

Theory of Planned Behavior: Analysis of Determinants of Interest Donating Alfamart Consumers in Parepare City

Dian Resky Pangestu^{1*}, Nur Isma Padila²

Institut Agama Islam Negeri Parepare^{1,2}

^{*1}email: dianreskypangestu@gmail.com

²email: ismanur365@gmail.com

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Abstract: Alfamart convenience store is one of the shopping places where at the end of the payment transaction, the cashier offers consumers to donate their change. This study aims to analyze the influence of Theory of Planned Behavior on consumer interest in donating. This research uses a survey method with a quantitative approach. The population is the people of Parepare City, and the sampling technique uses purposive sampling with a sample size of 100 people. Data collection was carried out through a questionnaire that had been tested for validity and reliability. The data analysis technique used was multiple linear regression. The results showed that: (1) Attitude has a positive and significant effect on consumer interest in donating with their change, with a significance value of $0.036 < 0.05$. (2) Subjective norms do not have a significant influence on consumer interest in donating through change, with a significance value of $0.813 > 0.05$. (3) Perceived behavioral control has a positive and significant effect on consumer interest in donating through change, with a significance value of $0.000 < 0.05$.

Abstrak: Minimarket Alfamart merupakan salah satu tempat belanja dimana pada akhir transaksi pembayaran, kasir menawarkan kepada konsumen untuk mendonasikan uang kembaliannya. Penelitian ini bertujuan untuk menganalisis pengaruh Theory of Planned Behavior terhadap minat konsumen untuk berdonasi. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif. Populasinya adalah masyarakat Kota Parepare, dan teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel sebanyak 100 orang. Pengumpulan data dilakukan melalui kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) Sikap berpengaruh positif dan signifikan terhadap minat konsumen untuk berdonasi dengan uang kembaliannya, dengan nilai signifikansi sebesar $0,036 < 0,05$. (2) Norma subjektif tidak memiliki pengaruh yang signifikan terhadap minat konsumen untuk berdonasi melalui uang receh, dengan nilai signifikansi $0,813 > 0,05$. (3) Kontrol perilaku yang dipersepsikan memiliki pengaruh positif dan signifikan terhadap minat konsumen untuk berdonasi melalui uang receh, dengan nilai signifikansi sebesar $0,000 < 0,05$.

Keywords: Theory Planned Behavior; Interest; Costumer Donation.

Kata kunci: Theory Planned Behavior, Minat, Donasi Konsumen.

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A. Introduction

Minimarket is one of the shopping places that provides a variety of basic daily needs and offers easy access for the community, especially because of its strategic location and proximity to residential areas. The facilities provided by minimarkets, such as cleanliness of the place, cool room temperature with air conditioning, and neatly structured arrangement of goods, create comfort for consumers in choosing products according to their needs. The quality of goods in minimarkets is generally more guaranteed, with fixed prices that make it easier for consumers without the need for a bargaining process, and there are often favorable discount offers. The process of buying and selling transactions in minimarkets, such as Alfamart, is carried out independently by consumers by selecting items that have been labeled with prices, then continuing payment at the cashier according to the total price displayed on the cashier's computer screen.

Along with the times and the increasing public interest in shopping at minimarkets, opportunities for retail entrepreneurs to open businesses with a franchise system are increasingly open, including in remote areas. Parepare City is one of the areas that feels this development, with Alfamart minimarkets as one of the main choices for the local community. Alfamart has 14 outlets spread across 4 sub-districts, and is the shopping choice for around 63% of Parepare residents.

Alfamart convenience stores not only act as a shopping facility, but also as a medium for consumers who want to get involved in social activities. The donation program through the remaining change is one of the initiatives offered. In this scheme, when consumers pay with a nominal amount that exceeds the total shopping, the cashier will give the option to donate a portion of the change. For example, if the consumer's

total shopping is Rp17,800 and payment is made with Rp20,000, the remaining change of Rp2,200 can be reduced by Rp200 for donation, if the consumer gives consent. This program creates an opportunity for consumers to contribute directly to charitable activities through daily transactions, making the shopping experience at Alfamart also a form of participation in social responsibility.

