

# SCAN - Blood\_Donating\_Behavior\_in\_In donesia\_\_Theory\_of\_Planned\_B ehavior\_Perspective

*by* Arief Budiman

---

**Submission date:** 09-Sep-2020 09:36AM (UTC+0700)

**Submission ID:** 1382484787

**File name:** havior\_in\_Indonesia\_\_Theory\_of\_Planned\_Behavior\_Perspective.docx (47.11K)

**Word count:** 5014

**Character count:** 27454

## Blood Donating Behavior in Indonesia: Theory of Planned Behavior Perspective

Arief Budiman

Arif Fahyudi

Doni Setiadi

19

Faculty of Business and Economics

Lambung Mangkurat University

arief.budiman@ulm.ac.id

### Abstract

This study aimed to examine the effect of attitude, subjective norm, perceived behavioral control and intention to blood donated behavior for the general public in Banjarmasin. This study used quantitative approach with Structural Equation Modeling AMOS. Sample of this study were 300 respondents consisted of 150 respondents have ever donated blood, and the rest have never donated blood before.

The results of this study showed attitude, subjective norm, and intention significant have positive effect to blood donated behavior on respondents have been donated, however perceived behavioral control did not affect the intention on respondents that have been donated blood. Attitude and perceived behavioral control have a significant affect to intention on respondent that have never been blood donated before. Subjective norm did not affect the intention on respondents that have never been blood donated.

### Introduction

Theory of Planned Behavior is an extension of the previous theory, the Theory of Reasoned Action developed by Fishbein and Ajzen (1975). In the previous theory, TRA explained that a person's intentions towards behavior is formed by two main factors, namely attitude toward the behavior and subjective norms (Fishbein and Ajzen, 1975). Where the attitude factor toward the behavior is the attitude that someone has and it refers to an action or behavior carried out by a person. While subjective norms arise when someone not doing the same actions or behaviors as others do. Then an additional factor to intentions related to individual control, that is perceived behavioral control (PBC) (Ajzen, 1988). The addition of this factor later changed the Theory of Reasoned Action (TRA) to the Theory of Planned Behavior (TPB). This theory or the model is very suitable to examine the behavior that someone will do, where in this research will be examined is the behavior of someone to donate blood.

On this study we employ TPB related to blood donation behavior. Based on the TPB theory we formulated research questions as follow: (1) Whether the attitude has a significant effect on Intention? (2) Do subjective norms have a significant effect on intention? (3) Do control behavior has a significant effect on intention? (4) Are behavioral controls influential significant to the decision? (5) Does intention have a significant effect on the decision?

## Literature review

**1** Theory of Planned Behavior (TPB) is an extension of the previous theory, namely Theory of Reasoned Action (TRA). In the previous theory, TRA explained that intention someone towards behavior is formed by two main factors, namely attitude toward the behaviour and subjective norms (Fishbein and Ajzen, 1975). Where is the attitude factor toward the behaviour is an attitude that someone has that refers to an action or behaviour carried out by the person, while subjective norms are subjective norms that will emerge if someone does not do the same actions or behaviors as others do it Then add a factor to the intentions related to control individuals, namely Perceived behavioral control (PBC) (Ajzen, 1988). Addition of this one factor which then changes the Theory of Reasoned Action (TRA) to become the Theory of Planned Behavior (TPB).

According to Feldman (1995), intention will manifest in actual behavior, if the individual has a good opportunity and the right time to make it happen. In addition, this intention will be able to predict behavior when on measure correctly. Intention is a person's tendency when the person tries to use specific attitudes. Intention can be measured using subjective norms and attitudes that influence one's intention in acting while subjective norms are at influence by beliefs and motivation where do you want other people involved in inside. Therefore belief, evaluation and motivation will influence intentions with itself (Ajzen and Fishbbein, 1980). The behaviors and situations encountered determine the extent where the importance of attitude, subjective norms, and control of behavior in making predictions about intention (Ajzen 1991).

