

**THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORM AND PERCEIVED
BEHAVIORAL CONTROL ON INTENTION : THE APPLICATION OF THEORY
PLANNED BEHAVIOR IN CHOOSING DOUBLE DEGREE PROGRAM**



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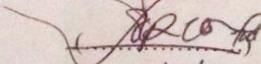
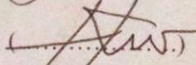
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Abstrak

Penelitian ini menerapkan Theory of Planned Behavior sebagai kerangka teoritis dengan tujuan memilih program double degree di Universitas Muhammadiyah Surakarta, Indonesia. Data dikumpulkan melalui kuesioner. Ukuran sampel penelitian ini adalah 40 responden, menetapkan validitas melalui Pearson-product moment. Non-probability convenience sampling digunakan untuk mengambil sampel. Penelitian ini menggunakan analisis regresi berganda untuk mengidentifikasi faktor-faktor yang memilih perilaku program double degree. Hasil analisis regresi berganda menunjukkan bahwa satu faktor memiliki pengaruh positif dan signifikan dalam memilih minat program double degree. Hasil penelitian menunjukkan: 1) Tidak ada pengaruh yang signifikan antara sikap dan minat untuk memilih program double degree; 2) Tidak ada pengaruh yang signifikan antara norma subyektif dan minat untuk memilih program double degree; 3) Ada pengaruh yang signifikan dan positif antara kontrol perilaku yang dirasakan dan minat untuk memilih program double degree. 4) Sikap, norma subyektif, dan kontrol perilaku yang dirasakan berarti menjelaskan minat dalam memilih program double degree.

Kata kunci: sikap, norma subyektif, kontrol perilaku yang dirasakan, program double degree, minat, perilaku konsumen

Abstract

This study is applying the Theory of Planned Behavior as a theoretical framework with aim of choosing double degree program in Muhammadiyah University of Surakarta, Indonesia. Data are collected through questionnaire. The sample size of this research is 40 respondents, establishing validity through Pearson-product moment. Non-probability convenience sampling is used for taking the sample. This study uses multiple regression analysis to identify the factors choosing double degree program behavior. The multiple regression analysis results indicate that one factor have positive and significant influence on choosing double degree program intention. The results of the research showed: 1) There

is no significant impact between attitude and intention to choosing double degree program; 2) There is no significant impact between subjective norm and intention to choosing double degree program; 3) There is a significant and positive impact between perceived behavioral control and intention to choosing double degree program. 4) Attitude, subjective norm, and perceived behavioral control meaningfully explain intention in choosing double degree program.

Keywords: attitude, subjective norm, perceived behavioral control, double degree program, intention, consumer behavior

1. INTRODUCTION

Data from a survey of human resource managers and directors, shows that employers consider candidates who study abroad to have strong interpersonal skills. Additionally, international mobile students are likely to be open to change and flexible, allowing them to rapidly adapt to new situations. Finally, study abroad programs make students more confident, and this in turn helps them to perform better at job interviews. Doorbar (2003).

Therefore, the Indonesian government also responds openly through Article 50 paragraph 3 of Law no. 20 of 2003 on National Education System (UU Sisdiknas) which states: The Government and / or Local Government shall organize at least one educational unit at all levels of education to be developed into an international standard educational unit.

Ditjen of Mandikdasmen Kemdiknas issued three basic prerequisites for the fulfillment of internationally accredited schools. Not only in the context of the school, higher education institutions also implement an international system. Thus, programs called Double Degree program prevail. Double Degree Program is a program where the students can earn double degree from two universities, the house universities and an overseas university that have an agreement with the university, within a relatively short time (only once study).

UMS has offered double degree programs since 2007 with Kingston University – London as the first partner university. Furthermore, one of the visions of UMS is becoming an internationally recognized university, and their efforts to realize this vision is to offer Double Degree programs, which encourage students or graduates to have international experience.

The decision in choosing double degree program is reflected by the elements of theory of planned behavior. At its core, the TPB is concerned with the prediction of intentions. We can

indicate a person's readiness to perform a given behavior or action with Behavioral Intention (BI). Behavioral intention is considered to be the immediate antecedent of behavior. This intention is based on attitude toward the behavior, subjective norm, and perceived behavioral control, with each predictor weighted for its importance in relation to the behavior and population of interest (Ajzen, 2006).

