying that the behavior in the past can influence behavior at the future in two ways. Behavior that is formed in the context of a relatively stable level, the behavior will become a habit. So that the recognition process and control over the behavior into something that is automatically performed. The second way, if the behavior is formed at the level that is less stable, then the behavior at past behavior in the formation to proceed on the formation of intention. In this case, the behavior of the past serve only as a mediation to pengambilan a conscious and rational decision. Therefore, the behavior in the past have the opportunity to contribute, along with the attitudes, norms, perceptions of control and predictor of the
other, forming a plan of action. Based on this background, this study focused on the development predict MGB in the modern retail consumer behavior patterns in Surabaya.

Departure from the thought above formulation of the problem that can be presented in this study are: (1) Does attitude, subjective norm, positive-negative emotion Anticipation of potential future influence of modern retail consumer desire?; (2) Is desire affect consumer intention to modern retail?

Based on the background and formulation of the problem, the research objectives can be formulated as follows: (1) Study and analyze whether the attitude, subjective norm, positive-negative emotion Anticipation of potential future influence of modern retail consumers desire.; (2) Study and analyze whether the desire effect on consumers' intention to modern retail

The Model of Goal-Directed Behavior (MGB). The Model of Goal-Directed Behavior (MGB) was developed from factors that make up The Model of Plan Behavior (TPB) proposed by Ajzen (1991), which consist of attitudes, subjective norms, perceived control, behavioral intention and behavior combined with other predictors of emotion, past behavior and expectations.

The main difference from the TPB and the MGB is located at variable intention. Based on the MGB, desire is a manifestation of intention in a stable behavior and the exact frequency where the behavior occurred in the past. Theoretically, the function of expectations in decision-making process can be seen from the research study presented the character of a social-psychological. This can also be identified in general through intention of someone in the pattern of behavior. So a lot of research leads to the values of attributes to output in achieving the goal-directed action. At the end of desire can be viewed as a motivating factor in the decision making process. Perugini and Bagozzi (2004:71) suggests that desire is a statement in the mind where it will affect the individual personally to perform a specific action or achieve a goal. Motivation that appears in a person represents the integration of multiple inputs such as emotional, social and evaluative and an early manifestation of an action in the decision making process and usually will be followed by an intention to perform an action. Therefore, expectations must be distinguished from a variety of concepts such as intention, attitude and purpose.

Expectations, compared with intention, must be perceived as less real and its relationship with the ultimate goal or outcome further, scope or coverage of a wider and temporary. Other results showed that the expectations and intentions provide a more tangible results than if only the desier of course that is used as a predictor of action.

A second difference from the TPB and the MGB is the role of behavior in the past as a Predictor of intentions and behavior. Behavior in the past is the aspect that the MGB is not automatically included with variables which appear in the TPB. The third predictor in the MGB is positive and negative anticipate emotions, is a predictor of expectations, along with attitude, subjective norm and perceived behavioral control. According to Perugini and Bagozzi (2001) Anticipate emotion and attitude should not overlap, emotion and attitude during Anticipation of potential future have three different reasons. First stance while focusing on emotional behavior focused on achieving individual goals. Both attitudes are the result of the combination of evaluation and action. While emotion is a personal reaction to the response to accept or not accept the goal. These three attitudes are usually measured using a bipolar variable that is happy or not happy about an object while the emotion in unipolar MGB measured by the respondent was allowed to respond from positive to negative.
METHODS

This research design is an empirical study aimed to test the hypothesis that the causal relationship between attitudes, past behavior, subjective norms, emotions and perceptions in the desire of controlling influence in shaping the modern retail consumer behavior patterns.

There are 4 (four) exogenous variables in this study, namely: attitude (X₁), subjective norm (X₂), Positive anticipate emotion (X₃), negative anticipate emotion (X₄). 1 (one) intervening endogenous variables that desire (Y₁) while one endogenous variable depending on is intention (Y₂).

Operational definitions of independent variables, namely:

Attitude (X₁) is the consumer attitude in accepting the stimulus from outside the convenience offered by modern retail. Measurement Scale the question is' I feel more comfortable shopping at modern retail than in traditional markets, I feel more free to shop in modern retail market than in the traditional, I prefer to shop in modern retail than in traditional retail, I chose to shop in modern retail than traditional retail, I always shop in modern retail, I never shop at traditional retail."