Fishbein and Ajzen (1975) state that intensity measurement must contain 4 elements, namely: behavior, object or target, situation, and time. Another important thing that must be in pay attention in measuring intentions is the level of target specifications. If attitudes and intentions are measured in different specification levels, it will be difficult to get a high relationship between both of them.

**1** Attitude is a factor in someone who is learned to give positive or negative response to an assessment of something given. Tung (2011) mentions that attitude toward the behavior is the degree to which a person has a favourable or unfavorable evaluation of a behavior. It depends on the person 's assessment of the expected outcomes of the behavior. "Attitudes toward behavior are the extent to which a person has evaluation is beneficial or unfavorable of behavior. This depends on the person's assessment of the expected hash of behavior ". Definition of attitude according to Ajen (2005) is a disposition to respond favorably or unfavourably against objects, people, institutions or events. According to Hoog & Vaughan (2005). Aiken (2002) describe some attitudes definitions according to some experts, including Gagne and Brig (1974) describe attitudes as individual internal conditions that influence individual choices to display behavior towards objects, people or events.

**23** Eagly and Chaiken (1993) define attitude as a tendency to evaluate an entity with a level of agreement or disagreement, expressed in cognitive, affective, and conative forms. Fisbein and Ajzen (1977 in Aiken, 2002) conducted a review of some research results are related to attitudes and concluded that attitudes as intention also consists of 4 elements, namely: behavior itself, target behavior behavior, the context of behavior, and the time the behavior is done. Besides that, you need to remember that the attitude that is meant **2**re is the attitude towards behavior (donating blood) not an attitude towards the object (blood donor). For example if someone considers something useful for him then he will give a positive response to it, on the contrary if something is not usefulthen he will give a negative response.

According to Baron and Byrne (2002), subjective norms are individual perceptions of whether people are others will support or not realize the action. Subjective norms are also interpreted about social perceptions or pressures in carrying out certain behaviors (Feldman, 1995). According to Tung (2011) mention that "subjective norms refer to the social pressures perceived by individuals to perform or not to perform the behavior. It relates to the beliefs that other people encourage or discourage to carry out a behavior "(subjective norm refers to social pressure felt by individuals to do or not do behavior).

Subjective Norms are based on two things, namely normative belief and motivation to comply. Normative belief relates to the subject's perception of the referent attitude about behavior intended. While motivation to comply relates to strength / the power that the referent has to the subject concerned. Then norm measurement subjective is also obtained from the multiplication of the two.

Behavioral control is the perception of ease or difficulty in doing something behavior. Tung (2011) suggests that behavioral control is: relate to the availability of support and resources or barriers to perform an entrepreneurial behavior (control beliefs) (related to beliefs about availability of support and resources or obstacles to conduct an entrepreneurial behavior). According to Feldman (1995) PBC is a perception of difficulty or ease in carry out behavior, based on previous experience and obstacles anticipated in carrying out certain behaviors. Someone feels they will do behavior or action if someone feels support for actions will be done, as well as the obstacles that will get if someone will behave or take an action.

Intention is a source of motivation that encourages someone to do what they want done when free to choose (Hurlock, 1993). Intention is a feeling of preference and taste linkage to a thing or activity, without anyone telling. Basically Intention is acceptance of a relationship between yourself and something outside yourself. Stronger or near the relationship, the greater the sense of Intention (Slamet, 2011). Community Intention in donating blood depends on what you will get the community by taking this blood donor action. Because of Intention in an object certain contains hope which then becomes a desire to get something that interests him. This can be interpreted that the public will be interested in donate blood, if they know what they get from the action that will do it.

According to Kotler and Armstrong (2001), consumer decisions are the stage in the process of purchasing decisions where consumers really buy. Purchase process ends at the after-purchase behavior stage where consumers feel the level of satisfaction or dissatisfaction that is felt will affect the behavior (Hasan, 2008: 139). Kotler and Keller (2009) explain purchasing decisions made by consumers through several stages, namely: the stage of the introduction of problems or needs, the stage of seeking information, alternative evaluation stages, purchasing decisions and behavioral stages after purchase.