The theory of Planned Behavior (TPB) is used to measure attitude, subjective norms, and perceived behavioral control toward the behavior, but this research examine attitude, subjective norm, and intention only, because intention is more powerful than behavior. The power of intention is more durable than behavior (Ajzen, 1985), intention is less affected by volitional control (Sejwaz, Ajzen, & Fishbein, 1980), and the overall behavior does not define intention.

1.1 Literature Review

1.1.1. Consumer Behavior

The American Marketing Association defines Consumer Behavior as “the dynamic interaction of affects and cognition, behavior, and the environment by which human being conduct the exchange aspects of their lives”. While based on Shiffman and Kanuk (2000), consumer behavior is behavior that consumers pay attention to in seeking, buying, using, evaluating and ignoring products, services, or ideas that hopefully can satisfy their needs by consuming products or services offered. In the other word, it can be attracted conclusion that consumer behavior as a study of a person or group in determining their right to choose, buy, use, and replace a product or service in order to achieve what they want from a product or service.

1.1.2. Theory of Planned Behavior

The theory of planned behavior is an extension of the theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) made necessary by the original model’s limitations in dealing with behaviors over which people have incomplete volitional control. (Icek Ajzen, 1991). The theory of planned behavior postulates three conceptually independent determinants of intention. The first is the attitude toward the behavior and refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. The second predictor is a social factor termed subjective norm; it refers to the perceived social pressure to perform or not to perform the behavior. The third antecedent of intention is the degree of perceived behavioral control which, as we saw earlier, refers to the perceived ease or difficulty of performing the

behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles. (Ajzen, 1991)

1.1.3. Intention

Intention are considered to explain the motivational factors that impact a behavior, that is about how hard people are disposed to make an effort to do something, of how much of an effort they are planning to exert, in order to perform the behavior. As a general rule, the stronger the intention to engage in a behavior, the more likely should be its performance (Ajzen, 1991). In other words, intention would be expected to influence performance to the extent that the person has behavioral content that the person is motivated to try. To understand intention completely, it is important to explain why people hold certain attitudes, subjective norms and perceived behavioral control.

Attitude towards the behavior is the individual's positive or negative evaluation of performing the behavior. According to the theory of reasoned action, the attitude toward a behavior is determined by salient beliefs about that behavior. (Ajzen, 1985)

Subjective norm assumed to be a function of beliefs, but beliefs of a different kind, namely the person's beliefs that specific individuals or groups think he should or should not perform the behavior. Generally speaking, a person who believes that most referents with whom he isn't motivated to comply think he should perform the behavior will perceive social pressure to do so, vice versa. (Ajzen, 1985)

Perceived behavioral control refers to people's perception of the ease or difficulty of performing the behavior of interest. According to the theory of planned behavior, perceived behavioral control, together with behavioral intention, can be used directly to predict behavioral achievement. The reason for expecting a direct link between perceived behavioral control and behavioral achievement is that perceived behavioral control can often be used as a substitute for a measure of actual control.

1.2. Research Model and Hypotheses

Attitude refers to the appraisal of the subjective behavior towards individual intention.

According to TPB, attitude towards the behavior is referred to the positive or negative feelings an individual has on a particular behavior (Ajzen and Fishbein, 1980). It is an attitude which has been conceptualized from the evaluation of the behavior. Attitude towards behavior is a function of

one's salient belief about performing the behavior and an evaluation of the outcomes resulting from the behavior (Chang, 1998). For this context, it needs to be substantiated that:

H1: There is a significant effect of attitude on intention in choosing Double Degree Program.

The effect of Subjective norm (SN) toward the intention.

This is a person's belief that the salient referent thinks he or she should (or should not) perform the behavior (Chang, 1998). A number of studies revealed that, at a certain level, social pressures, such as peers, parents, teachers and relatives, influence enrollment choices (Ray, 1991; Koballa, 1998). However, a number of researchers (Sparks et al., 1995) have found that the Subjective Norm component of the TPB is inadequate and rarely predicts intention. In regard to enrollment intention, some researchers (Dawson and O'Connor, 1991; Crawley and Black, 1992; Butler, 1999) also found that subject norm was less important in determining enrolment choices than attitude towards the enrolment. In light of the above, we propose that:

H2: There is a significant effect of subjective norm on intention in choosing Double Degree Program.