Consumer donation is a mechanism for ongoing financial contributions from donors to beneficiaries, designed to last over a long period of time. (Sugono, 2008).

The donation offering mechanism basically does not provide consumers with any alternative other than donating the remaining change. If a customer expresses a desire not to participate in the donation, the cashier will inform them that the appropriate amount of change is not available, so under these conditions, some customers are forced to give up the remaining change to be channeled as a donation.

This above is different from what is explained by the regulations of KEPMENSOS, namely the provision of donations in the form of money for social welfare purposes is carried out voluntarily, without pressure or coercion, either directly or indirectly. (Jasmine, 2010).

Then related to information on where and for whom the funds are not conveyed properly, this happens if when consumers ask questions regarding the allocation of the donations they provide, there is often no clear explanation regarding this. Based on data obtained from initial observations, 89% of respondents stated that there was no adequate information regarding the recipients of donated funds, and this information was generally not listed on the payment receipt received by consumers.

This condition is contrary to the principle that should be applied, where consumers who donate change have the right to obtain information regarding the allocation of these funds. This principle is in line with the provisions contained in Law No. 14/2008 on Public Information Disclosure, which emphasizes that the right to access information is a human right guaranteed by the state. (Kintani, 2019).

The lack of clear information to consumers regarding the recipients of donations, the form of donations, the time of distribution, the location, and the amount of donations to be distributed can trigger uncertainty that creates pros and cons among the public. This creates potential doubts regarding the transparency and accountability of the donation program. Price is the amount of money charged for a product or service, or the amount consumers exchange for the benefits of owning or using a product or service. (Usmayani, 2024).

Those who rejected the consumer donation program stated that their rejection was due to a lack of transparency regarding the allocation and purpose of the donation. Meanwhile, preliminary observation data showed that 97% of the public were willing to participate in consumer donation, which led to an interest for researchers to explore the underlying reasons and factors that influence their interest in donating change.

Based on the explanation above, these aspects are the background of this research to examine Theory of Planned Behavior: Analysis of Determinants of Interest in Donating Alfamart Consumers in Parepare City.

Theory of Planned Behavior is a theory that describes how a person's intention or plan to take an action is influenced by various factors. When individuals have clear desires and plans, the intention to carry out the behavior will be stronger (Hartono, 2008).

Theory of Planned Behavior explains that human action is influenced by three main factors. First, Attitude or Belief, which relates to an individual's view of the results of a behavior and evaluation of these results (Behavior Belief), which results in a positive (Favorable) or negative (Unfavorable) attitude towards certain behaviors. Second, Beliefs about Other People's Expectations (Normative Belief), which includes individual perceptions of other people's expectations and motivation to meet these expectations. This normative belief creates the perception of social pressure (Pressure) to take an action, known as Subjective Norm. Third, Control Beliefs, which are related

to factors that facilitate or inhibit behavior, as well as individual perceptions of the strength or ability to control these factors, which form Perceived Behavioral Control. These three factors, according to this theory, contribute to shaping an individual's intention or decision to perform a behavior. (Machrus & Purwono, 2012).

Attitude toward behavior is defined as a person's overall evaluation of performing a behavior. (Hartono, 2008). Furthermore, attitudes towards a behavior will be determined by strong beliefs about the behavior and are referred to as behavioral beliefs. (Behavioral Beliefs) (Hartono, 2008).

The component of this attitude is where consumer attitudes are consumer assessments of an object both liked and disliked. The three components related to attitude are (Sangadji & Sopiah, 2014):

a) Cognitive Component

This component relates to the intellectual aspect of what humans know. The cognitive aspect consists of beliefs. Beliefs are beliefs that are considered true or false about something on the basis of evidence, suggestion of authority, experience, or intuition. A belief describes a human perspective on reality, providing the basis for decision-making and attitude determination. Cognitive components are formed from knowledge, needs, and interests (Sarlito, 2012).

b) Affective Component

Komponen ini berkaitan dengan masalah emosional subjektif seseorang terhadap suatu objek perilaku (Yuniarti, 2015). Like feeling happy, sad. Feelings of liking or disliking the product/behavior..

c) Conative Component

This component is the relationship with the habitual willingness to act. The conative component consists of habit and volition. Habits are human behaviors that persist and take place automatically and are not planned. A habit can also be used to predict a person's behavior pattern. Meanwhile, willingness is a person's

effort to achieve goals. Willpower is driven by the desire, knowledge, intelligence and energy possessed by the individual. (Sarlito, 2012).