- a. Introduction to Problems or Needs
- b. Information Search Activities
- c. Alternative Evaluation
- d. Buying decision
- e. Action After Purchase

Based on the relationship between variables, we develop 7d hypothesis as follow:

H1: There is a significant influence on attitudes towards intention

H2: There is a significant influence on subjective norms of intention

H3: There is a significant effect of Control of Behavior on intention

H4: There is a significant effect of Behavioral Control on decision

H5: There is a significant influence intention on decision

## Research Method

Simple random sampling technique was employed for this study to the general population in Banjarmasin. By using the accidental sampling method, which is the sampling technique of anyone who by chance / incidental meeting with researchers can be used as a sample, if viewed as someone who happened to be found suitable as a data source (Sugiyono, 2012:96). The sample size guidelines used are as follows (Hair et al, 1995; Ferdinand, 2002) Where 150 for people who have not donated blood and 150 samples for people who have donated blood before.

In this study data analysis using Structural Equation Modeling (SEM) using AMOS (Analysis of Moment Structure) statistics. This is because the model studied a causality model or relationship with the level of complexity a model to be studied. Analysis of the research model using SEM for identify the dimensions of a construct and at the same time SEM can measure the degree or influence of relationships between factors that have been identified its dimensions (Ferdinand, 2006).

Validity is the degree of validity of the instrument in measuring the concept to be measured, or in other words, how well a construct (latent construct) is defined by instruments or sizes. Validity test can be done by convergent validity (convergent validity). Convergent validity is fulfilled if there is sufficient intercorrelation between variables (indicators) used to measure the same construct. Wrong one way that can be done to evaluate convergent validity is by using loading factor (estimated path coefficient value) and its significance in the measurement model that can be shown through confirmatory factor analysis. Based on these criteria, at least all loading factors are statistically significant, and as the minimum loading limit reference is 0.45, however it is suggested 0.70.

After the feasibility test of the tested model (model fit), another evaluation is carried out assessment of unidimensionality and reliability. Unidimensionality is an assumption in a One-dimensional models, the indicators that have a good degree of suitability. The recommended approach in assessing a measurement model (measurement model) is to assess the composite reliability and variance extracted from each construct (Ferdinand, 2006). The limit value of composite reliability used to assess an acceptable level of reliability is 0.60, although it is suggested in assumptions SEM reliability level is 0.70. For a measure of reliability on high extracted variances shows that the indicators have well represented the latent construct developed (Ferdinand, 2006).

The final step is to interpret and modify the model for the models does not meet the testing requirements. Hair et al (1995) provide guidelines for consider whether or not modification of a model is necessary by looking at the amount of residuals produced by the model. The security limit for the amount of residual is 5%. If the amount of the residual is 2% greater than all the covariance produced by the model, then a Start modifications need to be considered to add a new path to the model estimated it. Residual values greater than or equal to 2.58 are interpreted as statistically significant at the 5% level.

**Results and Discussion**

**Tabel 1**

*Regression Weight have been blood donated*

			Estimate	S.E	C.R	P
Intention	←	Attitude	0.418	0.088	4.765	0.000
Intention	←	Subjective Norm	0.164	0.053	3.089	0.002
Intention	←	Behavior Control	0.091	0.127	.719	0.472
Decision	←	Intention	0.959	0.155	6.201	0.000
Decision	←	Behavior Control	-.022	0.044	-.489	0.625

**Hypothesis Result for have been blood donated**

- H1 : Accepted
- H2 : Accepted
- H3 : Rejected
- H4 : Accepted
- H5 : Rejected

**Tabel 2**

*Regression Weight for never been blood donated*

			Estimate	S.E	C.R	P
Intention	←	Attitude	0.420	0.106	3.973	0.000
Intention	←	Subjective Norm	0.070	0.069	1.008	0.314
Intention	←	Behavior Control	0.538	0.070	7.679	0.000