Perceived Behavior Control (PBC) refers to perceptions of ease or difficulty affecting intent.

To increase the prediction capacity, Ajzen (1985, 1991) extended the TRA by adding a third construct, namely Perceived Behavior Control. For students, whether they choose double degree program is also influenced by the Perceived Behavioral Control factors, such as how easily they can make a decision about the choice of programs. These factors will also influence their decision making and their intention of enrollment. Thus it is hypothesized that:

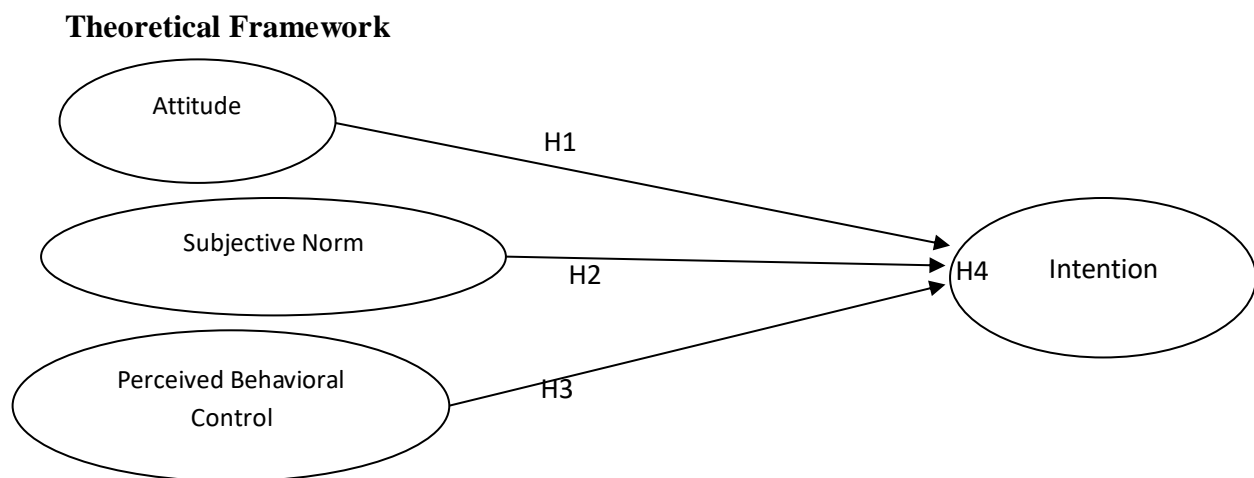
H3: There is a significant effect of perceived behavioral control on intention in choosing Double Degree Program.

The relative importance of attitude, subjective norm, and perceived behavioral control can be the prediction of intention.

Thus, in some applications it may be found that only attitudes have a significant impact on intention, in others that attitudes and perceived behavioral control are sufficient to account for

intentions, and in still others that all three predictors make independent contributions. (Ajzen, 1991). A number of investigators have begun to rely on the theory of planned behavior in their attempts to predict and understand people's intentions to engage in various activities. Some of the studies were already mentioned earlier in the context of predicting behavior from intentions and perceptions of control. Thus it is hypothesized that:

H4: Attitude, subjective norm, and perceived behavioral control meaningfully explain intention in choosing Double Degree Program.



Gambar 1. Theoretical Framework

2. METHOD

This research is a causal research and uses quantitative method as data processing method. The population of this research is the 3rd grade students of SMA Muhammadiyah 2 Surakarta that has a partnership with UMS International Affairs. To determine samples, the Convenience technique was used, and forty respondents were taken as samples of this research. In this study, sampling technique from a population using Non Probability Sampling category and Purposive sampling was used to select the school. This study uses questionnaires to collect data and the questionnaire used closed-ended questions with 5-point likert scales, scale 1 mean strongly disagree and scale 5 related to strongly agree. In the questionnaire also collect data of respondent such as, gender, fathers' work, fathers' income, mothers' work, mothers' income.