Subjective norms (X₂) is the external environment of consumers who participate in the decision making process of consumers. Measurement scale using five scale between strongly agree that responds to strongly disagree. There are six indicators of the statement is: 'my family shopping at modern retail, my friends shop in modern retail, the people I know shop in modern retail, I support my family in the modern retail shopping, my friends encouraged me to shop at modern retail, people whom I know supports my shopping at modern retail.

Positive anticipate emotion (X₃) is feeling the consumer will feel better if shopping at modern retail formats than shopping at traditional retail formats. Response was measured using five-point Likert scale, there are six indicators of the question is as follows: I feel proud to shop in modern retail, I feel pleased to be able to shop in modern retail, I feel more confident shopping at modern retail, I feel happy to go shopping in modern retail, I am very excited to be shopping at modern retail, I feel satisfied to shop in modern retail.

Negative anticipate emotion (X₄) is the consumer feeling IF NOT shopping at modern retail formats are angry, frustrated, depressed and so forth. Response response was measured using five-point Likert scale. There are six indicators of the question is 'I feel sad when not shopping at modern retail, I feel angry if not able to shop in modern retail, I feel disappointed if it was not able to shop in modern retail, I feel depressed when not shopping at modern retail, I feel guilty if they are not able to shop in modern retail, I feel dissatisfied if not able to shop in modern retail.

Desire (Y₁) is a consumer expectation for shopping at modern retail formats as compared with traditional retail formats during the period of one month ahead. Response was measured using five-point Likert scale. There are four indicator questions are: my desire to shop at retail modernity is very strong, I am always eager to shop in modern retail, shopping at modern retail will only sometimes, I wish to shop in modern retail.

Intention (Y₂) is the desire to shop in modern retail formats will replace shopping in traditional retail formats in the future. There are two indicators that the question "during the first months ahead I want to shop in modern retail" and "during the first months ahead I will shop in modern retail." Measured using the Likert scale with five-point scale. There
are four indicator questions are: In the future I will always shop at modern retail, In the future I would prefer to shop in modern retail, In the future I hope I can always shop in modern retail, In the future I will try always berbelanka in modern retail.

**Data and Sources of Data.** The primary data used in the form of data obtained through direct interviews by investigators with the enumerators or respondents using the questionnaire. The secondary data used in the form of statistical data and other literature data sources used to see the population of modern retail in Surabaya.

**Data Collection Techniques.** The number of samples is 202 respondents or modern retail consumers located in Surabaya area (North, South, East, West and Central). By considering the purpose of research, the sampling technique used was disproportional stratified sampling judgments. The reason for using disproportional method (non-proportional) is referring to the opinion which states that non-proportional sample (disportional) also made possible by reasoning, that is not necessarily members of the population in each strata can represent the objectives of research overall. This is because the information required in an investigation can not always be found in all strata of society.

**Research Instruments.** The main instruments used in this study is a questionnaire that is a structured list of questions used to measure the perceptions of respondents and the facts relating to the respondents, and with a condition that has been known to respondents. Filling the questionnaire by the respondents was accompanied by a qualified researcher to help interpret questionnaire questions correctly.

**Technical Analysis.** In hypothesis testing, data obtained will then be processed in accordance with the needs analysis. The data is processed and presented based on the principles of descriptive statistics. While for the purposes of analysis and hypothesis testing approach was used inferential statistics. The analysis used to answer the hypothesis in this research using structural equation models (SEM) using AMOS 5 and SPSS 11 program package.

<table>
<thead>
<tr>
<th>No</th>
<th>Structural Equation Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>( Y_1 = \delta_{11}X_1 + \delta_{12}X_2 + \delta_{13}X_3 + \delta_{14}X_4 + \varepsilon_1 )</td>
</tr>
<tr>
<td>2</td>
<td>( Y_2 = \beta_{21}Y_1 + \varepsilon_2 )</td>
</tr>
</tbody>
</table>

Sumber: Data diolah Peneliti, 2010.