**Hypothesis Result for not have been blood donated**

- H1 : Accepted

H2 : Rejected  
H3 : Accepted

### ***Discussion of Research Results on have been donated***

#### **1. Influence of attitudes towards intention in donating blood**

The study results were in line with previous research conducted by Amaliah (2008), which states that attitudes contribute significantly to the process of forming behaviour student interest in cycling on campus. Also according to Gagne's statement Brigg (1974), which describes attitudes as internal conditions of influencing individual choices to display behavior towards objects, people or events. And as defined by Eagly and Chaiken (1993), define attitudes as the tendency to evaluate an entity with a level of agreement or disagreement, which is expressed in cognitive, affective, and conative forms. So that it can be concluded that someone will do the behavior in accordance with a person's positive belief with what he will do, so that this is attached to the respondent, namely the general public at Banjarmasin city, where someone believes in taking blood donation will get positive things in him.

Based on the explanation above, it can be concluded that attitude influences intention of the general public in the city of Banjarmasin to make blood donations, with the relationship between attitudes and intentions of 0.509 shown in the Standardize table on results of data analysis.

#### **2. Effect of Subjective Norms on intention in donating blood**

The results of the research are in line with Amaliah (2008), which states that subjective norms influencing student interest on campus. Likewise in this study namely Subjective Norms influence the intention of the general public in the city of Banjarmasin donate blood. According to Tung (2011) subjective norms refer to social pressure perceived individual to do and not do something.

This research shows that a person tends to do something based norm values that occur between them, so that someone feels what is carried out based on norms or coercion that will be caused if someone does not do things in accordance with the applicable norms. Social norms very close to the individual who is family, in the family of a child tends to will do something done by both parents and expected by family. So it is with the existing social norms and formed in the existing society in the surrounding environment. So this affects someone's attitude to donate blood, someone tends to be affected by the social norms and pressures that will be generated if the person does not carry out blood donation.

The explanation above shows that subjective norms have a significant effect on the intention of the general public in the city of Banjarmasin to donate blood, with the relationship between subjective norms and intentions is 0.290 as shown in the table Standardize the results of data analysis.

#### **3. Effect of Behavioral Control on intention in blood donation**

The results of this study are in line with the research of Widi Hidayat, Argo Adi Nugroho Airlangga University, Surabaya (2010), that is, behavioral control has a negative influence and not significant towards the intention to not comply with the tax.

So someone tends to take blood donation if someone it gets encouragement and support if someone is doing a donor blood. Behavioral control is also said to be a determining factor of other factors, namely subjective attitudes and norms, although a person's attitude is positive towards blood donations and norms Existing subjective leads to blood donor actions exist, but behavioral control most determines the realization that will be carried out in the future both intention and decision.

In contrast to the results of research conducted, behavioral control has no effect significant to the intention of respondents / the general public in the city of Banjarmasin for donate blood, some possibilities that cause no control of behaviour influence the decision, which is generally the respondent / community found in the field is the general public who conduct repeated blood donation actions or in other words, people who take blood donor actions more than once, so indirectly the community already has a commitment in itself to do repeated blood donation actions based on a predetermined time span, so that without behavioral control to intention, the community will directly remain carry out blood donation.

9

Based on the explanation above, behavioral control has no significant effect towards the intention of the general public in Banjarmasin to donate blood, with the relationship between behavior control and intention of 0.132 shown in the table Standardize the results of data analysis.

#### 4. Influence of Intention in Decision

The results of this study explain that intention or intention affects the decision or that is in the TPB model is behavior. According to Feldman, (1995), states that intention is an individual plan or resolution to carry out behaviour that suits their attitude. The conclusion of this definition is emphasizing that intention is the individual's intention to conduct behavior or decisions in the future. This matter indicates that intention has an impact on the decisions of respondents who do blood donation action.

The emergence of decisions that are felt by respondents is influenced by revelation - statements such as respondents interested in donating blood, respondents can explain information about blood donation to others, respondents were very interested in donating blood, and respondents want to find information about blood donors who each get the dominant answer agrees to some of the statements given to the respondent. Indicator- the indicator statement is taken into consideration by the respondent in generating desire and realization in the form of behavior or decision.

As one of the factors that underlie behavior, significant influence intention against the decision of the general public in Banjarmasin to donate blood, with the relationship between intentions and decisions of 0.966 shown in the table Standardize the results of data analysis g.

