THE EFFECT OF ATTITUDE, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIOR CONTROL ON THE INTENTION OF BUYING HANNOCHS LED LIGHTING PRODUCTS

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Abstract

This research aims to analyze the influence of attitude, subjective norms and perceived behavior control on purchase intentions for Hannochs LED lighting products. Data for this research was collected through a survey method using a questionnaire as a data collection instrument. The respondents in this research were 140 respondents in the form of lecturers and employees at Malikussaleh University. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The research results show that partially Attitude has a positive and significant effect on Intention to Purchase Hannochs LED Lighting Products. Partially Subjective Norms have a positive and significant effect on Intention to Purchase Hannochs LED Lighting Products. Partially Perceived Behavior Control has a positive and significant effect on Intention to Purchase Hannochs LED Lighting Products. Simultaneously shows that Attitude, Subjective Norms, and Perceived Behavior Control Influence Intention to Purchase Hannochs LED Lighting Products

Keywords : *Purchase Intention, Attitude, Subjective Norms, And Perceived Behavior Control*

1. INTRODUCTION

In general, all consumers in Indonesia are starting to realize that buying a desired product is something that is very important to pay attention to. Moreover, in the current era, many products cause environmental damage which results in global warming. Companies are starting to respond quickly to produce green products that are very environmentally friendly. And green products can be recycled so that packaging can be reused by companies to minimize environmental damage caused by consumers throwing rubbish carelessly. This is environmental pollution in today's modern era. Innovating to create green products will have a positive impact and reduce environmental pollution caused by products that cannot be recycled. For consumers, green products themselves are different from ordinary products, green products prioritize products that do not use chemicals but natural materials and are environmentally friendly, packaging products can also be recycled, whereas ordinary products that use chemical substances and their own product packaging are used to make them. difficult to recycle which will create waste.

Green products are products that do not damage the environment, the product does not minimize the energy released, in making the product, efforts are made to be able to be used for a longer period of time and are not dangerous and the most important thing is that it can be recycled again. One company that uses the green product concept is Hannochs. Hannochs reflects its products into three areas, namely health, lifestyle and lighting. One of the areas that Hannochs developed was lighting. Hannochs creates new lighting product innovations using Light Emitting Diode (LED) technology. Light Emitting Diode (LED) is one of the new innovations that was born,

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since its formation, little by little it wanted to be known by the general public, so now many people are interested in it. Because LED lights have received a lot of attention from many people and the wider community because they have many advantages and benefits compared to other types of light variants. The development of LED technology leads to efficient lighting, resulting in energy cost savings, as well as longer durability to reduce the risk of replacing lighting units. Behind the advantages of the LED lamps above, there are still disadvantages, namely that LED lamps are still quite expensive, the disadvantages are the environmental temperature which can affect the durability or lifespan of LED lamps, which is faster, as well as the light intensity. which is still relatively small. (Qhomemart, 2022). Therefore, the characteristics of LED technology itself are characteristics of a green product.

Currently, LED or Light Emitting Diode energy-saving lamps are becoming known and starting to be used even though they are still relatively new. It could even be said that LED lights are now starting to get public attention because they have many advantages compared to other types of lights. With advantages such as "saving electricity costs" and being "more environmentally friendly" and more "durable" are the advantages of the quality of LED lights which have caused some people to start looking at these lights. Light Emitting Diode (LED) lamps have become an important innovation in the lighting industry. LEDs have many advantages over conventional lighting technology, including using less energy, longer lifespans, and being more environmentally friendly. These advantages have attracted consumers to use LED lights as a replacement for their traditional lights. Consumers have increased awareness of the importance of energy efficiency and environmental sustainability.

Nowadays, lighting has become a very big need for all people. The community carries out various activities by turning on lights as a means of lighting to support daily activities. The lamp itself has implemented a green product so that it can maintain the environment, making it safer to use and saving energy. This Hannochs LED lamp can influence consumers' high buying interest in buying it. Hannochs LED lights have implemented green products and have provided solutions in using environmentally friendly products and not using dangerous products. Hannochs is a company that sells environmentally friendly products by selling various kinds of LED technology innovations. Hannochs is a lamp brand that is familiar to the Indonesian people, recording a fantastic increase in sales. Throughout the past three years, the sales volume of Hannochs products in Indonesia has continued to increase significantly. Hannochs is also aggressively presenting various innovations in the latest smart LED lighting technology.

