



**THE EFFECT OF ATTITUDE, SUBJECTIVE NORM AND BEHAVIORAL CONTROL
ON DECISION REPURCHASE INTENTION VIA INTENT
(A Study on Services Company PT. Global Insight Utama Bali area)**

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ABSTRACT

Analyze the effect of perceived behavioral control to the high repeat purchase decisions by consumers through intention. The sample of 140 respondents. Mechanical analysis using SEM-PLS. The analysis shows that attitudes, subjective norms and behavioral control affect the intention. Attitudes, subjective norms and behavioral control influence on purchase decisions. Intention influence on purchase decisions. Attitudes, subjective norms and behavioral control influence on purchase decisions via Intent. subjective norms and behavioral control influence on purchase decisions. Intention influence on purchase decisions. Attitudes, subjective norms and behavioral control influence on purchase decisions via Intent. subjective norms and behavioral control influence on purchase decisions. Intention influence on purchase decisions. Attitudes, subjective norms and behavioral control influence on purchase decisions via Intent.

KEYWORDS: attitudes, subjective norms, behavioral control, intention, purchasing decisions

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INTRODUCTION

PT. Global Insight Utama is a private company engaged in the service charging Nitrogen wind, where the company was only 5 years running but has developed quite rapidly. In addition, PT. Global Insight Utama (Green-nitrogen) is always crowded by visitors, it shows that motorists are increasingly seen as one of the company the opportunity to run the business. Which can be known that every vehicle definitely need wind for vehicle wheels. The increasing number of population, the development of information technology, and communication leads to increased economic activity. Improving the local economy cannot be separated from the ongoing process of transportation. Transport is services needed every day for the community. If one day stop transportation services, it will be a lot of its impact. This time is needed by the public transport to support the mobilization. Transportation needs is a necessity derivative (derived demand) due to economic activity, social, and so on. Within the framework of macro-economic, transport is the backbone of the national economy, regional, and local levels, both in urban and rural areas. Vehicles have become human needs today.

Tire is one of the most important things for a vehicle. No matter how good the tires then the vehicle is of no use. Tire conditions also greatly affect the security of a journey, because it is very important to consider the condition of the tires before traveling and choose the tire filling substance into the case in order to maintain optimum tire condition. With a stable tire pressure against temperature will affect tire friction against the asphalt becomes smaller

and the tires grip better able to grip the asphalt so the tires are not easy to wear. That's why nitrogen-filled tires that used to have a lifespan far longer than those without. In addition, the stability of the temperature tire pressure will reduce the potential for accidents due to tire burst or overpressure. Driving is far more secure and comfortable.

Green Nitrogen is one of the strategic business unit that became the mainstay brands (Anchor Brand) from PT Global Insight Utama Main focus on service excellence for nitrogen and tire warranty on Pertamina gas station. This business unit is an authorized business partner as sole operator who is trusted by Pertamina provide nitrogen and tire service. Aside from being a strategic partner of Pertamina, Green Nitrogen been trusted by Ferrari Indonesia to support the event Corso Pilota Ferrari Rally on 14-15 October 2011, and is still believed to be the Ferrari Official Service Provider in Indonesia, Indonesia Lexus, and Nissan Motor Indonesia. Also, Auto 2000, principal Michelin tires, and more.

Growth green outlet nitrogen in Bali quite rapidly and it proved bahwasannya green fixed nitrogen is trusted by society, especially in the area of Bali. It's important to know the needs and wants of consumers before issuing the product. One way to find out the needs and desires of consumers so that consumers feel satisfied is to study matters relating to consumer behavior. In consumer behavior, will learn how consumers act in using or consuming a product. To determine the purchase behavior based *Theory of Planned Behavior* (TPB) is determined by the intention, the intention was formed by attitudes, subjective norms and behavioral control (Fisbhein and Ajzen, 1975).

Attitude by Mowen (2002: 152) is the affection or feelings toward a stimulus. Before choosing a product to be bought, the consumer will determine the attitude towards a particular object. Once consumers determine the attitude, of course, will not be separated from subjective norms, perceived or perceptions of the beliefs of others that will affect the interest to perform the behavior under consideration (Jogiyanto, 2015). Buying interest was strengthened when a person's perceived behavioral control by the individual is able to engage in the behavior (Ajzen, 1991).