#### 5. Effect of behavioral control on decisions

The results of this study indicate that behavioral control has no effect on Decisions, in line with Wijaya's (2013) research that is not behavioral control have a significant effect on the buying behavior of organic food for the consumer context Indonesia. In this study behavioral control does not affect behavior or decisions directly or spontaneously.

Like someone who has high behavioral control because of attitude support, subjective norms or social pressure already exist, and feel the belief will availability of support for blood donation actions to be



taken. As is confidence and availability of support for blood donation affect people who have already donated blood, generally repeated respondents / they will take blood donor action again if they have past a span of 3 (three) months, without considering beliefs or intention to do this behavior. Based on the explanation above, there is a conclusion that behavior control does not have a significant effect on the decision to donate the blood of the general public in the city of Banjarmasin, with the relationship between behavior control and decision-making - 0.031 shown in the Standardize table on the results of data analysis.

The conclusion of some of the variables above is attitude XI, Subjective Norm X2, behavior control X3, intention in Y1, and Decision Y2. There are two variables that have no effect, namely control behavior (X3) has no effect on intention, and behavior control has no effect on the decision of the respondent is the general public in Banjarmasin to donate blood to people who have donated blood.

### ***Discussion of Research Results not yet donated blood***

#### **1. Influence of attitudes towards intention**

The results of this study are in line with Wijaya (2013), namely the influence of buying attitudes organic food positively and significantly towards the intention to buy organic food. Based on several answers to the statements given to respondents, namely the first blood donation is a profitable (beneficial) decision on him, second blood donation is a good idea or idea, blood donation is wise decision, and the last one is blood donation is a decision admired by others. In accordance with the statements of Gagne and Brigg, (1974) which describe attitudes as individual internal conditions that influence individual choices to display behavior towards objects, people or events. Such that defined by Eagly and Chaiken (1993) defines attitude as tendency to evaluate an entity with a level of agree or disagree, expressed in cognitive, affective, and conative forms.

Someone tends to do something if someone is have a positive belief in something or a particular object. Someone tends will act or act according to what he considers positive.

Based on the explanation above, it can be concluded that attitude is influential significant to the intention of the general public who have not donated blood in the city of Banjarmasin donate blood, with the relationship between attitudes and intention of 0.365 shown in the Standardize table on the results of data processing.

#### **20 The influence of subjective norms on intention**

The results of this study indicate that subjective norms do not affect intention blood donors. So in line with the research conducted by Adib Saeroji, Ali Maskur, Endang Tjahjaningsih Stikubank University, Semarang (2015) namely subjective norms are not positive and significant effect on the variable Micro KUR borrowing intention in Pati. Along with with the times that have occurred and the decline of social values or norms, then the average person does something regardless of what will be the norm subjective to be obtained, and perhaps lack of good social pressure from the family, friends, and the environment that will affect someone for action blood donors. The closest person plays an important role in influencing the behavior that will done by a person, both directly and indirectly, the public does not care with what other people do. So as to cause a lack of awareness of the community that there is a subjective norm that arises when a person does not blood donation action.

Based on the explanation above, it can be concluded that subjective norms are not affect the intention of the general public who have not donated blood in the city of Banjarmasin donate blood, with the relationship between the objective norm and intention of 0.081 shown in the Standardize table on the results of data analysis.

### 3. Effect of Behavioral Control on intention

The results of this study are in line with Putri's (2014) study of behavioral control significant influence on personal taxpayer compliance in the city of Yogyakarta. Behavioral control is a determining factor after the attitudes and norms subjective, behavioral control is also called planned behavior. Where control behavior plays important role in the Thoery of Plan Behavior. Where the higher the control of behavior then will determine what the person will do in the future. Someone has full control of the behavior to be carried out, with the continued support for donate blood, a positive attitude towards blood donation behavior, the norm that is realized is there and will arise if someone does not do blood donation, but it could be someone it is only interested in carrying out blood donation, because of that person have full control of the establishment both the obstacles that will be caused such as someone's fear of a large blood donor needle and fear of seeing blood.

