

THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIORAL CONTROL ON SHOPPING DECISIONS THROUGH PURCHASE INTENTION

(A STUDY ON VISITORS OF MARGO CITY MALL DEPOK USING THE THEORY OF PLANNED BEHAVIOR)

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Abstract. The purpose of this article is to analyze the influence of attitudes, subjective norms, and perceived control on shopping decisions through shopping intentions of Margo City Mall visitors. The phenomenon of living in the modern era includes various aspects that change the way individuals interact, work, and live their daily lives. As the salary and prestige of the community increased, the shopping decision behavior of the Indonesian people began to shift from the traditional sector to the modern sector. Indonesia itself has many shopping malls, one of which is a mall complete with entertainment and places to hang out. According to the theory of planned behavior, behavior is influenced by intention, while intention is affected by attitude, subjective norms, and perceived behavioral control. Data collection was conducted using questionnaires designed with a 1–5 Likert scale, ranging from strongly agree to strongly disagree. The respondents consisted of 410 visitors who had previously shopped at Margo City Mall. This study uses path analysis with SPSS 26. This study concludes that attitudes, subjective norms, have a partially significant effect on shopping intentions, but perceived control has no significant effect on shopping intentions. Attitudes, subjective norms, perceived control and shopping intentions have a partially significant effect on shopping decisions. The study also proves that shopping intentions indirectly successfully mediate attitudes, subjective norms, and perceptions of control over decisions, where the greater the shopping intention, the more likely the shopping decision occurs.

Keywords: planned behavior theory, shopping malls, shopping intention, shopping decisions

I. INTRODUCTION

The phenomenon of shopping in Indonesian society itself reflects changes in consumer behavior that are influenced by various factors including technological, cultural and economic developments. Many purchasing decisions are influenced by recommendations from family or friends, demonstrating the importance of social influence in shopping behavior. People's shopping behavior in Indonesia is influenced by online shopping preferences, the influence of social media exposure, one of which is recommendations from influencers who often influence purchasing decisions. (Suliandri & Safrin, 2024).

Indonesia itself has many diverse shopping centers, ranging from malls, large shopping centers, traditional markets, outlets. Shopping centers in Indonesia create extraordinary malls with innovative designs that meet the needs and desires of the community. Shopping centers are growing rapidly with many people coming to find entertainment or shopping in them. (Ranika, Mutrofin, & Nathania, 2024). Mall is a shopping place that is quite efficient because it is not only a shopping center, but also an entertainment place and a place to hang out. The mall concept was originally conceived as a community center where people

would gather for shopping, cultural activities and social interaction. Developers attracted visitors to malls through the promise of providing a wide variety of stores and merchandise in one location (Singh & Srinivasan, 2012). On holidays, the mall will usually be full of visitors, the streets will be very crowded from day to night. Margo City is one of the mall destinations in the city of Depok. The city of Depok is increasingly becoming a place for new family residences because the value of houses that are still “pocket-friendly” and easy access make Depok even more crowded. As one of the cities in West Java that is adjacent to DKI Jakarta, Depok is a city that continues to develop in terms of infrastructure.

Based on the research background described above, the research formulation of this research problem is how much influence do attitudes, subjective norms, perceived behavioral control of Margo City Mall visitors have on shopping decisions through shopping intentions as a mediator?

This study aims to explain the effect of attitudes, subjective norms and perceptions of behavioral control on shopping intentions, attitudes, subjective norms, perceptions of behavioral control and shopping intentions on shopping decisions and the effect of attitudes, subjective norms, perceptions of behavioral control on shopping decisions through shopping intentions as mediators.

II. RESEARCH METHOD

The theory of planned behavior (TPB) explains that intention is a determining factor in a person's behavior with predictors of attitudes, subjective norms, and perceived control. TPB has the assumption that the determinant of individual behavior is intention where intention is predicted by attitudes, subjective norms and perceptions of behavioral control. Attitude is the tendency of individuals to evaluate some symbols or objects or aspects of their world in a favorable or unfavorable way (Katz dalam Kumar, 2017). Visitors' attitudes will be associated with their beliefs on the basis of the negative and positive consequences they will receive later. When an individual chooses a decision to behave, he will think what results he will get. Visitors who have the belief that the decision to shop gives positive things to themselves will try to shop at Margo City mall. Conversely, if visitors have the belief that shopping decisions are negative, it will lead to an assessment that shopping decisions are not a good thing to do.