In general, said that the better the attitude and subjective norm to a purchase and the greater predictive behavioral perceived control, the stronger the consumer is carrying out the purchase in question. On the contrary, the intention is seen as a decisive variable for actual behavior, the stronger the intention of consumers to make purchases, the greater the success of predictive behavior. The success rate depends not only on intentions, but also on non-motivational factor is the existence of opportunities and resources. Such as time, money, skill and cooperation.

The research result Hsu et al. (2006) proved that a significant relationship between the variables of interpersonal influences, external influences, perceived behavioral control and attitude with continuance intention through disconfirmation and satisfaction of the intention of sustainable use in the context of online shopping over and over.

Liao et al. (2006) examined the online service user in Taiwan, proving that subjective norms and behavioral control a significant effect as motivator intentions affect the continuous use of the online service. Huda et al (2012), proving that attitude, Subjective norms, and perceived behavioral control significantly influence the Intention to perform the behavior.

Peter et al. (2014) proved that attitude, subjective norm, and perceived behavioral control significantly influence purchase intention. Furthermore Afendi et al. (2014) proved that there is influence between attitude, Subjective norms, perceived behavioral control with purchase intention for halal products.

Anggelina et al (2014) conducted a study on the customer at the SOGO department store Tunjungan Plaza Surabaya. The results showed that either simultaneously or partial, attitude, subjective norm, and perceived behavioral control effect on purchase intention.

Saud (2016) proved that attitude significantly influence the behavior of whistle-blowing intention internal and external whistle-blowing. Perception of behavioral control has no effect on whistle-blowing intention internal and external whistle-blowing. Perception of organizational support is moderating variables that strengthen the influence of behavioral

control on the intention of whistle-blowing internal-external. Further research Dewi et al. (2016) proved that attitude and subjective norm positive and significant effect on the intention to buy the product via online fashion in Denpasar, Bali. However, the research results Kazemi et al (2013) showed that attitude and subjective norm have no effect on repurchase intentions. Perceived behavioral control a significant effect on repurchase intentions. Value equity,

The purpose of this study was to analyze the influence of attitude on the intentions, analyzing the influence of subjective norm on intention, to analyze the effect of perceived behavioral control on intentions, analyzing the influence of attitude to the high purchasing decisions reset by consumers, analyze the influence of subjective norm for the high purchasing decisions reset by consumers, to analyze the influence perceived behavioral control to the high repeat purchase decisions by consumers, analyze the influence of the intention of the high repeat purchase decisions by consumers, analyze the impact of attitude on the high repeat purchase decisions by consumers through intentions, analyzing the influence of subjective norm for a high repeat purchase decisions by consumers through intention, analyze the effect of perceived behavioral control to the high repeat purchase decisions by consumers through intention.

METHODS

This type of research is explanatory research (explanatory research). Soekanto (2007: 10) argues that "explanatory research that is primarily intended to test specific hypotheses." Based on that, there are four things to note are: scientific way, the data, the purpose and usefulness. Is a scientific way of research activities should be based on the characteristics of science, that is, rational, empirical and systematic. Rational means that the research activities carried out in ways that make sense, making it affordable by human reasoning. Empirical means ways to do it can be observed by the human senses, so that other people can observe and observing the ways used.

The population in this study are all buyers PT. Top Global Insight (Green-nitrogen) in Bali that is not known with certainty in number and large. The sample size refers to the opinion of Ferdinand (2006: 47), which suggests that the sample size plays an important role in the estimation and interpretation of results and minimal diajarkan 100 to 200. It is also in accordance with the opinion of Hair (1998: 604) who suggested size samples 5 to 10 for each of the indicators used. The number of indicators in this study were 14 indicators, the number of samples that can be taken between 70 samples up to 140 samples. Maximum specified number of samples is $10 \times 14 = 140$ respondents. The sampling technique used was purposive sampling method.