Based on the explanation above, it can be concluded that behavior control influential effect on the intention of the general public who have not been donors in the city of Banjarmasin for blood donation, with the relationship between behavioral and intention control of 0.723 shown in the Standardize table on the results of data processing. Based on some of the variables above, namely XI, X2 and X3, there is one variable that does not effect on Y (intention), namely the variable X2 (subjective norm). While variable XI attitude and X3 behavioral control affect the public interest in the City Banjarmasin to donate blood especially for people who have never been donate blood.

## CONCLUSION

### Blood donor

12

1. Attitudes have a significant effect on intention of the general public in the City Banjarmasin to donate blood.
2. Subjective Norms have a significant effect on the intention of the people in the City Banjarmasin donate blood.
3. Behavioral control does not have a significant effect on public intention in Banjarmasin to donate blood.
4. Behavioral Control does not affect the intention of the general public in the City Banjarmasin to donate blood.
5. intention has a significant effect on the decisions of the general public in the City Banjarmasin to donate blood.

### Not blood donor

6

1. Attitudes have a significant effect on the intention of the general public in the City Banjarmasin to donate blood.
2. Subjective norms have no significant effect on the intention of the people who are in Banjarmasin city to donate blood.
3. Behavioral control has a significant effect on the intentio of the general public who are in Banjarmasin city to donate blood.





## References

- Adib Saeroji, Endang Tjahjaningsih, and Ah Maskur (2015). Pengaruh Norma Subjektif dan Kontrol Perilaku yang Dipersepsikan Terhadap Niat Pinjam KUR Mikro (Studi Nasabah BR1 Pati) Universitas Stikubank, Semarang.
- Aiken, L. R. (2002). *Psychologica testing and Assesment*. Edisike - 10. Boston : Allyn Bacon
- Ajzen, I. 1988. *Attitude, Personality, and Behavior*. Milton-Keynes, England: Open university press & Chicago, IL: Dorsey press
- Ajzen, I. 1991. The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I and Fishbein. 1980. *Theory of Reasoned Action*. Edisi Kesatu. (Jogianto,2007)
- Ajzen, I. (2005). *Attitude, Personality and Behavior* (second edition). New York: McGraw Hill
- Ah, Hasan. 2008. *Marketing*. Yogyakarta: Media Utama.
- Amaliah, Khusnul (2008). Pengaruh Sikap, Norma Subjektif, dan Perceived Behavioral control dalam Memprediksi Intensi Mahasiswa untuk Bersepeda di kampus. Fakultas Psikologi, Universitas Indonesia
- .
- Baron, R.A & Byrne, Donn. (2002). *Social Psychology* (5th edition). Boston: Allyn & Bacon.
- Bimo Walgito. 1997. *Pengantar Psikologi Umum*. Yogyakarta : Andi Offset
- Dachlan, Usman. 2014. *Panduan Lengkap Structural Equation Modeling*. Semarang: Penerbit Lentera Umu
- Eagly, A.H & Chaiken, S. (1993). *The Psychology of Attitude*. Fort Worth, TX: Harcourt
- Engel, James F., et al, 2005. *Perilaku Konsumen Edisi Keenam*, Jakarta: Binarupa
- Feldman, R. S. (1995). *Social Psychology*. New Jersey: Prentice Hall
- Ferdinand, A, 2002. *Structural Equation Modelling Dalam Penelitian*, Edisi 2. Semarang : Seri Pustaka Kunci 03/BP UNDIP
- Ferdinand, Augusty. 2006. *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fishbein, M & Ajzen, I. (1975). *Belief Attitude, Intention, and behavior : An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.