Subjective is a person's perception or view of the beliefs of others that will influence a person to do or not do the behavior under consideration. (Hartono, 2008).

Subjective norms are formed by 2 components, namely normative beliefs and individual motivation. (Bilson, 2004):

a) Normative Belief

Preferences desired by groups or individuals for a consumer to do or not a behavior. Consumer behavior in accordance with what is expected by external factors, namely groups and the consumer's social environment, such as family and reference groups. (Rangkuti, 2013).

b) Motivation to Comply

Motivation is defined as a high willingness of a consumer to fulfill their expected goals and needs. Motivation means an inner drive that moves consumers to act so that consumer goals and needs are met. (Sangadji & Sopiah, 2014).

According to Jogiyanto, Perceived Behavioral Control indicates that a person's motivation to behave is determined by how he perceives or describes the level of ease or difficulty to behave. (Hartono, 2008).

According to Fishbein and Ajzen, Perceived Behavioral Control is formed by the following components (Pratana, 2014):

a) Control Belief

The probability of several factors supporting an action / behavior.

b) Power of Control

Subject access or subject power regarding factors that can support this behavior.

Fishbein and Azjen explain interest in the Theory of Reasoned Action (TRA), which is the theoretical basis for predicting human behavior. Fishbein and Azjen

also explain that every individual or person considers the consequences of each of their actions before they perform certain behaviors (Jati & Laksito, 2012).

There are several explanations for the indicators of the three elements of interest, including (Pratiwi, 2015):

- a) Cognition (knowing) Individuals who have everything in all circumstances and have certain targets in realizing their desires. Desire is one of the driving factors for something that someone wants to aim for.
- b) Emotion (feeling) Every individual has a happy emotion towards the object, so he is inclined to want to know the relationship between feelings and interest. In general, emotions are shown with curiosity, and a person's consideration.
- c) Konasi (will) Konasi is a person's willingness or desire to carry out an activity. Interest is directly related to motion for our motivation to lean towards attraction to individuals, objects, and activities in the form of knowledge of these activities. Individuals who have a high interest in something then arise a high which is a measure of a person's interest.

B. Method

This research will use a survey method, in which researchers collect data and information to obtain facts and information from a natural environment related to respondents' interest in donating by filling out a questionnaire (Sugiyono, 2016).

This research is associative, with the aim of analyzing the effect of independent variables, namely Attitude (X1), Subjective Norm (X2), and Perceived Behavioral Control (X3), on the dependent variable, namely Consumer interest in Donating at Alfamart (Y).

This research was conducted at 14 Alfamart outlets in Parepare City. The research process is estimated to last for 1 month, with data collection methods through distributing questionnaires or questionnaires.

In this study, researchers aim to analyze the effect of Attitude (X1), Subjective Norm (X2), and Perceived Behavioral Control (X3) on interest in Donation (Y). Based on these objectives, the variables formulated in this study can be arranged as the following conceptual framework:

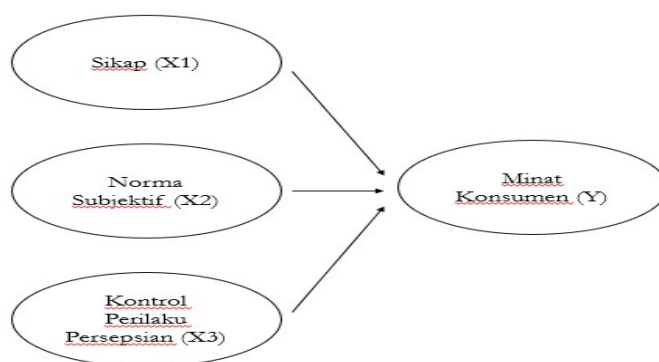


Figure 1: Research Framework

Population is the entire generalization area consisting of subjects or objects with certain qualities and characteristics set by researchers to study and serve as the basis for drawing conclusions (Sugiyono, 2016). The population in this study is the consumer community in Parepare City, with a total number of 73,772 women, of which 93.2% are Muslim.