The structure of the existing relationship on five variables will be analyzed using SEM-PLS models. Why use *Partial Least Square* (PLS) is there some research hypotheses that do not have a solid theoretical basis. PLS can be used to test the causal relationship the variables that have not received much support the theory or the study is exploratory (Ghozali, 2011). Another reason is the PLS is able to analyze the constructs with reflective and formative indicators (Hair, 2010). PLS is a powerful analytical method, because not based on many assumptions, data should not be normal distribution, the sample should not be large, and is able to explain the relationship between latent variables (Ghozali, 2011). Another advantage of PLS is that it can be used on the data with different types of scale, being able to manage the problem of multicollinearity between the independent variables, and the results remain solid (*Robust*) although there are data that are not normal and missing (Hartono, 2009).

RESULTS

Data were obtained from questionnaires distributed to respondents. A sample of respondents in this study were 140 respondents. As a general overview of gender, age, education, occupation, long been a customer and month nitrogen ngisi a sample of respondents in this study can be seen in Table 1 below:

Table 1. Description Respondents

characteristics	Percentage (%)
Gender	
Man	76.4
woman	23.6
Age	
20-30 years	32.9
31-40 years	46.4
41-50 years	20.7
Education	
High School	24.3
Diploma	28.6
S1	39.3
S2	7.9
Work	
PNS	30.7
entrepreneur	37.9
Private	31.4
Being a long time customer	
1 year	15.7
2 years	39.3
More than 2 years	45.0
In fill month Nitrogen	
1-2 times	28.6
3-4 times	56.4
More than 4 times	15.0

Data analysis

ResearchSEM is using a model and processed with Smart PLS PLS version 3.2.6 to evaluate research models. Testing the hypothesis through two stages of testing models outer and inner testing models. Outer testing the model aims to determine the value of the latent variable correlation, cross loadings, construct validity and reliability as well as R Square (R2). The test aims to determine the model of the inner path coefficient values, inner model of the T-statistic, and the total value that indicates the degree of variation effect change in the independent variable on the dependent variable (Hartono and Abdillah, 2009). The results of the evaluation of the model presented in the appendix. Hypothesis testing is based on the results of the analysis of SEM PLS models that contain all the variables supporting the hypothesis test. In addition to the analysis of hypothetical model,

In the hypothetical model no intention of mediating variables. Assessing the results of testing the structural model (inner models) which can be seen in the R-square (R2) in each construct endogenous (the intention and the purchase decision), the path coefficient value, the value of t and p values each path relationships between constructs. Path coefficient value and the value of t at each track will be described in sub discussion of hypothesis testing results. The R2 is used to measure the degree of variation in the endogenous variable is explained by a number of variables that affect (Hartono and Abdillah, 2009). The higher the value of R2 means the better the model predictions of the proposed model.

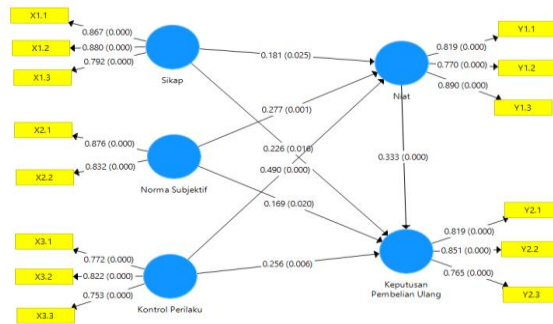


Figure 1
Model Test Results Hypothesis

The results of the analysis of the combined effect of a hypothetical model attitudes, subjective norms and behavioral control on the intention is 68%. Meanwhile, the combined effects of attitudes, subjective norms, behavioral control and intention to re-purchase decision was 63.9%. Hair et. al. (2014) states that the contribution to the value of between 20% -50% included in the category is quite high.

Table 2. Path Coefficient Test Results

Relationship between Variables	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P
Intention, R2 = 68%				
Attitude □ Intention	.181	.080	2,254	0,025
subjective norm □ Intention	0.277	0.082	3,380	0,001
control behavior □ Intention	.490	0,084	5.819	0,000
Repeat Purchase Decision, R2 = 63.9%				
Attitude □ Repeat purchase decision	0.226	0.093	2,418	0,016
subjective norm □ Repeat purchase decision	0.169	0,072	2,330	0,020
control behavior □ Repeat purchase decision	0.256	0.093	2,763	0,006
Intention □ Repeat purchase decision	0.333	0.094	3,555	0,000

Source: Data processed, 2018.