- Gagne, R.M., and Briggt LJ, 1974. Priciples of instituetion L Design. New York;
- Ghozali, Imam. 2006. Aplikasi Analisis Multivarite dengan SPSS. Semarang: Universitas Diponegoro.
- Hasan. All. 2008. Marketing. Media Utama, Yogyakarta.
- Hidayat Widi, Nugroho Argo adhi (2010). Studi Empiris Theory of Planned Behavior dan Pengaruh Kewajiban Moral pada Perilaku Ketidakpatuhan Pajak Wajib Pajak Orang Pribadi. Univeritas Airlangga Surabaya.
- Hogg, M.A., & Vaughan, G.M 2005. Introduction to Social Psychology (4th ED).
- Holt Renehart and Winston Inc.  
<http://print.kompas.com/baca/2015/07/09/Stok-Darah-di-PMI-Berkurang-70-Persen> diakses tanggal 14 November 2015
- Hurlock, E. B. 1993. Perkembangan Anak. Jilid 2. Penerjemah : Meitasari Tjadrasa. Edisi ke-6.  
Jakarta : Erlangga.
- J. Paul Peter, Jerry C. Olson. Perilaku konsumen & strategi pemasaran. 2013.
- Kotler, P., Bowen, J., 2003. Markting for Hospitality & Tourism. 3th edition New Jersey: Prentice Hall.
- Kotler, Philip & Keller, Kevin Lane. (2009). Manajemen Pemasaran, jilid 1, jilid 12,Penerjemah  
Benyamin Molan, Jakarta: Indeks
- Kotler, Philip and Amstrong, Gary. 2001 Prinsip - prinsip pemasran jilid 1 edisi 8. Jakarta : Erlangga
- Kuncoro, Mudrajat. 2001. Metode Kuantitatif: Teori dan Aplikasi untuk Bisnis dan Ekonomi. Yogyakarta : UPP-AMP YKPN.
- Lo Choi Tung., 2011. The Impact of Entrepreneurship education on entrepreneurial intention of engineering students, Ph.D. Thesis, City University of Hong Kong.
- Mangkunegara, Anwar Prabu. 2001. Perilaku Konsumen, Refika Aditama: Bandung.
- Momen, C, John dan Michael Minor. 2001. Perilaku Konsumen. Jakarta: Erlangga.
- Putri, Layla Yobapritika. 2014. Pengaruh Sikap, Norma Subjektif dan Kontrol Keperilakuan yang Dipersepsikan Terhadap Kepatuhan WajibPajak Orang Pribadi di Kota Yogyakarta.

Universitas Negri Yogyakarta.

Raegy Garry Imanccezar. 2011 .Analisis Pengaruh Motivasi Konsumen, Persepsi Konsumen & Sikap Konsumen Terhadap Keputusan Pembelian (Study pada Distro Districsides di Semarang, Semarang.

Schiffman Leon G, dan Kanuk, Leslie Lazar. (2008). Perilaku Konsumen, Edisi Ketujuh Penerjemah Zoelkifli Kasip. Jakarta: Indeks.

Slamet, Belajar dan Faktor- Faktor yang Mempengaruhinya, Jakarta : PT.Rineka Cipta, 2011.

Sugiono. 2012. Memahami Penelitian Kualitatif Bandung : ALFABETA

Sumarwan, Ujang. 2002. Perilaku Konsumen: Teori dan Penerapannya Dalam Pemasaran. Ghalia Indonesia: Bandung.

Sunarto. 2006. Pengantar Manajemen Pemasaran. Cet. 1. Yogyakarta: Ust Press.

Supardi. 2005. Metode Penelitian Ekonomi dan Bisnis. Yogyakarta: UII Press.

Taufik salah Al- Nadhi Emanuel Nyakwende Adnan M. Banamah. Achmat Ahdiel Jappie (2015). Behavioral real Estate, Theory of planned behavior, Saudi Arabia, Jeddah, housing, consumer behavior. ( prince Sultan College For Business in Jeddah, Al-Faisal University Jeddah, Saudi Arabia,)

Tung, L. L., Tan, P. L. J., Chia, P. J. T., Koh, Y. L., dan Yeo, H. L., 2001. An Empirical Investigation of Virtual Communities and Trust, Proceedings of Twenty-Second International Conference on Information Systems, pp. 307-319.

Umar, Husein. 2005. Metode Penelitian untuk Skripsi dan Tesis Bisnis. Jakarta: PT. Raja Grafindo persada.