The number of samples to be used in this study is 100 people. The sampling technique applied is non-probability sampling with a purposive sampling approach. Non-probability sampling is a sample selection technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2016).

Respondents have made purchases at Alfamart

Respondents have made donations with change.

C. Results and Discussion

Normality test is a method to determine and evaluate whether the data obtained is normally distributed or not. This data normality is the main requirement that must be met in parametric analysis, such as correlation tests (Gunawan, 2018).

One way to assess whether data is normally distributed is to observe the pattern of data distribution around the diagonal line on the plot graph. If the data points are scattered around the diagonal line and are close to the line, then the data can be considered normally distributed. The following are the results of the normality test:

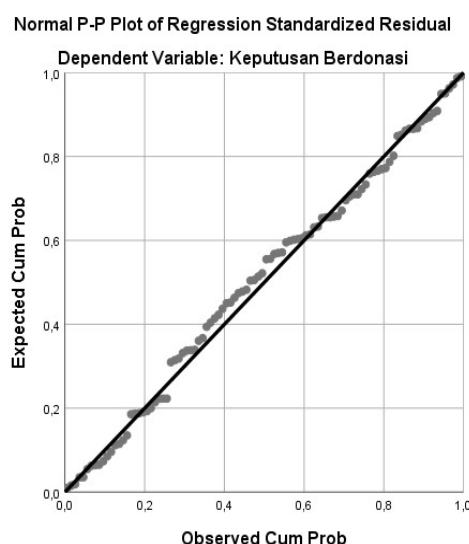


Figure 2: Normality Plot Test

Based on the plot above, it can be seen that the data points are spread around the diagonal line, so it can be concluded that the data in this study are normally distributed.

The t test or partial coefficient test is used to determine whether each independent variable has a significant effect on the dependent variable. The results of the t test in this study are presented as follows:

Table 1: Hypothesis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,759	2,322		2,050	,043
	Attitude	,235	,111	,234	2,122	,036
	Subjective Norm	,025	,104	,028	,237	,813
	Perceived Behavioral Control	,613	,111	,509	5,510	,000
a. Dependent Variable: Interest in Donating						

a. Attitude

The t test results for the Attitude variable (X1) show a Sig probability value of 0.036 in table 4.27, where $0.036 < 0.05$. At the 5% significance level, the t table value is 1.983, which is smaller than the calculated t value of 2.122 ($2.122 > 1.983$). This shows that there is a significant influence between the attitude variable on the interest in donating change at Alfamart, so the hypothesis proposed by the researcher is proven.

b. Subjective Norm

The t test results for the Subjective Norm variable (X2) show a Sig probability value of 0.813 in table 4.27, where $0.813 > 0.05$. The t table value at the 5% significance level is 1.983, which is greater than the calculated t value of 0.237 ($0.237 < 1.983$). These results indicate that Subjective Norms do not have a significant influence on the interest in donating change at Alfamart.

c. Perceived Behavioral Control

.The t test results for the Perceived Behavioral Control variable (X3) show a Sig probability value of 0.00 in table 4.27, where $0.00 < 0.05$. At the 5% significance level, the t table value is 1.983, which is smaller than the calculated t value of 5.510 ($5.510 > 1.983$). This shows that there is a significant influence between Perceived Behavioral Control and interest in donating change at Alfamart.

d. Most dominant variable

The results of the Standardized Coefficients Beta test show that the most dominant variable influencing the interest in donating change (dependent variable) is the independent variable Perceived Behavioral Control (X3). Here are the details:

Table 2: Effect of the most dominant independent variable

	Unstandardized Coefficients B	thitung	Pearson Correlation
Attitude	,235	2,122	,498**
Subjective Norm	,025	,237	,490**
Perceived Behavioral Control	,613	5,510	,637**

Based on the table above, it can be seen that the independent variable with the greatest influence on the dependent variable is the Perceived Behavioral Control variable. The dominance of this influence is obtained from the results of the partial test (t-count), which is supported by the regression coefficient value and Pearson Correlation, showing that the Perceived Behavioral Control variable has the most significant influence on the interest in donating change at Alfamart.