\( \beta, \delta = \) (beta, gamma) koefisien path dari masing-masing variabel

\( x_1 = \) attitude, \( x_2 = \) subjective norm, \( x_3 = \) positive anticipated emotion

\( x_4 = \) negative anticipated emotion, \( y_1 = \) desire, \( y_2 = \) intention

**DISCUSSION AND ANALYSIS**

Characteristics of respondents by age shows that the respondents aged 17-25 years with the largest percentage of 61%, followed by 26-35 years of age were 20% and 17% were 36-45 years of age, while respondents 46 years and over showed that the percentage amount is the smallest number of 2%. This indicates that respondents with young age.
ranging from 17-35 years is dominant as much as 81%. Characteristics of respondents by age can be observed also by the diagram in Figure 1 follows:

![Age](image)

**Figure 1.** Pie chart characteristics of Respondents Based on Age  
Source: Appendix 1

**Characteristics of Respondents According to Gender.** Characteristics of respondents by sex in Table 4.2 shows that respondents with female gender has a percentage of 71%, this suggests a greater percentage of respondents compared to the male sex which amounted to only 58 respondents or 29%. This proves that the stigma which states that the activity of shopping is women's events proved. Characteristics of respondents by sex can be observed also based on bar charts in Figure 2 below:

![Gender](image)

**Figure 2.** Stem Diagaram Characteristics of Respondents Based on Gender  
Source: Appendix 1

**Characteristics of Respondents Based on Educational Level.** Characteristics of respondents by education level in Table 4.3 shows that respondents with high school education is the respondent with the largest percentage that is equal to 69%, whereas respondents with education level S1 shows the percentage of 24%. Thus, the education level of respondents was dominated from the SMA and S1 level that is equal to 93%. Characteristics of respondents according to levels of education can be observed also under the pie chart in Figure 3 follows:

![Education Level](image)

**Figure 3.** Pie Chart of Respondents Based on the characteristics of Educational Level  
Source: Appendix 1
Characteristics of Respondents According to Frequency of Shopping. Characteristics of respondents based on shopping frequency in Table 4.4 shows that respondents with shopping frequency 3-5 times in one month represents the largest percentage of respondents with that is equal to 39%, whereas respondents with shopping frequency 1-2 times a month to show the percentage ranks second with amounting to 33%. While respondents to the shopping frequency is more than five times the percentage of 28%. This indicates that respondents are often visited with the implication that retailers are concerned will be able to give a fairly good description of the situation. Characteristics of respondents by frequency of shopping can be observed also under the pie chart in Figure 4 follows:

![Shopping Frequency Chart](image)

*Figure 4. Pie Chart of Respondents Based on the characteristics of Shopping Frequency*

Source: Appendix 1

Analysis of Research Results. Prior to conducting data analysis using structural equation model, will first be tested assumptions, including: testing the sample size, validity, reliability, multicollinearity and singularity.

Minimal sample size according to Hair et al., as quoted in Ferdinand (2000:43) states that the sample size (observation data) is the appropriate amount to between 100-200, or at least use the comparison of five observations for each parameter estimation. This study determines the number of respondents as much as 10 times the number of parameters (= 20 parameters), i.e. 200 respondents, which means assumptions for the sample size has been met. Given the respondents in this research are a number of 202 respondents.

Validity. To ensure that the data in this study is valid and reliable, it needs to be done validity test. Based on data lambda coefficient (loading factor) of the overall variable was all indicators $\alpha \leq t$ table or $p = 0.000$ 2 of significant research variable where $t 0.05$.

Reliability Test. This test was conducted to determine the internal consistency of the indicators a construct that indicates the degree to which each indicator is to identify a construct or latent common factor, or in other words how specific things to help each other to explain a common phenomenon. The approach used is to assess composite reliability and variance of the construct extracted of their respective constructs.

$$\text{Construct-reliability} = \frac{(\sum \text{Std Loading} )^2}{(\sum \text{Std Loading} )^2 + \sum \epsilon_j} = \frac{(25,65)^2}{(25,65)^2 + (23,4615)} = 0.9655$$

Based on the above defined formula-construct reliability of research variables amounted to 0.9655 while the value of the limit used to assess an acceptable level of reliability was
0.70. Thus all the research variables are reliable indicators of significant and can be used for further analysis.

