

ABSTRAK

Muni Siska Gudia. 2021. “Pengaruh Norma Subjektif dan Kontrol Perilaku yang dipersepsikan terhadap Rasionalitas Perilaku Konsumsi Aksesoris Motor (Studi Survei pada Anggota Komunitas Motor Honda Tasikmalaya)”. Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya. Di bawah bimbingan Edi Fitriana Afriza, S.Pd., M.M. dan Ati Sadiyah, S.Pd., M.Pd.

Pengujian penelitian ini dilakukan untuk mengetahui dan menganalisis pengaruh dari norma subjektif dan kontrol perilaku yang dipersepsikan terhadap rasionalitas perilaku konsumsi aksesoris motor pada anggota komunitas motor Honda Tasikmalaya secara parsial dan simultan. Metode survei dengan desain ekspalantori merupakan metode penelitian yang digunakan. Adapun populasi yaitu sebanyak 544 orang yang merupakan anggota aktif pada komunitas motor Honda Tasikmalaya, dilakukan perhitungan menggunakan rumus Slovin didapat jumlah sampel sebanyak 231 orang, dengan teknik pengambilan sampel yang digunakan yaitu *proportional random sampling*. Teknik pengumpulan data pada penelitian yaitu penggunaan kuisisioner, dengan teknik analisis data yaitu analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa 1) Norma subjektif berpengaruh signifikan terhadap rasionalitas perilaku konsumsi aksesoris motor pada anggota komunitas motor Honda Tasikmalaya, 2) Kontrol perilaku yang dipersepsikan berpengaruh terhadap rasionalitas perilaku konsumsi aksesoris motor pada anggota komunitas motor Honda Tasikmalaya, 3) Norma subjektif dan kontrol perilaku yang dipersepsikan berpengaruh signifikan terhadap rasionalitas perilaku konsumsi aksesoris motor pada anggota komunitas motor Honda Tasikmalaya.

Kata Kunci : Norma Subjektif, Kontrol Perilaku, Rasionalitas, Perilaku Konsumsi.

ABSTRACT

Muni Siska Gudia. 2021. *“The Influence of Subjective Norms and Perceived Behavioral Control on the Rationality of Motorcycle Accessories Consumption Behavior (Survey Study on Members of the Honda Motorcycle Community in Tasikmalaya Community)”*. Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Edi Fitriana Afriza, S.Pd., M.M. and Ati Sadiah, S.Pd., M.Pd.

The test of this research was conducted to determine and analyze the effect of subjective norms and perceived behavioral control on the rationality of motorcycle accessories consumption behavior in members of the Honda Tasikmalaya motorcycle community partially and simultaneously. The survey method with an exploratory design is the research method used. The population is as many as 544 people who are active members of the Honda Tasikmalaya motorcycle community. Calculations using the Slovin formula obtained a total sample of 231 people, the sampling technique used was proportional random sampling. The data collection technique in this study is the use of questionnaires, with data analysis techniques, namely multiple linear regression analysis. The results show that 1) Subjective norms have a significant effect on the rationality of motorcycle accessories consumption behavior in members of the Honda Tasikmalaya motorcycle community, 2) Perceived behavioral control affects the rationality of motorcycle accessories consumption behavior on members of the Honda Tasikmalaya motorcycle community, 3) Subjective norms and behavioral control which is perceived to have a significant effect on the rationality of the consumption behavior of motorcycle accessories on members of the Honda Tasikmalaya motorcycle community.

Keywords: *Subjective Norms, Behavioral Control, Rationality, Consumption Behavior.*