Wijaya, Tony (2013). Anteseden Perilaku Beli Produk Ramah Lingkungan : Studi Perilaku Konsumen Makanan Organik. Universitas Negri Yogyakarta





SCAN -

Blood\_Donating\_Behavior\_in\_Indonesia\_\_Theory\_of\_Planned\_B.

ORIGINALITY REPORT

14%

SIMILARITY INDEX

%

INTERNET SOURCES

8%

PUBLICATIONS

10%

STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to President University Student Paper	3%
2	Submitted to Universitas Jenderal Soedirman Student Paper	2%
3	Submitted to The University of Manchester Student Paper	1%
4	Gumussoy, C.A.. "Understanding factors affecting e-reverse auction use: An integrative approach", Computers in Human Behavior, 200907 Publication	1%
5	Submitted to School of Business and Management ITB Student Paper	1%
6	Liang Li, Bangzhu Zhu, Minxing Jiang, Xiang Cai, Antonio K. W. Lau, Geon-Cheol Shin. "The role of service quality and perceived behavioral control in shared electric bicycle in China: Does residual effects of past behavior matters?",	1%

# Environmental Science and Pollution Research, 2020

Publication

---

**7** Submitted to Asia Pacific University College of Technology and Innovation (UCTI) 1%

Student Paper

---

**8** Submitted to Binus University International <1%

Student Paper

---

**9** AL-Nahdi, Tawfik Salah, Shakeel A. Habib, and Ali Abbaas Albdour. "Factors Influencing the Intention to Purchase Real Estate in Saudi Arabia: Moderating Effect of Demographic Citizenship", International Journal of Business and Management, 2015. <1%

Publication

---

**10** Ambara Purusottama, Teddy Trilaksono. "The presence and persistence of entrepreneurship education In Indonesia: a cross sectional study", International Journal of Evaluation and Research in Education (IJERE), 2019 <1%

Publication

---

**11** Submitted to Assumption University <1%

Student Paper

---

**12** "Social Media: The Good, the Bad, and the Ugly", Springer Science and Business Media LLC, 2016 <1%

Publication

---

13	Submitted to University of Ghana Student Paper	<1%
14	Submitted to STIE Perbanas Surabaya Student Paper	<1%
15	Amalia Suzianti, Ratna Herawati, Yogi Septiandi. "Analysis of affecting technology adoption factors in online transportation reservation for smartphone application", Proceedings of the 4th International Conference on Communication and Information Processing - ICCIP '18, 2018 Publication	<1%
16	Submitted to National Economics University Student Paper	<1%
17	Submitted to Argosy University Student Paper	<1%
18	Mohd Afandi Md Amin, Richi Nayak. "Chapter 25 Theoretical Model of User Acceptance: In the View of Measuring Success in Web Personalization", Springer Science and Business Media LLC, 2010 Publication	<1%
19	Submitted to Lambung Mangkurat University Student Paper	<1%
20	Dadan Ramdhani, Wahyu Yulianto Wibowo,	<1%

Popong Suryani, Bima Prabowo. "Pengaruh Moral, Frekuensi Pelatihan Pelaporan Perpajakan, dan Norma Subjektif terhadap Kepatuhan Pajak Melalui Pemahaman Akuntansi pada Pelaku Usaha Mikro KPP Pratama Cilegon", STATERA: Jurnal Akuntansi dan Keuangan, 2019

Publication

---

21

Annisa Wahyulkarima. "Pengaruh Budaya, Psikologis, Pelayanan, Promosi, dan Pengetahuan tentang Produk Terhadap Keputusan Nasabah dalam Memilih Bank Syariah", JURNAL HUKUM EKONOMI SYARIAH, 2018

Publication

---

<1%

22

Andi Nurwanah, Sutrisno T., Rosidi Rosidi, Roekhudin Roekhudin. "Determinants of tax compliance: theory of planned behavior and stakeholder theory perspective", Problems and Perspectives in Management, 2018

Publication

---

<1%

23

David Bolton. "chapter 14 Student Attitude and Online Learning", IGI Global, 2017

Publication

---

<1%

Exclude bibliography  On