Attitudes towards shopping decisions can be measured through 2 (two) dimensions, namely behavior belief and outcome evaluation. Behavior belief is connected to the positive or negative results that individuals believe when behaving. Meanwhile, outcome evaluation is an evaluation or assessment of the results that will be received. Visitors will have a positive view if the results of the shopping decision assessment are also positive. The results of the assessment can be pleasant or unpleasant, profitable or unfavorable, comfortable or uncomfortable. A very positive attitude occurs when every outcome is seen as very positive and very likely to occur (Kan & Fabrigar, 2017). Regarding attitudes towards shopping intentions and decisions, this study formulates a hypothesis regarding the significant influence of attitudes on shopping intentions and decisions of Margo City mall visitors. Septiani, Tika Dwi & Persada, Satria Fadil (2020) found that attitude has a positive effect on purchasing decisions. In this study, attitude is determined as the first independent variable, namely (X1) which will affect the shopping intentions and decisions of Margo City mall visitors. The explanation above results in the following hypothesis, H1: There is a significant influence between attitude towards the shopping intentions of visitors to Margo City Depok. H4: There is a significant influence of attitude on the shopping decisions of visitors to Margo City Mall Depok.

Subjective norm is a representation of individual perceptions that other people or surroundings will approve or support the individual's behavior. Astuti (2023) explains that subjective norms are determined by social pressure for individuals to behave in a certain way and motivate them to follow that person's views. Ajzen (1991) says that subjective norms are determined by 2 (two) dimensions, namely normative belief and motivation to comply. Normative belief is said to make a person think about other people's thoughts when he behaves something later. (Kumar, 2017). Meanwhile, motivation to comply makes individuals do what others think. For normative belief, the individual's perception of others that he must decide to shop while at Margo City mall. As for motivation to comply, visitors also think that other people will

do shopping activities while at Margo City mall. Nugroho, Anton et al (2018) in his study shows that subjective norms have a significant effect on behavioral intentions. So subjective norms play an important role in shaping intentions for decision making. In this study, subjective norms are determined as the second independent variable (X2) which will affect the intentions and shopping decisions of Margo City mall visitors. The explanation above results in the following hypothesis, H2: There is a significant influence of subjective norms on the shopping intentions of visitors to Margo City Mall Depok. H5: There is a significant influence of subjective norms on the shopping decisions of visitors to Margo City Mall Depok.

Perceived Behavioral Control (PBC) or perceived behavioral control is related to whether or not it is easy for individuals to perform certain behaviors accompanied by control factors that can affect whether or not behavioral performance is difficult. The dimension used is control belief where this belief controls behavior by influencing behavioral performance, for example, individuals think "am I confident in my ability to behave like this?", "if I am going to behave like this there are opportunities, tools and resources needed to make shopping decisions?". Previous studies by Nugroho, Najib, & Simanjuntak (2018) found that perceived behavioral control has a significant effect on consumer intentions and behavior. Another study by Astuti, Sri (2023) also found that perceived control can significantly influence intention and behavior. So that in this study, perceived behavioral control is determined as the third independent variable (X3) which will influence shopping intentions and decisions at Margo City mall. The explanation above results in the following hypothesis, H3: There is a significant influence of the control perspective on the shopping intentions of visitors to Margo City Mall Depok. H6: There is a significant effect of perceived behavioral control on the shopping decisions of visitors to Margo City Mall Depok.

Intention is one of the consumer behaviors that arise as a form of response to their desire to make a purchase. (Kotler & Kevin Lane, 2012). Intention will lead to one's behavior. In this study, intention refers to the desire, determination of a person to shop at Margo City mall. Visitors who have strong shopping intentions will tend to make shopping decisions. Conversely, if visitors with weak intentions eat there will be reluctance not to decide to shop. So that intention greatly influences visitor purchasing decisions. In this study, researchers used transactional intentions, referential intentions, preferential intentions, and exploratory intentions. Thus intention is determined as a mediating or intervening variable. The explanation above results in the following hypothesis, H7: There is a significant influence of shopping intentions on the shopping decisions of visitors to Margo City Mall Depok.

Shopping decisions are seen from purchasing decisions. Where a purchase decision is the behavior or action of a person in deciding to buy a product or service from two or other alternative choices. People's attitudes are influenced by past purchases, and every journey through a awareness, interest, desire, and action affects all purchasing decisions (Kotler,

Wong, Saunders, & Armstrong, 2005). A person's shopping preferences and intentions do not always directly result in shopping decisions. Visitors who have the intention and desire to buy products or services at Margo City. Shopping decisions will be influenced by certain factors before the action does not affect. So that shopping decisions are determined as the dependent variable (Y) which may be influenced by attitudes, subjective norms, perceived behavioral control, and intentions. H8: Shopping intentions mediate the relationship between attitudes and shopping decisions of visitors to Margo City Mall Depok. H9: Shopping intention mediates the relationship between subjective norms and shopping decisions of visitors to Margo City Mall Depok. H10: Shopping intentions mediate the relationship between perceived behavioral control and shopping decisions of visitors to Margo City Mall Depok.