2. IMPLEMENTATION METHOD

This research was conducted on Malikussaleh University Lecturers and Employees. The focus of this research involves lecturers and employees who buy Hannochs products using variables such as attitude, subjective norms, and perceived behavior control to analyze their impact on intention to purchase Hannochs products. The population used in this research were lecturers and employees. To obtain a sample that can represent the population, a non-probability sampling method was used and the sampling method in this research was Accidental Sampling. In this research, the author uses the Hair formula to determine the appropriate sample size. According to Hair et al. (2020), stated that if the sample size is too large, it is thought that it will be difficult to obtain a good goodness of fit measure. So it is recommended that the minimum sample size is 5-10 observations for each parameter being estimated. This research uses a scale of 10 because this research is large-scale social in nature. So the number of statements in this research (14) is

multiplied by 10 to produce a sample size of 140 respondents with a margin of error of 10% (10% error rate and 90% truth rate). used in this research is multiple linear regression analysis which aims to determine the influence of attitude, subjective norms and perceived behavior control variables on the dependent variable, namely purchase intention. This analysis was processed using SPSS version 25. The multiple linear regression equation used in this research is as follows:

$$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + e$$

3. RESULTS AND DISCUSSION
3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictors or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The outcomes of the partial regression analysis in this study are presented in the following table:

Table 1. Results Partial Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.655	.186		-3.531	.001
	LNX1	.745	.064	.662	11.627	.000
	LNX2	1.709	.105	1.477	16.264	.000
	LNX3	.480	.090	.304	5.342	.000
a. Dependent Variable: LNY						

Source: Data Processed (2023)

Based on the results of the partial regression analysis in the table above, the following conclusions were drawn:

1. The significant value of the attitude variable is 0.000 or smaller than the significance level used, namely 0.05 (0.000 < 0.05) and has a Tcount value greater than Ttable (11.627 > 1.65597). So it can be concluded that attitude has a significant effect on purchasing intentions. Therefore, the hypothesis which states that attitude influences purchase intentions is accepted (H1 is accepted).

2. The subjective norms variable has a significant value of 0.000 or smaller than the significance level used, namely 0.05 (0.000 < 0.05) and has a Tcount value greater than Ttable (16.264 > 1.65597). So it can be concluded that subjective norms have a significant effect on purchase intentions. Therefore, the hypothesis which states that subjective norms have a significant effect on purchase intentions is rejected (H2 is accepted).

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3. The significant value of the perceived behavior control variable is 0.000 or smaller than the significance level used, namely 0.05 (0.000 < 0.05) and has a Tcount value greater than Ttable (5.342 > 1.65597). So it can be concluded that perceived behavior control has a significant effect on purchase intentions. Therefore, the hypothesis which states that perceived behavior control influences purchase intentions is accepted (H3 is accepted).

The coefficient of determination is used to see the ability of attitude variables, subjective norms and perceived behavioral control in explaining the purchase intention variable. It can be seen from the magnitude of the multiple coefficient of determination (R^2). In other words, the R^2 coefficient value is used to measure the contribution of attitude variables, subjective norms and perceived behavioral control to purchase intentions. In general, it can be said that the magnitude of the Adjusted multiple determination coefficient (R^2) is between 0 or 1 or $0 \leq R^2 \leq 1$. The value of R^2 is 0.854, this shows that the influence of attitudes, subjective norms and perceived control behavior on purchasing intentions is 85.4%. while the remaining 14.6% is explained by other variables outside the research. The results of the coefficient of determination test in this study are presented in the following table:

Table 2. Result Coeficient of Determination Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926[a]	.858	.854	.06911
a. Predictors: (Constant), LNX3, LNX2, LNX1				
b. Dependent Variable: LNY				

Source: Data Processed (2023)

The results from the coefficient of determination test in the table above indicate that the It is known that the correlation coefficient (R) value is 0.926, indicating that the relationship between the variables attitude, subjective norms and perceived behavior control on purchase intentions is 0.926, so it can be concluded that the relationship is very strong. The multiple linear regression analysis in this research was used to determine the extent of the influence of attitude, subjective norms, and perceived behavior control on the intention to purchase Hannochs LED lighting products. Based on the findings of the conducted research, the obtained equation for multiple linear regression is as follows:

$$Y = -0{,}655 + 0{,}745 X_1 + 1{,}709 X_2 + 0{,}480 X_3$$

Based on the results derived from the multiple linear regression equation above, the outcomes are outlined as follows:

1. The constant value (a) has a negative sign, namely -0.655, meaning that if attitude, subjective norms and perceived behavior control are equal to zero (0), then purchasing intentions will decrease.