3. RESULT AND FINDINGS

3.1. Descriptive Analysis

The number of the population selected as the research samples were 47, and only 40 were tested for the validity and reliability test. From collecting data result, can be known variety of respondent characteristic. Based on gender female (24 respondents) and male (16 respondents), most of respondent's father work as Private Employee, the income of the respondents' father is mostly between Rp 2.500.000,00 and Rp 3.500.000,00 per month, the most respondent's mother work as Private Employee and housewife, and the income of the respondents' mother is mostly between Rp 2.500.000,00 and Rp 3.500.000,00.

3.2. Validity and reliability

The calculation of correlation is based on the provision that if $\text{sig} < 0.05$ then the data under study is valid (Siregar, 2013: 48). Based on the calculation result of correlation is $\text{sig} < 0.05$, so that means that all question in each variables is valid or all the question can be used as the measurement of this study.

Table 1. Validity and Reliability

No	Variable	Cronbach's Alpha Value	Conclusion
1	Attitude	0.976	Reliable
2	Subjective Norm	0.927	Reliable
3	Perceived Behavioral Control	0.966	Reliable
4	Purchase Intention	0.945	Reliable

Source: Data processed, 2017

Mechanical testing is a technique used Cronbach's alpha. The reliability testing results it can be seen that each studied variable has Cronbach alpha value of > 0.70 which means that the entire instrument in this study was reliable. From the results of testing the reliability of the variables with SPSS 20 for Windows, obtained Cronbach's alpha values of each variable are shown in Table I.

3.3. Regression

Multiple linear regression used in this study aims to determine whether there is an influence of independent variables on the dependent variables. The statistical calculation in multiple linear regression analysis in this research uses a computer program named SPSS for Windows version 20.

Summary of the results of data processing using SPSS are as follows:

Table 2. Regression

Variable Dependent : Intention					
Variable Independent	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	1.891	.950		1.990	.054
Attitude	-,081	.066	-.130	-1.228	.228
Subjective Norm	.001	.069	.001	.009	.993
Perceived Behavioral Control	.434	.054	.872	8.036	.000
R square			0.713		
Significance F			0.000		

Source: Data processed, 2017.

From the Table, we can conclude that the regression formula can be writing as:

$$Y = 1,891 - 0,081 X1 + 0,001 X2 + 0,434 X3 + e$$

3.4. T Test

Effect of attitude on intention in choosing Double Degree Program

The test result with SPSS 22.0 in table XIII for X1 (*Attitude*) variable seen in Sig / significance column is 0.228, or probability far above 0.05, then H0 is accepted. Thus, the first hypothesis is rejected, meaning *Attitude* (X1) has no significant effect on *intention*.

These results can refuse the statement of Arunkumar (2013) which states that there is a strong and significant relationship between attitude and intention to the object. These results are also different from the results of previous studies stated that when the nature of the interactions were probed, in each case, attitudes were found to be stronger predictors of intentions at lower levels of ambivalence (Povey et al, 2001). Nonetheless, These results reinforce the research conducted by Cen Lu (2013) that found that there is no influence between attitude toward advertising to consumer purchase intention. Based on construct (Ajzen, 1991) does not rule out the possibility that Subjective Norm can interfere Attitude. The power of attitude can affect attitude

predictive power (Sparks, Hedderly, & Shepperd, 1992) This statement explains that the possibility that attitude has no effect on intention in choosing double degree program.

Effect of subjective norm on intention in choosing Double Degree Program

For variable X2 (*Norm*) on table Sig / significance seen 0,993. Using the 0.05 significance limit, the significance value is greater than the 5% level, which means H0 is accepted. Thus, the second hypothesis is rejected, meaning *Subjective Norm* (X2) has no significant effect on *intention*. Variabel *Perceived Behavioral Control*.

These results support the statement by Povey et al (2001) stating that subjective norm was found to be the weakest predictor of intentions. One possible reason for this is that social pressure is simply not as important as attitudes and perceptions of control when deciding on whether to eat or avoid meat. However, it is also possible that it is a consequence of the poor predictive power of the construct, since previous reviews of the TPB have similarly found the subjective norm component to be poor at predicting intentions over and above attitudes and perceived behavioural control (e.g. Godin & Kok in Povey, 2001). Furthermore, individual differences in sociability affect the subjective norm (trafimow & finlay, 1996). It can be the case for this study.