Coefficient direct influence on the attitude towards the intention was significant ($\beta = 0.181$; $p = 0.025$). Whole attitude indicator has a positive coefficient and reflective. Coefficient direct influence on the attitude towards the purchase decision was significant ($\beta = 0.266$; $p = 0.016$). Whole attitude indicator has a positive coefficient and reflective. The coefficient of the direct influence of subjective norm on the intention was significant ($\beta = 0.277$; $p = 0.001$). The coefficient of the direct influence of subjective norm on the purchase decision was significant ($\beta = 0.169$; $p = 0.020$). The coefficient of the direct influence of control

behavior on the intention was significant ($\beta = 0.490$; $p = 0.000$). The coefficient of the direct influence of control behavior towards the purchase decision was significant ($\beta = 0.256$; $p = 0.006$).

Table 3. Test Results Indirect Effect

Relationship between Variables	Coefficient	P	Status
Attitude -> Repeat Purchase Decision			
Attitude -> Intent	.181	0,025	Significant
Intention -> Purchase Decision birthday	0.333	0,000	Significant
Attitude -> Intention -> Purchase Decision birthday	.060	0,046	Significant
Subjective norms -> Repeat Purchase Decision			
Subjective norms -> Intention	0.277	0,001	Significant
Intention -> Purchase Decision birthday	0.333	0,020	Significant
Subjective norms -> Intention -> Purchase Decision birthday	0.092	0,012	Significant
Behavior control -> Repeat Purchase Decision			
Behavior control -> Intention	.490	0,000	Significant
Intention -> Purchase Decision birthday	0.333	0,020	Significant
Behavior control -> Intention -> Purchase Decision birthday	0.163	0,006	Significant

Source: Data processed, 2018.

In the hypothetical model, there are three indirect influence. First, the indirect effect of attitude towards the purchase decision through the intention of $0.181 \times 0.333 = 0.060$. Second, the indirect effect of subjective norm on purchasing decisions recharged via intention of $0.277 \times 0.333 = 0.092$. Third, the indirect effect of control perilaku on purchasing decisions recharged via intention of $0.490 \times 0.333 = 0.163$. Third indirect effect is significant because all the coefficient paths through mediating variables tested significantly ($p < 0.05$).

Hypothesis testing

In this study, there are 10 hypothesis, in which the 7 major direct influence hypothesis testing and hypothesis testing three major indirect influence. Hypothesis H1 states that Attitude significant effect on the intention. The direct effect on attitudes toward relationships intention of 0.181 ($p < 0.05$) were significant. Attitudes can be explanatory intentions, so that H1 is supported.

Hypothesis H2 states that Subjective norm significant effect on the intention. The direct effect on the relationship subjective norm on the intention of 0.277 ($p < 0.05$) were significant. Subjective norm, could determine the intention, so that H2 is supported.

H3 hypothesis states that Perceived behavioral control significantly influence the intention. The direct effect on relationship behavior control on the intention of 0.490 ($p < 0.05$) were significant. Behavior control can be a determinant of intention, so H3 is supported.

H4 hypothesis states that company policies affect the quality of earnings. Direct influence on company policy on quality relationships profit of 0.442 ($p < 0.05$) were significant. The company's policy can be determinant of the quality of earnings, so H4 is supported.

Attitude H4 hypothesis states that significantly influence the purchase decision. The direct effect on the relationship attitudes toward the purchase decisions of 0.226 ($p < 0.05$) were significant. Attitudes can be explanatory repeat purchase decision, so H4 is supported.

Hypothesis H5 Subjective norm states that significantly influence the purchase decision. The direct effect on the subjective norm relation to the purchasing decisions of 0.169 ($p < 0.05$) were significant. Subjective norm, could determine the buying decision, so H5 is supported.

H6 hypothesis states that Perceived behavioral control significantly influence the purchase decision. Direct influence on the behavior of the control relationship to the purchasing decision of 0.256 ($p < 0.05$) were significant. Behavior control, could determine the buying decision, so H3 is supported.

H7 hypothesis states that the intention of significantly influence the purchase decision. Direct influence on the behavior of the control relationship to the purchasing decision of 0.33 ($p < 0.05$) were significant. Intentions, could determine the buying decision, so H3 is supported.