Below is a picture of the hypothesis structure:

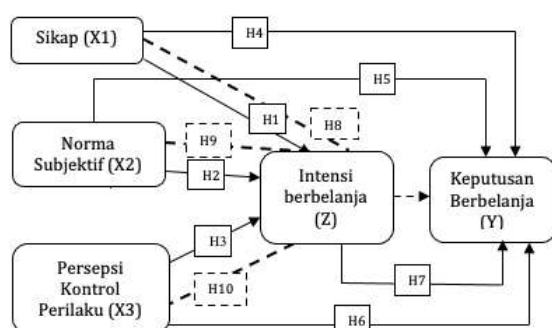


Figure 1.1 Hypothesis Structure

Source: Processed by Researchers (2024)

Sample Data

Data collection using literature studies and questionnaires. The validity test, reliability test, classical assumption test, path analysis test and hypothesis testing used SPSS 26. The sampling technique used by researchers is incidental sampling technique because the sample members can represent or can provide answers to research problems. Incidental sampling is a sampling technique based on coincidence that meets the researcher can be used as a sample. (Sugiyono, 2013). The sample taken is visitors who have shopped at Margo City. The results of the calculation obtained a sample size of 409.7 which was rounded up to 410 respondents from a population of 420,000 people per week based on rri media in 2023 using the distribution of questionnaires.

Research Instruments

The measurement of the research instrument is measured by a 5-point Likert scale with a measurement scale from 1 to 5. Point 1 indicates that the respondent strongly disagrees and point 5 indicates that the respondent strongly agrees. This study uses 3 (three) independent variables, namely attitude, subjective norms, perceived behavioral control, 1 (one) mediator variable, namely shopping intention, and 1 (one) dependent variable, namely shopping decisions. Research instruments are taken from theory and previous research. Attitudes, subjective norms and perceived behavioral control are adopted from the theory of planned behavior. (Ajzen, 1991). Shopping intentions are adopted from the book Kotler

and Keller (2012). Shopping decisions are adopted from Kotler and Keller (2012).

Table 1.1
Operational Variables

Variabel	Dimensi	Indikator
Attitude	<i>Behavioral Beliefs, Outcome Evaluation</i>	Positive or negative outcomes that individuals believe when behaving & evaluation or assessment of the results that will be received.
Subjective Norm	<i>Normative Beliefs, Motivation to Comply</i>	Thinks about what others think when behaving & individuals do what others think.
Perceived Behavioral Control	<i>Control Belief</i>	Self-control over behavior
Shopping Intention	Transactional Intention, Referential Intention, Preferential Intention, and Exploratory Intention	Response to the desire for trust, reference preferences and information
Shopping Decision	Problem Recognition, Information Search, Shopping Decision, Post-shopping Evaluation	Mall as a necessity, search for mall information, decide to shop according to needs, feel satisfied shopping

Source: Processed by Researchers (2024)

III. RESULT AND DISCUSSION

The T test was conducted on sub-structure 1 to test whether the influence of the independent variables of attitude, subjective norms, perceived control partially on shopping intentions.

Table 1.2
T Test Table Sub-structure 1

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
(Constant)	1.017	0.087		11.650	0.000
Attitude	0.177	0.046	0.206	3.832	0.000
Subjective Norm	0.415	0.049	0.470	8.498	0.000
Perceived Behavioral Control	0.060	0.048	0.056	1.244	0.214

a. a. Dependent Variable: Shopping Intention

Source: Researcher's Process (2025)

Based on the hypothesis test above, attitudes and subjective norms have a significant effect on shopping intentions because the sig attitude is $0.00 < 0.05$ and subjective norms are $0.00 < 0.05$ with the attitude t count $3.832 > t$ table 1.648 and subjective norms t count $8.498 > t$ table 1.648. Thus, H1, H2 are accepted and H0 is rejected. Meanwhile, H3 is rejected and H0 because perceived behavioral control sig. $0.214 > sig.$ 0.05 with t count $1.244 < t$ table 1.648 which means that the effect of perceived behavioral control is not significant.

The T test was also conducted on sub-structure 2 to test whether the influence of the independent variables of attitude,

subjective norms, perceived control and shopping intentions partially on shopping decisions.