**Confirmatory Factor Analysis Test.** In accordance with the purposes of research, to examine the influence of attitude, subjective norm, positive emotion Anticipation of potential future, Anticipation of potential future negative emotion, toward desire and intention, will be tested using structural equation model with AMOS. Basing on the existing theoretical framework, a complete model of the relationships between variables in the early stages of analysis, as shown in Appendix 2. The test results with the program AMOS initial model, presented in Appendix 2, giving results as shown in Table 4.1 Where the Table is shown that from 8 (eight) criteria used to assess whether or not a feasible model, RMSEA criteria proved to be the sole criterion received, thus does not need modification to the model.

### Table 2. Results Testing Effect of Variable End Stage Research

<table>
<thead>
<tr>
<th>Kriteria</th>
<th>Nilai Cut-off</th>
<th>Hasil Komputasi</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi Square Significance</td>
<td>Diharapkan kecil</td>
<td>0,000</td>
<td>Baik, x² dengan df= 726 Marginal</td>
</tr>
<tr>
<td>Probability</td>
<td>≤ 0,05</td>
<td>0,08</td>
<td>Baik</td>
</tr>
<tr>
<td>RMSEA</td>
<td>≥ 0,90</td>
<td>Tidak</td>
<td>Marginal</td>
</tr>
<tr>
<td>GFI</td>
<td>≤ 0,90</td>
<td>teridentifikasi</td>
<td>Marginal</td>
</tr>
<tr>
<td>AGFI</td>
<td>≥ 2,00</td>
<td>2,501</td>
<td>Marginal</td>
</tr>
<tr>
<td>CMIN/DF</td>
<td>≤ 0,95</td>
<td>0,735</td>
<td>Marginal</td>
</tr>
<tr>
<td>CFI</td>
<td>≥ 0,95</td>
<td>0,765</td>
<td>Marginal</td>
</tr>
</tbody>
</table>

Source: Appendix 2

Test of the hypothesis will be presented following the path coefficient of each relationship between variables used in the study. Path coefficients can be seen in Table 3 below:

### Table 3. Path Coefficient, Cr And Probability Test Results Of Significant Variables

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Koef</th>
<th>Standar Estimasi</th>
<th>Standar error</th>
<th>CR</th>
<th>Prob (p)</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude (X1) ⊃ Desire (Y1)</td>
<td>0,235</td>
<td>.025</td>
<td>.030</td>
<td>.039</td>
<td>par_33</td>
<td></td>
</tr>
<tr>
<td>Subjective Norm (X2) ⊃ Desire (Y1)</td>
<td>0,015</td>
<td>.001</td>
<td>.010</td>
<td>.043</td>
<td>par_34</td>
<td></td>
</tr>
<tr>
<td>Anticipate Emotion pos (X3) ⊃ Desire (Y1)</td>
<td>0,576</td>
<td>.059</td>
<td>.067</td>
<td>.035</td>
<td>par_35</td>
<td></td>
</tr>
<tr>
<td>Anticipate Emotion Neg (X4) ⊃ Desire (Y1)</td>
<td>0,194</td>
<td>.019</td>
<td>.024</td>
<td>.028</td>
<td>par_36</td>
<td></td>
</tr>
<tr>
<td>Desire (Y1) ⊃ Intention (Y2)</td>
<td>0,761</td>
<td>.517</td>
<td>.035</td>
<td>.031</td>
<td>.037 par_39</td>
<td></td>
</tr>
</tbody>
</table>

Source: Appendix 2

Multiple regression equation that is developed from the model are as follows:
\[ Y_1 = \delta_{11}X_1 + \delta_{12}X_2 + \delta_{13}X_3 + \delta_{14}X_4 + \varepsilon_1 \rightarrow Y_1 = 0.235X_1 + 0.015X_2 + 0.576X_3 + 0.194X_4 + \varepsilon_1 \]
\[ Y_2 = \beta_{21}Y_1 + \varepsilon_2 \rightarrow Y_2 = 0.761Y_1 + \varepsilon_2 \]

