FINAL PAPER

FACTORS THAT INFLUENCE INTENTION AND DECISION TO PURCHASE CHICKEN PRODUCT AT A&W RESTAURANT CITO, SURABAYA

Written to fulfill the academic requirement
To obtain Sarjana Ekonomi Strata Satu

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2012
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PREFACE

Thousands thanks and praises for God because of all of His blessing, helps and guidance to the researcher from the very beginning of this paper until the very end chapter that this research are done as the final requirement for the undergraduate study. For this chance, the researcher also would like to express appreciation for all the party involved in making this study:

1. Mr. HeruWijayanto as the advisor I and the panelist, for the priceless guidance, advices, and encouragement during the whole process of the thesis preparation.
2. Ms. OliandesSondakh S.E. M.M. as the co-advisor, for the priceless guidance and advises during the whole process of the thesis preparation and especially for the kindness in checking every single mistake of the paper before the submission.
3. Prof. Maria Rochelle Divinagracia M.Sc., DBA, as the advisor of International Management and the panelist for the priceless advices, approval and guidance during the whole process of the thesis preparation.
4. Mr. Hananiel M. Gunawan as one of the panelist during final defense for the approval and guidance during the whole process of the thesis preparation.
5. Mr. and Mrs. Soetanto, as loving parents and siblings, for cheering during all the hard time writing this study.
6. For my friends, lecturers, university staffs, and all other parties involved in the preparation of the thesis that cannot be mentioned one by one.

Although the study is still far from being perfect, the researcher hopes that this study will be useful for the next generation of UPH Surabaya in writing further studies. As the study is completed with the effort and support from all the parties involved, the researcher dedicated this study for all of them. God bless us all.

Surabaya, 6th December 2012

Anita Carolina S.
# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATEMENT OF ORIGINALITY OF FINAL PAPER</td>
<td>ii</td>
</tr>
<tr>
<td>AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER</td>
<td>iii</td>
</tr>
<tr>
<td>FINAL PAPER EXAMINATION COMMITTEE</td>
<td>iv</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>v</td>
</tr>
<tr>
<td>PREFACE</td>
<td>vi</td>
</tr>
<tr>
<td>TABLE OF CONTENT</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF TABLE</td>
<td>ix</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>x</td>
</tr>
<tr>
<td>LIST OF APPENDICES</td>
<td>xi</td>
</tr>
</tbody>
</table>

## CHAPTER I: INTRODUCTION

1.1 Background of the Study | 1 |
1.2 Research Problems | 5 |
1.3 Research Objectives | 5 |
1.4 Research Contributions | 5 |
1.5 Research Limitations | 5 |
1.6 Research Outline | 6 |

## CHAPTER II: REVIEW OF RELATED LITERATURE

2.1 Risk | 7 |
2.2 Trust | 8 |
2.3 Risk and Trust | 9 |
2.4 Intention to Purchase | 11 |
2.5 Decision to Purchase | 12 |
2.6 Theoretical Framework for Study | 13 |
2.7 Hypothesis | 13 |
2.8 Research Model | 15 |
2.9 Operational Framework | 16 |

## CHAPTER III: RESEARCH METHODOLOGY

3.1 Research Design | 17 |
3.2 Research Variables | 17 |
3.2.1 Operational Definitions .................................................. 17
3.2.2 Variables to be Tested .................................................. 18
3.2.3 Levels of Measurement and Scaling Techniques .................. 18
3.3 Data Collection Method ................................................... 18
3.3.1 Sources of Data .......................................................... 18
3.3.2 Population, Sample and Sampling Plan ............................ 19
3.3.3 Research Instrument .................................................... 20
3.4 Method of Data Analysis .................................................. 20
3.4.1 Pre-Test ................................................................. 20
3.4.2 Classic Assumption test ................................................. 21
3.4.3 Determination of Coefficient ......................................... 23

CHAPTER IV: DATA ANALYSIS
4.1 Research Object Description ............................................. 25
4.2 Data Analysis ............................................................... 26
4.2.1 Respondents Description Based on Age ......................... 26
4.2.2 Respondents Description Based on Monthly Income ........... 26
4.2.3 Respondents Description Based on Visits Frequency .......... 27
4.2.4 Respondents Description Based on Product Preferences ....... 27
4.2.5 Descriptive Statistic Respondent Answer ......................... 28
4.2.5.1 Descriptive Statistic Respondent Answer on Risk Variable .. 29
4.2.5.2 Descriptive Statistic Respondent Answer On Trust Variable .. 29
4.2.5.3 Descriptive Statistic Respondent Answer On Intention To Purchase Variable ..................... 30
4.2.5.4 Descriptive Statistic Respondent Answer On Decision To Purchase Variable ..................... 30
4.2.2 Hypothesis Testing ..................................................... 30
4.2.2.1 Pretest ............................................................... 31
4.2.2.2 Classical Assumption Test ....................................... 33
4.2.2.3 Simple Linear Regression Analysis ......................... 37
4.3. Discussion ..................................................................... 39

CHAPTER V: SUMMARY, CONCLUSIONS, AND RECOMMENDATION
5.1 Summary of the Research ................................................ 43
5.2 Conclusions ................................................................. 45
5.3 Recommendation ........................................................... 45

REFERENCE ........................................................................... 47
LIST OF TABLES

Table 1. Operational Variable Definition ...............................................................17
Table 2. Likert Scale Points ..................................................................................18
Table 3. Guidelines for Interpretation of Coefficient Correlation .........................23
Table 4. Respondents based on Age ......................................................................26
Table 5. Respondents based on Monthly Income ..................................................26
Table 6. Respondents based on Visits Frequency ..................................................27
Table 7. Respondents Based on Products Preference .............................................28
Table 8. Categories of Respondent’s Answer Mean Value .....................................28
Table 9. Respondent’s Answer about Risk ...............................................................29
Table 10. Respondent’s Answer about Trust .........................................................30
Table 11. Respondent’s Answer about Intention to Purchase ................................29
Table 12. Respondent’s Answer about Consumer Decision to Purchase ...............30
Table 13. Validity test result on variables ................................................................31
Table 14. Reliability test result on the research variables ......................................32
Table 15. Tolerance and VIF value for each variable .............................................36
Table 16. Autocorrelation Table .............................................................................36
Table 17. Linearity Test table ................................................................................36
Table 18. Value of R and $R^2$ for hypothesis one ................................................37
Table 19. Value of R and $R^2$ for hypothesis two ..................................................38
Table 20. Value of R and R2 for hypothesis three ...................................................39
LIST OF FIGURES

Page

Figure 1. Growth of Chicken Farm in Some Cities .................................................2
Figure 2. Basic theoretical framework .................................................................13
Figure 3. Research Model .................................................................................. 15
Figure 4. Operational Framework ....................................................................... 16
Figure 5. Normal probability plot for normality test (Risk to Intention to Purchase) ................................................................. 33
Figure 6. Normal probability plot for normality test (Trust to Intention to Purchase) ........................................................................................................ 33
Figure 7. Normal probability plot for normality test (Intention to Purchase to Decision to Purchase) ................................................................. 34
Figure 8. Scatter Plot of Risk to Intention to purchase .............................................34
Figure 9. Scatter Plot of Trust to Intention to purchase ..........................................35
Figure 10. Scatter Plot of Intention to purchase to Decision to Purchase..............35
# LIST OF APPENDIXES

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPENDIX A</td>
<td>A-1</td>
</tr>
<tr>
<td>APPENDIX B</td>
<td>B-1</td>
</tr>
<tr>
<td>APPENDIX C</td>
<td>C-1</td>
</tr>
</tbody>
</table>