H8 stated that Attitude significant effect on the high repeat purchase decisions by consumers through intention. The indirect effect on the relationship attitudes toward the purchase decision through the intention of 0.060 is significant. Intention shown to mediate the effect of attitudes toward the purchase decision, so H8 supported.

Subjective norm H9 states that a significant effect on the high repeat purchase decisions by consumers through intention. The indirect effect on subjective norma relation to the purchase decision through 0.092 intention is significant. Intention shown to mediate the effect of subjective norm on the purchase decision, so H9 supported.

H10 states that Perceived behavioral control significantly influence the purchase decision height by consumers through intention. The indirect effect on behavior control relationship to the purchasing decision back through the intention of 0.163 is significant. Intention shown to mediate influence on purchasing decisions behavior control over, so H10 supported

DISCUSSION

Influence Attitudes toward Intention

The results showed that the attitude tcount amounted to 2.254 with a significance t 0.025, for $t > t$ table ($2.254 > 1.980$) or the significance of $t < 5\%$ ($0.025 < 0.05$), the partial attitude (X1) have a significant effect on the intention. Because the path coefficient is positive (0.181) indicates the effect of both positive or unidirectional, so that H1 is accepted or significant. This means that the higher the higher the resulting attitude intention. The results of the study are consistent with Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that the attitude affect the intention. Consumer intentions is the tendency of consumers to do something on what is most preferred. If a consumer has decided alternate will be selected, then the consumer will carry out what the intention was.

The findings of this study indicate that the customer's attitude is reflected in the customers think that using nitrogen is a good idea, helping to reduce accidents due to tire burst and is very convenient to use nitrogen to drive will have an effect on the goodwill reflected from customers interested in using nitrogen that tire life durable, want using nitrogen for tire does not heat faster and are confident that by filling nitrogen into stable vehicle performance. as opinions Nazar and Syahrani (2008) that the attitude is composed of two elements, namely a very good idea and something to be desired. A very good idea of how far indicate that someone thinks that perform the behavior in the future is a very good idea. Something desired show how far someone thinks that perform the behavior in the future is something very desirable.

Subjective Norms influence on Intention

The results showed that the subjective norm tcount of 3,380 to 0,001 t significance, for $t > t$ table (3.380 > 1.980) or the significance of $t < 5\%$ (0.001 < 0.05), the partially subjective norms significantly influence the intention. Because the path coefficient is positive (0.277) indicates the effect of both positive or unidirectional, so that H2 is accepted or significant. This means that the higher subjective norm higher the resulting goodwill.

The findings of this study indicate that the subjective norm reflected family think that you should still use nitrogen in order to pressure the tires will be awake longer and use nitrogen because they can not burn effect on increasing the customer's intention is reflected from customers interested in using nitrogen that tire life durable, want using nitrogen for tire does not heat faster and are confident that by filling nitrogen into stable vehicle performance. As Azjen opinion (1988) which states that the subjective norm is a person's perception of the social pressure to perform or not perform the behavior. The research result is in line with Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that the subjective norm affect the intention.

Influence Behavior Behavior Control of the Intention

The results showed that control the behavior of tcount of 5.819 with a significance of 0.000 t, for $t > t$ table (5.819 > 1.980) or the significance of $t < 5\%$ (0.000 < 0.05), the partially control the behavior of a significant effect on the intention. Because the path coefficient is positive (0.490) indicates the effect of both positive or unidirectional, so H3 is accepted or significant. This means that the higher the behavioral control lead to the higher intent.

The findings of this study indicate that control behavior that is reflected from the customers using nitrogen in order to save fuel because the pressure precisely so lighten the work of the machine, capable of performing the maintenance, if the pressure is reduced to add it with nitrogen was also able to take a decision when the nitrogen pressure was reduced and no workshop providing gas filling by adding nitrogen tire as usual effect on increasing the customer's intention is reflected from customers interested in using nitrogen so durable tire life, wants to use nitrogen because the tire does not heat faster and are confident that by filling nitrogen into stable vehicle performance. As opinion (Ajzen, 2005: 12) that controls a person's feelings about the behavior is easy or difficult it embodies a certain behavior. The results consistent with the results of research Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that control the behavior of an effect on the intention.