Based on the analysis of causality relationship between variables, the hypothesis testing can be explained as follows:

**Discussion.** AMOS calculation results are presented in Table 3 show that the Attitude, subjective norm, emotion and desire in effect on the behavior patterns of consumers in shaping modern retailing. This is seen from the marked positive path coefficient with CR values of 0.043, 0.041, 0.035, 0.028 obtained significant probability (p) equal to 0.039, 0.008, 0.038, 0.042. This value is smaller than the significance level \( \alpha \). Thus, the research hypothesis which states that the Attitude, subjective norm, past behavior, emotion and perceived behavioral control influence in shaping the patterns of desire in the modern retail consumer behavior.

Attitude, subjective norm, positive-negative emotion positive effect on desire. Where attitude is the attitude of consumers in receiving the stimulus from outside the comfort and convenience offered by modern retail. Modern retail customers agree to feel more comfortable shopping at modern retail than in traditional markets, freer than the modern retail shop at traditional markets, preferring to shop in modern retail than in traditional retailing, prefer to shop in modern retail than traditional retail, preferring for always shopping at modern retail, and never shop at traditional retail. Thus, retail customers will affect the attitude of desire to shop in modern retail formats as compared with traditional retail formats.

While the external environment subjective norms are the consumers who participated in the decision making process of consumers. Consumers respond tended to agree that ‘my family shopping at modern retail, my friends shop in modern retail, the people I know shop in modern retail, I support my family in the modern retail shopping, my friends encouraged me to shop at retail modern, people whom I know supports my shopping at modern retail. Subjective norms thus a positive influence on expectations (desire) considering subjective norms is a norm that is felt through the social pressure to perform or not perform the behavior. This suggests that certain people's expectations about other people (family members, friends, job, coworkers and superiors) significantly to their perceptions to engage in the behavior in question, thus subjective norm is a process of interaction between the external environment consumers who participate in consumer decision process (Ajzen (1991) and Ajzen and Driver (1992) in Bailey (2006)).

On the other hand, positive emotion is a feeling Anticipation of potential future consumers will feel better if shopping at modern retail formats than shopping at traditional retail formats. Consumers feel proud to shop in modern retail, felt pleased to be able to shop in modern retail, feel more confident shopping at modern retail, being happy can shop at modern retail, very happy to shop in modern retail, satisfied shopping at modern retail. Anticipation of potential future negative emotion while the consumer is feeling, if not shopping at modern retail formats are angry, frustrated, depressed and so forth. Consumers agree to feel sad if you do not shop at modern retail, feel angry if not able to shop in modern retail, disappointed if not able to shop in modern retail, feeling depressed when not shopping at modern retail, feel guilty if they are not able to shop in modern retail, feeling dissatisfied if not able to shop in modern retail. Anticipation of potential
positive emotion and negative emotion positive effect on Anticipation of potential future desire, this is in line with the opinions of Ciccarelli & Meyer (2005) which states that emotions as aspects of “feeling” of consciousness, characterized by certain physiological changes, certain behaviors show these emotions to the outside world, and awareness of themselves for the emergence of such feelings. Ciccarelli & Meyer added that emotions can come up with the experience of certain affective-like feeling happy/not happy, start a particular cognitive process-assessment, or labeling, to enable a thorough physiological adjustments to the conditions that provide stimulation, and lead to behaviors that often-but not necessarily-expressive, has a specific purpose and adaptive. Anticipation of potential future for that positive emotion and negative emotion Anticipation of potential future will largely determine someone’s expectations of consumers for shopping at modern retail formats. Desire is a manifestation of intention in a stable behavior and the exact frequency where the behavior occurred in the past and also the influence of positive and negative emotions of consumers.