Table 1.3
Sub-structure 2 T-test Table

Model	Unstandar dized B	Coeffici ents Std. Error	Standard ized Coeffici ents Beta	t	Sig.
(Constant)	0.315	0.087		3.600	0.000
Attitude	0.155	0.041	0.184	3.795	0.000
Subjective Norm	0.109	0.046	0.126	2.364	0.019
Perceived Behavioral Control	0.086	0.042	0.082	2.060	0.040
Shopping Intention	0.477	0.43	0.497	11.097	0.000

b. Dependent Variable: Shopping Decision

Source: Researcher's Process (2025)

Based on the hypothesis test above, attitude, subjective norms, perceived behavioral control and shopping intentions have a significant effect on shopping intentions because the attitude sig 0.00 <0.05 with t count 3.795> t table 1.648, subjective norm sig. 0.019 <sig. 0.05 with t count 2.364> t count 1.648, perceived behavioral control sig. 0.040 <sig. 0.05 with t count 2.060> t table 1.648, shopping intention sig. 0.00 <sig.0.05 with t count 11, 097> t table 1.648. So that H4, H5, H6, H7 are accepted and H0 is rejected.

Path Analysis Test

Path analysis is a multivariate dependency data analysis method used to test asymmetric relationship hypotheses built on the basis of certain theoretical studies, with the aim of knowing the direct and indirect effects of a set of causal variables on the effect variable. Also known as causal modeling, path analysis allows researchers to test theoretical propositions regarding cause and effect relationships without manipulating variables (Sarwono, 2012).

Based on Figure 1.2 above, the calculation of the path diagram of this study has the following structural equation:

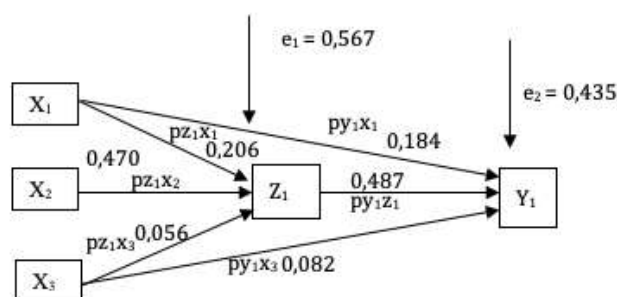


Figure.1.2 Path Diagram Results

Source: Processed by Researchers (2025)

- 1) Sub structure 1: $Z_1 = 0,206x_1 + 0,470x_2 + 0,056x_3 + e_1$
- 2) Sub structure 2: $Y_1 = 0,184x_1 + 0,487z_1 + 0,082x_3 + e_2$

Table 1.4
Influence Table

Variables	Direct Influence	Indirect Effect	Total Influence
$X1 \rightarrow Z$	0,206		
$X2 \rightarrow Z$	0,470		
$X3 \rightarrow Z$	0,056		
$X1 \rightarrow Y$	0,184		
$X2 \rightarrow Y$	0,126		
$X3 \rightarrow Y$	0,082		
$Z \rightarrow Y$	0,487		
$X1 \rightarrow Z \rightarrow Y$		$(0,206 \times 0,487) = 0,100$	$(0,206 + 0,487) = 0,693$
$X2 \rightarrow Z \rightarrow Y$		$(0,470 \times 0,487) = 0,229$	$(0,470 + 0,487) = 0,957$
$X3 \rightarrow Z \rightarrow Y$		$(0,056 \times 0,487) = 0,027$	$(0,056 + 0,487) = 0,543$

Source: Researcher's Process (2025)

Mediation Test

The mediation test is conducted to test the significance of the indirect effect of the independent variable on the dependent variable through the mediator variable.

Table 1.5
Mediation Test Table

$X1 \rightarrow Z \rightarrow Y$		T table	Conclusion
a	0.177	3.64	H8 Retrieved H0 rejected
b	0.477		
sa	0.046		
sb	0.043		
sab	0.023		
$X2 \rightarrow Z \rightarrow Y$		T table	Conclusion
a	0.415	6.73	H9 Retrieved H0 rejected
b	0.477		
sa	0.049		
sb	0.043		
sab	0.294		
$X3 \rightarrow Z \rightarrow Y$		T table	Conclusion
a	0.06	1.039	H10 Retrieved H0 rejected
b	0.477		
sa	0.048		
sb	0.043		
sab	0.303		

Source: Researcher's Process (2025)

Based on the mediation table above, it can be interpreted that shopping intention mediates the relationship between attitudes and shopping decisions of Margo City Mall Depok visitors, shopping intention mediates the relationship between subjective norms and shopping decisions of Margo City Mall Depok visitors and shopping intention mediates the relationship between perceived behavioral control and shopping decisions of Margo City Mall Depok visitors.

IV. CONCLUSIONS

The results showed that attitudes, subjective norms, have a partially significant effect on shopping intentions, but perceived control has no significant effect on shopping intentions. Attitudes, subjective norms, perceived control and shopping intentions have a partially significant effect on shopping decisions. The study also proves that shopping intentions indirectly successfully mediate attitudes, subjective norms, and perceptions of control over decisions, where the greater the shopping intention, the more likely the shopping decision occurs.

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