2. The regression coefficient for the Attitude variable (X1) is 0.745, indicating that if Attitude experiences an increase of 1%, it will cause an increase in purchase intention of 0.745, assuming the value of the other independent variables remains constant.
3. The regression coefficient for the Subjective Norms variable (X2) is 1.709, indicating that if the Subjective Norms increases by 1% it will cause an increase in purchase intentions of 1.709, assuming the other independent variables have constant values.
4. The regression coefficient for the Perceived Behavior Control variable (X3) is 0.480, indicating that if Perceived Behavior Control experiences an increase of 1%, it will cause an increase in purchase intentions of 0.480, assuming the other independent variables have constant values.

Based on research conducted regarding the influence of attitude, subjective norms and perceived behavior control on the intention to purchase Hannochs LED lighting products, the results obtained were that the variable that had the highest influence was subjective norms at 1,709, while the variable that had the smallest influence was perceived behavior control at 0.480. .

3.2 Discussion

The Influence of Attitude on Purchase Intentions

The attitude variable has a significant value of 0.000 or smaller than the significance level used, namely 0.05 (0.000 < 0.05) and has a Tcount value greater than Ttable (11.627 > 1.65597). The results of this research are in line with previous research conducted by Wijekoon & Sabri (2021), Liu et al. (2020), Nuttavuthisit & Thogersen (2017) and Zhang et al., (2019) who said that attitude has a positive and significant effect on purchase intention. This is because individuals who have a positive attitude towards Hannochs LED lighting products will have greater intention to purchase. So it can be concluded that attitude has a significant effect on purchasing intentions. Therefore, the hypothesis which states that attitude influences purchase intentions is accepted (H1 is accepted) A positive and significant attitude is reflected in the statement that Hannochs LED lighting products are of high quality. In the context of this research, it is proven that respondents have a positive evaluation of feelings and tendencies towards Hannochs LED lighting products.

The Influence of Subjective Norms on Purchase Intentions

The subjective norms variable has a significant value of 0.000 or smaller than the significance level used (0.000 < 0.05) and has a Tcount value greater than Ttable (16.264 > 1.65597). The results of this research are in line with research conducted by Li et al., (2020), Wijekoon & Sabri (2021), Yogananda & Nair (2019), and Nuttavuthisit & Thogersen (2017) which explains that subjective norms have a positive and significant effect on purchase intention. This research is also not in line with research conducted by Ariansyah (2020) which explains that subjective norms do not have a significant effect on purchase intention. So it can be concluded that subjective norms have a significant effect on purchase intentions. Therefore, the hypothesis which states that subjective norms have a significant effect on purchase intentions is accepted (H2 is accepted). In the context of this research, it proves that social pressure arising from the influence of other people can influence respondents to buy or not buy Hannochs LED lighting products.

The Influence of Perceived Behavior Control on Purchase Intentions

The perceived behavior control variable is 0.000 or smaller than the significance level used (0.000 < 0.05) and has a Tcount value greater than Ttable (5.342 > 1.65597). The results of this research are in line with research conducted by Zhuang et al., (2021), Ruslim et al., (2022), Hasan & Suciarto (2020), Yogananda & Nair (2019) who said that perceived behavior control has a

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positive and significant effect on purchase intention. So it can be concluded that perceived behavior control has a significant effect on purchase intentions. Therefore, the hypothesis which states that perceived behavior control influences purchase intentions is accepted (H3 is accepted). This reflects the purchasing decision making process which is completely in the hands of consumers. If consumers believe that the final decision is in the hands of the consumer himself, consumer purchase intention will be greater. Perceived behavior control which has a positive and significant influence can be reflected through the statement that respondents have control over purchasing decisions for Hannochs LED lighting products.

The Influence of Attitude, Subjective Norms, and Perceived Behavioral Control on Purchase Intentions

Based on the results of the simultaneous significance test, it shows that the significant value is 0.000 or smaller than the significance level used, namely $(0.000 < 0.05)$ and has an Fcount value greater than Ftable $(273,010 > 2.67)$. So it can be concluded that the variables attitude, subjective norms, and perceived behavior control simultaneously or together have a significant effect on purchase intentions. Therefore, the hypothesis states that attitude, subjective norms, and perceived behavior control simultaneously have a significant effect on purchase intentions (H4 is accepted).

4. CONCLUSION

The research results show that attitude, subjective norms and perceived behavior control partially have a positive and significant effect on the intention to purchase Hannochs products. This is proven by obtaining positive coefficients for all independent variables, coupled with a significance value that is lower than the significance level used.

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