**Desire Intention influence on modern retail consumers.** Table 2 shows that the intention of Desire influence in shaping the modern retail consumer behavior patterns. This is seen from the marked positive path coefficient with a value of 0.031 obtained CR significance probability (p) equal to 0.037. This value is smaller α is specified, namely 0.05 α than the significance level (Thus, the research hypothesis which states that affect Desire Intention modern retail consumers. Desire (Y1) is a consumer expectation for shopping at modern retail formats as compared with traditional retail formats during the period of one month ahead. Consumers agree to want to shop in modern retail is very strong, always eager to shop in modern retail, wants to shop in modern retail only sometimes, eager to shop in modern retail. Desire is a manifestation of intention in a stable behavior and the exact frequency where the behavior occurred in the past. Theoretically, the function of expectations in decision-making can be seen from the research study presented the character of a social-psychological. This can also be identified in general through intention of someone in the pattern of behavior. So a lot of research leads to the values of attributes to output in goal-directed action. At the end of desire can be viewed as a motivating factor in the decision-making process. Suggests that desire is a statement in the mind where it will affect the individual personally to perform a specific action or achieve a goal. Motivation that appears in a person represents the integration of multiple inputs such as emotional, social and evaluative and an early manifestation of an action in the decision making process and usually will be followed by an intention to perform an action. Therefore, expectations must be distinguished from a variety of concepts such as intention, attitude and purpose. Expectations, compared with intention, must be perceived as less real and its relationship with the ultimate goal or outcome further, scope or coverage of a wider and temporary. Research conducted by Perugini and Bagalzi proved that the expectations when compared with the perceived lack of intention in showing the performance and less related to the scope of action and it requires a longer time. Other results showed that the expectations and intentions provide a more tangible results than if only the desire of course that is used as a predictor of action. Desire can be viewed as a motivating factor in the decision making process. Perugini and Bagalzi suggests that desire is a statement in the mind where it will affect the individual personally to perform a specific action or achieve a goal. Motivation that
appears in a person represents the integration of multiple inputs such as emotional, social and evaluative, and an early manifestation of an action in the decision-making process and usually will be followed by an intention to perform an action. Therefore, expectations must be distinguished from a variety of concepts such as intention, attitude, and purpose. Expectations, compared with intention, must be perceived as less real and its relationship with the ultimate goal or outcome further, scope or coverage of a wider and temporary.

While the intention is a desire to shop in modern retail formats will replace shopping in traditional retail formats in the future. Intention is the intention or desire in their hearts to do something good in your heart and all actions shall be done by man, his intention is automatically embedded in his heart. Aspects of intent consists of three areas: 1) believed in the liver. 2) is spoken by the tongue. 3) carried out the deed. So the intention will be stronger when the three aspects above are all done. Through these three aspects can lead to intentions to do something.

Desire influence the intention in forming the modern retail consumer behavior pattern that is consistent with research Perugini and Bagozzi (2004), which proves that the expectations will influence consumers' perceived intentions but if it is associated with behavioral decision making shows less desire and less related to performance measures and it requires a longer time range compared with the relationship between the intentions of the customer decision making.

**CONCLUSION**

Attitude, subjective norm, and positive-negative emotion affect the desire of modern retail consumers. This is seen from the marked positive path coefficient with CR values of 0.043, 0.041, 0.035, 0.028 obtained significant probability (p) equal to 0.039, 0.008, 0.038, 0.042. This value is smaller than the significance level (Thus, the research hypothesis which states that attitude, subjective norm, positive-negative emotion and influence of modern retail consumer desire is acceptable.

Desire influence the intention in forming the modern retail consumer behavior patterns. This is seen from the marked positive path coefficient with a value of 0.031 obtained CR significance probability (p) equal to 0.037. This value is smaller than the significance level (Thus, the research hypothesis which states that desire Intention acceptable modern retail consumers.

**Suggestions.** Consumer behavior is very unique, in the purchase was influenced by the experiences and emotions. It is therefore important for retailers to provide positive experiences and emotions for consumers so that consumers will feel comfortable to perform actions that will shape the pattern of consumer behavior.

Traditional retailer should begin to improve by providing positive experiences and emotions to their customers so that consumers will feel comfortable and keep traditional retailing as a destination to make ends meet.

Subsequent research can add a variable past experience of shopping in traditional retail formats as well as modern retail. The purpose is as a confirmation and affirmation of the pattern of consumer behavior in choosing the retail format.
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