Influence Attitudes towards buying decision Birthday

The results showed that the attitude tcount amounted to 2,418 with t significance of 0,016, for $t > t$ table (2.418 > 1.980) or the significance of $t < 5\%$ (0.016 < 0.05), the partial attitude significantly influence the purchase decision. Because the path coefficient is positive (0.226) indicates the effect of both positive or unidirectional, so H4 is accepted or significant. This means that the higher the higher the attitude resulted in the purchase decision.

Attitude is a feeling of like or dislike an individual to a particular object. The findings of this study indicate that customers think that using nitrogen is a good idea, helping to reduce accidents due to tire burst and is very convenient to use nitrogen to drive will have an effect on purchasing decisions re-reflected from customers replenish nitrogen in knowing the benefits of using nitrogen, filling nitrogen for understanding tire pressure will have traction tires on the road and feel satisfied filled with nitrogen because it can prevent leakage. As the opinion of the Sutisna Allport (2001: 99) states that the attitude is studying the tendency to respond to an object or group of objects, either liked or disliked consistently. The results support the Kang et al. (2011), and Kylie et al. (2013), which states that the attitude influence on purchase decisions. However, different research

results Kazemi et al., (2013) that expressed the attitude does not affect the repurchase intentions.

Subjective Norms Influence on Purchase Decisions Birthday

The results showed that the subjective norm tcount amounted to 2.330 with significance of 0,020 t, for $t > t$ table ($2.330 > 1.980$) or the significance of $t < 5\%$ ($0.020 < 0.05$), the partially subjective norms significantly influence the purchase decision , Because the path coefficient is positive (0.169) indicates the effect of both positive or unidirectional, so H5 is received or significant. This means that the higher subjective norm higher the resulting repurchase decision.

Subjective norm indicates the perceived social pressure to perform or not perform actions / behaviors a person can be affected by other people's views or not affected at all. The findings of this study indicate that the subjective norm reflected family think that you should still use nitrogen in order to pressure the tires will be awake longer and use nitrogen because they can not burn effect on increasing the purchasing decision re-reflected reflected from customers replenish nitrogen in knowing the benefits of using nitrogen , filling nitrogen for understanding the tire pressure will have traction tires on the road and feel satisfied filled with nitrogen because it can prevent leakage. As Jogiyanto opinion (2007: 119) that the subjective norm is a person's perception or outlook towards the beliefs of others that would affect intention / interest to perform or not perform the behavior under consideration. The results of this study are consistent with Kang et al. (2011), and Kylie et al. (2013), which states that the subjective norm influence on purchase decisions. But this result is not consistent with research Kazemi et al., (2013) stated the subjective norm does not affect the repurchase intentions. which states that subjective norms influence on purchase decisions. But this result is not consistent with research Kazemi et al., (2013) stated the subjective norm does not affect the repurchase intentions. which states that subjective norms influence on purchase decisions. But this result is not consistent with research Kazemi et al., (2013) stated the subjective norm does not affect the repurchase intentions.

Behavior Control influence on purchase decision Birthday

The results showed that the behavior of the control value of 2.763 with a significance $t > t$ table ($2.763 > 1.980$) or the significance of $t < 5\%$ ($0.006 < 0.05$), the partially control the behavior of a significant effect on the purchasing decisions , Because the path coefficient is positive (0.256) indicates the effect of both positive or unidirectional, so that H6 is received or significant. This means that the higher the control behavior of the higher result in the purchase decision.

The findings of this study indicate that control behavior that is reflected from the customers using nitrogen in order to save fuel because the pressure precisely so lighten the work of the machine, capable of performing the maintenance, if the pressure is reduced to add it with nitrogen was also able to take a decision when the nitrogen pressure was reduced and no workshop providing charging nitrogen by adding gas tire as usual effect on increasing the purchasing decision re-reflected reflected from customers replenish nitrogen in knowing the benefits of using nitrogen, filling nitrogen for understanding the tire pressure will have traction tires on the road and feel satisfied filled with nitrogen because it can prevent leakage.As the opinion of Ajzen (1991) which states that perceived behavioral control (perceived behavioral control) relate how easy or difficult will issue definitive behavior. The results of the study in accordance with Kang et al. (2011), and Kylie et al. (2013), which states that control the behavior of influence on purchase decisions. But this result is not consistent with Kazemi et al., (2013) which states the behavior control has no effect on repurchase intentions.