Effect of perceived behavioral control on intention in choosing Double Degree Program

In the Sig / significance table, the X3 (*Control*) variable yields a result of 0.000. Using the 0.05 significance limit, the significance value is smaller than the 5% level, which means H0 is rejected. Thus, the third hypothesis accepted, meaning *Perceived Behavioral Control* (X3) has a significant effect on *intention*.

These results do not match the initial guess and findings from Liu and Kwon 2013 that PBC has been found as an insignificant factor in this study. The results showed that elderly assisted-living residents perceived control ability in choosing healthy food choice in the assisted-living facility was not associated with their healthy food consumption intention. The results also supports Goel's, et al (2010) findings that perceived behavioral control played a role to ease or hinder students from going abroad because students got a support from institution for overseas study and socioeconomic factors.

3.5. F Test

Attitude, subjective norm, and perceived behavioral control meaningfully explain intention in choosing Double Degree Program.

According to Sekaran (2003) and Janssens et. Al (2008: 181), F test is a test used to test whether the model studied can significantly explain the dependent variable.

Model	Sum of Square	Df	Mean Square	F	Sig.
Regression	156,121	3	52,040	33,304	,000 ^b
Residual	56,254	36	1,563		
Total	212,375	39			

The results of statistical calculations show the value of F arithmetic = 33.304 with significance of $0.000 < 0.05$. This means that *Attitude, Subjective Norm, and Perceived Behavioral Control* are suitable models to explain the *intention* of choosing a double degree program. In other words, the fourth hypothesis is accepted (Sekaran, 2003). This result also Supporting the statement of Ajzen 1991 which states that Theory of Planned Behavior uses attitudes, subjective norms and perceived behavioral control to predict “intention” with relatively high accuracy.

3.6. Coefficient Determination Test (R^2)

In the calculation results can be seen that the coefficient of determination (adjusted R square) obtained by 0.713. This means that 71.3% of intention can be explained by attitude, subjective norm, and perceived behavioral control variables, while the remaining 28.7% of intention is influenced by other variables not studied by the researcher.

4. CONCLUSION

The main objective of this study is to explore how the Theory of Planned Behavior could facilitate in predicting the intention to choosing double degree program in SMA Muhammadiyah 2 Surakarta, Indonesia. This study results show that the TPB model could explain 71.3% percent of the variance in the intentions to purchase. Furthermore, the multiple regression analysis results indicate that one factor have positive and significant influence on choosing double degree program intention. The results of the research showed: 1) Attitude does not give a significant effect on intention in choosing double degree program. In other words, the positive or negative attitude possessed by the student does not affect the student's desire to choose double degree program. 2)

There is no significant effect of subjective norm on intention in choosing Double Degree Program. In the other words, perception or support from others (family, friends, teachers, etc) does not affect students' interest in choosing a double degree program; 3) Intentions in choosing a Double Degree Program are influenced by perceived behavioral control. This shows that the impact of the ability in financial, academic, and other controls becomes a positive factor the desire of students in choosing a double degree program; 4) Attitude, subjective norm, and perceived behavioral control meaningfully explain intention in choosing Double Degree Program.

Limitations Research

Although there are some limitations in the research, it is expected that these limitations can be used as a source of ideas for future research. The limitations of this study are only tested the applicability of TPB on the enrolment intentions of students' in one school. The results of this study were only based on respondents' answers to a questionnaire distributed and was not supported by in-depth interviews. In completing the questionnaire it is possible that the respondents did not answers based on the actual situation.

Suggestions

Based on the conclusions of the research, the suggestions that are proposed are to include other variables which may affect the intention. Future research should look at different personality traits and their relationship to the trust structure. There are many other schools that are better and still able to be studied related to the interest of the students in choosing a double degree program. While the results of this study show that attitude, subjective norm, and perceived behavioral control meaningfully explain the intention in choosing double degree program, this link can be tested by further research to study the relationship between individuals with strong intentions to engage in study programs outside the country and those who actually participate in it.

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