

DAFTAR ISI

ABSTRAK	i
ABSTRACT	i
LEMBAR PENGESAHAN	iii
LEMBAR ORISINALITAS	iv
MOTTO	vi
KATA PENGANTAR	viii
DAFTAR TABEL	viii
DAFTAR GAMBAR	x
BAB I	1
PENDAHULUAN	1
1.1 Latar Belakang Masalah	1
1.2. Rumusan Masalah	9
1.3 Tujuan Penelitian.....	9
1.4 Manfaat Penelitian.....	10
BAB II.....	12
KAJIAN TEORETIK.....	12
2.1 Deskripsi Konseptual	12
2.1.1 <i>Purchase Intention</i> (niat beli).....	12
2.1.2 <i>Consumer innovativeness</i> (inovasi konsumen).....	14
2.2 Hasil penelitian relevan	21
2.3 Kerangka Teoritik.....	32
2.4 Perumusan Hipotesis	33
BAB III	36
METODE PENELITIAN.....	36
3.1 Tempat dan Waktu Penelitian	36
3.2 Metode Penelitian.....	36

3.3 Populasi & Sampling.....	36
3.3.1 Populasi.....	36
3.3.2 <i>Sample</i>	37
3.4 Teknik Pengumpulan data.....	38
3.4.1 Variabel Penelitian.....	38
3.5. Operasional variabel.....	40
3.6 Teknik Analisis Data.....	42
3.6.1 Analisis Deskriptif.....	43
3.6.2 Uji Validitas dan Reliabilitas.....	43
3.6.3 Uji Kesesuaian Model.....	45
BAB IV.....	51
HASIL PENELITIAN DAN PEMBAHASAN.....	51
4.1 Deskriptif Analisis.....	51
4.1.1 Karakteristik Responden Berdasarkan Domisili.....	51
4.1.2 Karakteristik Responden Berdasarkan Jenis Kelamin.....	52
4.1.3 Karakteristik Responden Berdasarkan Usia.....	52
4.1.4 Karakteristik Responden Berdasarkan Tingkat Pendidikan.....	53
4.1.5 Karakteristik Responden Berdasarkan Status Pernikahan.....	54
4.1.6 Karakteristik Responden Berdasarkan Status Pernikahan.....	54
4.2 Hasil Pengujian.....	55
4.2.1 Analisis Deskriptif.....	55
4.2.1.1 Variabel <i>purchase intention</i>	55
4.2.1.2 Variabel <i>consumer innovativeness</i>	56
4.2.1.3 Variabel <i>attitude toward behavior</i>	57
4.2.1.4 Variabel <i>subjective norm</i>	58
4.2.1.5 Variabel <i>perceived behavioral control</i>	59
4.2.2 <i>Exploratory Factor Analysis</i>	60

4.2.3	<i>Confirmatory Factor Analysis</i>	65
4.2.4	<i>Full Model</i>	70
4.2.5	<i>Fit Model</i>	71
4.2.6	Pengujian Hipotesis.....	73
4.2.6.1	Berdasarkan <i>fit model</i>	73
BAB V.....		77
KESIMPULAN DAN SARAN.....		77
5.1	Kesimpulan.....	77
5.2	Saran.....	78
5.2.1	Saran Praktis	78
5.2.2	Saran Teoritis.....	79
DAFTAR PUSTAKA		80
LAMPIRAN – LAMPIRAN.....		85
RIWAYAT HIDUP.....		101



DAFTAR TABEL

Tabel II.1 Hasil Penelitian Relevan	29
Tabel III. 1 Operasional Variabel.....	40
Tabel III. 2 Skala Pengukuran	42
Tabel III. 3 Goodness Of Fit Indices.....	49
Tabel IV. 1 Karakteristik Responden Berdasarkan Domisili.....	52
Tabel IV. 2 Karakteristik Responden Berdasarkan Jenis Kelamin.....	52
Tabel IV. 3 Karakteristik Responden Berdasarkan Usia	53
Tabel IV. 4 Karakteristik Responden Berdasarkan Pendidikan Tertinggi.....	54
Tabel IV. 5 Karakteristik Responden Berdasarkan Pernikahan.....	54
Tabel IV. 6 Karakteristik Responden Berdasarkan Pekerjaan	55
Tabel IV. 7 Analisis Deskriptif Variabel Purchase Intention	56
Tabel IV. 8 Analisis Deskriptif Variabel Consumer Innovativeness	57
Tabel IV. 9 Analisis Deskriptif Variabel Attitude Toward Behavior	58
Tabel IV. 10 Analisis Deskriptif Variabel Subjective Norm	59
Tabel IV. 11 Analisis Deskriptif Variabel Perceived Behavioral Control.....	60
Tabel IV. 12 Analisis Faktor Purchase Intention.....	60
Tabel IV. 13 Analisis Cronbach's Alpha Purchase Intention	60
Tabel IV. 14 Analisis Faktor Consumer Innovativeness	61
Tabel IV. 15 Analisis Cronbach's Alpha Consumer Innovativeness.....	62
Tabel IV. 16 Analisis Faktor Attitude Toward Behavior.....	62
Tabel IV. 17 Analisis Cronbach's Alpha Attitude Toward Behavior	63
Tabel IV. 18 Analisis Faktor Subjective Norm.....	63
Tabel IV. 19 Analisis Cronbach's Alpha Subjective Norm	64
Tabel IV. 20 Analisis Faktor Perceived Behavioral Control	64
Tabel IV. 21 Analisis Cronbach's Alpha Perceived Behavioral Control.....	65

Tabel IV. 22 Goodes Fit Indices Purchase Intention	66
Tabel IV. 23 Goodes Fit Indices Consumer Innovativeness.....	67
Tabel IV. 24 Goodes Fit Indices Attitude Toward Behavior.....	68
Tabel IV. 25 Goodes Fit Indices Subjective Norm.....	69
Tabel IV. 26 Goodes Fit Indices Perceived Behavioral Control.....	70
Tabel IV. 27 Estimasi Parameter Regression Weights Model.....	73
Tabel IV. 28 Hasil Fit Model	74



DAFTAR GAMBAR

Gambar I.1 Indonesia Peringkat Kedua Penghasil Sampah Plastik	2
Gambar I.2 Sampah Sedotan Plastik di Indonesia	3
Gambar II.1 <i>Theory of Reasoned Action</i>	16
Gambar II.2 <i>Theory Planned Behavior</i>	17
Gambar II.3 Model Penelitian	33
Gambar IV. 1 First Order Construct Variabel Purchase Intention	65
Gambar IV. 2 First Order Construct Consumer Innovativeness	67
Gambar IV. 3 First Order Construct Attitude Toward Behavior	67
Gambar IV. 4 First Order Construct Subjective Norm	68
Gambar IV. 5 First Order Construct Perceived Behavioral Control	69
Gambar IV. 6 Full Model	71
Gambar IV. 7 Fit Model	71