Influence Intentions to Purchase Decision Birthday

The results showed that the intention tcount amounted to 3.555 with a significance of 0.000 t, for $t > t$ table ($3.555 > 1.980$) or the significance of $t < 5\%$ ($0.000 < 0.05$), the partially intentions significantly influence the purchase decision. Because the path coefficient is positive (0.333) indicates the effect of both positive or unidirectional, so H7 is received or significant. This means that the higher the higher the intention resulted in the purchase decision.

High consumer purchase intentions will encourage consumers to buy a product. Conversely, low consumer purchasing intentions will prevent consumers to buy products. The findings of this study indicate that the intention reflected from customers interested in using nitrogen that tire life durable, wants to use nitrogen because the tire does not heat faster and are confident that by filling nitrogen vehicle performance becomes stable effect on increasing the purchasing decision re-reflected from customers replenish nitrogen knowing the benefits of using nitrogen, nitrogen fill for understanding the tire pressure will have traction tires on the road and feel satisfied filled with nitrogen because it can prevent leakage. As Mowen opinion (2002: 138) which states that the intention as consumers' willingness to behave in a certain way in order to have, throw, and use the product or service. So consumers can form a desire for information, to tell others about their experience with a product, buy a particular product or service, or dispose of the product in a certain way. Ajzen (1991) and Taylor and Tood (1995) states that a person's behavioral intentions showed the decision to do or not do a certain behavior. or dispose of the product in a certain way. Ajzen (1991) and Taylor and Tood (1995) states that a person's behavioral intentions showed the decision to do or not do a certain behavior. or dispose of the product in a certain way. Ajzen (1991) and Taylor and Tood (1995) states that a person's behavioral intentions showed the decision to do or not do a certain behavior.

Influence Attitudes towards buying decision Birthday Through Intention

Intentions were able to mediate the effect of attitudes toward the purchase decision. Intention is how much effort by individuals to commit to perform a behavior. The amount of a commitment to the realization defines the behavior. As said Kotler and Armstrong (2007: 220) states that the attitude is the evaluation, feeling, and a consistent trend over the likes or dislikes someone over the object or idea. The existence of a good and positive attitude of consumers from the PT. Top Global Insight (Green-nitrogen), it can lead to consumer intentions to charge nitrogen. In this study meant that the intention is reinforcing the creation of a purchase decision, this means that the will's customers make repeat purchases when customers know the benefits of using nitrogen, understand the tire pressure will have traction tires on the road and feel satisfied filled with nitrogen because it can prevent leakage. The findings of this study that customers who think that using nitrogen is a good idea, helping to reduce accidents due to tire burst and is very convenient to use nitrogen to drive will re-purchase on PT. Top Global Insight. The results of this study are consistent with Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that the attitude affect the intention. Furthermore, Kang et al. (2011), and Kylie et al. (2013), which states that the attitude of influence on purchase decisions. The findings of this study that customers who think that using nitrogen is a good idea, helping to reduce accidents due to tire burst and is very convenient to use nitrogen to drive will re-purchase on PT. Top Global Insight. The results of this study are consistent with Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that the attitude affect the intention. Furthermore, Kang et al. (2011), and Kylie et al. (2013), which states that the attitude of influence on purchase decisions. The findings of this study that customers who think that using nitrogen is a good idea, helping to reduce accidents due to tire burst and is very convenient to use nitrogen to drive will re-purchase on PT. Top Global Insight. The results of this study are consistent with Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that the attitude affect the intention. Furthermore, Kang et al. (2011), and Kylie et al. (2013), which states that the attitude of influence on

purchase decisions. The results of this study are consistent with Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that the attitude affect the intention. Furthermore, Kang et al. (2011), and Kylie et al. (2013), which states that the attitude of influence on purchase decisions. The results of this study are consistent with Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that the attitude affect the intention. Furthermore, Kang et al. (2011), and Kylie et al. (2013), which states that the attitude of influence on purchase decisions.

Subjective Norms Influence Purchase Decision to Re-Through Intention

Intentions were able to mediate the effect of subjective norm on the purchase decision. Purchase intentions indicate that consumers pursue the experience, the desire of their environment external to gather information about products or services. In this study meant that the intention is reinforcing the creation of a purchase decision again, this means that customers will make repeat purchases when customers know the benefits of using nitrogen, to understand the tire pressure will have traction tires on the road and feel satisfied filled with nitrogen because it can prevent leakage. The findings of this study indicate subjective norms as reflected in the family think that you should still use nitrogen that tire pressure be maintained longer and use nitrogen because it can not burn and supported the intention of high customer will make repeat purchases at. Top Global Insight. As Mowen opinion and the Minor (2002) Subjective norm is a component that contains the decisions made by individuals, after considering the views of others that affect behavior. The results of this study are consistent with Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that the subjective norm affect the intention. The results of the study of Kang et al. (2011), and Kylie et al. (2013), which states that the subjective norm influence on purchase decisions. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that the subjective norm affect the intention. The results of the study of Kang et al. (2011), and Kylie et al. (2013), which states that the subjective norm influence on purchase decisions.

Influence on Purchase Decision Behavior Control Re-Through Intention

Intentions were able to mediate influence on purchasing decisions behavior control over, which means the higher control their behavior and high intention to increase repeat purchase decisions. as opinionsNazar and Syahrani (2008) that indicate behavioral control easy or difficult it is someone taking action and is considered as a reflection of past experience in addition to the anticipated obstacles or barriers. Perceived behavioral control can provide easy understanding of the person about whether or not the information provided. Perceived behavioral control (perceived behavioral control) relate to resources that are owned and opportunity to do something (Tan and Thomson, 2000). Intention to behave refers to a person's interests to behave when the person receives a certain treatment. Zeithaml and Bitner (1996: 142), placing the intention of this act as a liaison variables posed by the quality of service, which in turn will affect whether a consumer will remain loyal to the company or move to a competitor. The findings of this study indicate behavioral control as reflected by the customers using nitrogen in order to save fuel because the pressure precisely so lighten the work of the machine, capable of performing the maintenance, if the pressure is reduced to add it with nitrogen was also able to take a decision when the nitrogen pressure was reduced and not found a workshop that provides by adding nitrogen gas filling tires as usual and supported the intention of high customer will make repeat purchases at. Top Global Insight. The results of the study are consistent with Ramona et al. (2002), Yen et al. (2006), Peter et al. (2012), Huda et al. (2012), Afendi et al. (2014) which states that control the behavior of an effect on the intention. The results

of the study of Kang et al. (2011), and Kylie et al. (2013), states that control the behavior of influence on purchase decisions.

CONCLUSION

Based on the analysis and discussion conducted can be deduced as follows: 1) Attitude significantly influence intention. This indicates that the better the customer's attitude will increase the customer's intention to use nitrogen, 2) Subjective norms significantly influence intention. This shows that the better the subjective norm Customers can increase customer's intent to use the nitrogen. 3) Control significantly influence the behavior of intent, which means that the higher the behavior control can increase customer's intent to use nitrogen, 4) Attitude significantly influence the purchase decision. This indicates that the better the attitude of customers will increase repeat purchase decisions by consumers, 5) Subjective norms significantly influence the purchase decision. This shows that the better the subjective norm Customers can increase customer repeat purchase decisions by consumers. 6) Control behavior significantly influence the purchase decision, which means that the higher the behavior control can increase repeat purchase decisions by consumers, 7) Intention significantly influence the purchase decision, which means that the higher the customer's intention to use the nitrogen will increase the purchasing decisions by consumers. 8) Intention to mediate the effect of the attitude on purchasing decisions, which means that the better attitude can increase repeat purchase decision, if supported by the customer's intention to use the nitrogen. 9) Intention mediates the effect of subjective norm on the purchase decision, which means that the better subjective norm can increase repeat purchase decision, if supported by the customer's intention to use the nitrogen. 10) Intention mediating influence on purchasing decisions behavior control over, which means that the better the behavior control can increase repeat purchase decision, if supported by the customer's intention to use the nitrogen.

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