Discussion

The results of previously tested research show that the instruments used to measure attitude variables (X1), subjective norms (X2), and perceived behavioral control (X3), towards consumer decisions to donate change (Y), are proven valid and

reliable. Therefore, the indicators and statement items in this study can be applied to other data testing. Furthermore, the discussion regarding each variable is as follows:

a. Attitude

To answer the formulation of problems and hypotheses proposed in the previous chapter regarding the effect of Attitude on consumer decisions to donate change at Alfamart, the partial test results show that attitude has a positive and significant effect on consumer decisions to donate change. This is evidenced by the t value of 2.122 which is greater than the t table of 1.984, while the significance value (sig) of 0.036 is smaller than the probability of 0.05 ($0.036 < 0.05$), as well as the contribution of β_1 of 0.235 or 23.5%. This means that there is a unidirectional influence between the attitude variable and the decision to donate.

The explanation in the theory related to attitude shows that attitude is an individual's feeling towards an action, both positive and negative, which will be the basis for consideration in taking action. Consumer attitudes in the decision to donate change reflect their feelings towards objects, activities, events and other people. These feelings become a concept that represents a sense of like or dislike (positive, negative, or neutral) towards donating behavior.

The attitudes found in this study show that consumers (donors) believe that this donation is a good thing and provides benefits to many people. This donation is considered a form of helping that is taught in Islam, and they feel proud and happy to be able to do it. Often, they also support the sustainability of this donation so that it can be carried out even better. Based on this, they respond positively and continue to donate.

The results of this study are in line with previous research, such as that conducted by Trisdayana Aryadhe, Alit Suryani, and Ida Bagus Sudiksa, which shows that attitudes are proven to have a positive and significant effect on purchase intention and purchase decisions (Aryadhe et al., 2018).

b. Subjective Norms

To answer the formulation of problems and hypotheses proposed in the previous chapter related to the influence of Subjective Norms on the decision to donate change at Alfamart, with the initial hypothesis stating that subjective norms have no significant effect on donation decisions, the partial test results show that the hypothesis is proven. Subjective norms have no significant effect on Muslim women's decision to donate change, as evidenced by the calculated t value of 0.237 which is smaller than the t table of 1.984, while the significance value (sig) of 0.813 which is greater than the probability of 0.05 ($0.813 > 0.05$), as well as the contribution of β_2 of 0.025 or 2.5%. This shows that the views of family, friends, friends, or the surrounding environment do not really influence individual decisions to take action to donate change.

The explanation in the theory related to Subjective Norms describes how individuals perceive social influences from their environment regarding whether or not to take an action. In subjective norms there are two indicators, namely belief in normative expectations which refers to how much individuals perceive the expectations of others regarding their behavior, in this case related to the decision to donate change. These expectations come from people who are considered influential, such as family, friends, or friends.

However, this study found that belief in the expectations of others and the motivation to comply with these expectations did not have a significant impact on the decision to donate. This means that even though people around individuals have a positive view of change donation, or even though people around them make donations, it does not affect individuals' decision to donate.

The results of this study are in line with previous research conducted by Willy Nurhayadi, Agus Ismaya Hasanudin, and Tenny Badina regarding Antecedents and Consequences of Intention to Pay Income Zakat. The study shows that

subjective norms do not have a significant effect on behavioral intentions in paying income zakat, which is in line with the findings that subjective norms do not have a significant influence (Nurhayadi et al., 2017).

c. Perceived Behavioral Control

To answer the formulation of the problems and hypotheses proposed in the previous chapter related to the effect of Perceived Behavioral Control on the decision to donate change at Alfamart, the partial test results show that perceived behavioral control has a positive and significant effect on Muslim women's decisions to donate change. This is evidenced by the calculated t value of 5.510 which is greater than the t table of 1.984, as well as a significance value (sig) of 0.000 which is smaller than the probability of 0.05 ($0.000 < 0.05$), with a contribution of β_3 of 0.613 or 61.3%.

In the theory related to perceived behavioral control, it is explained that perceived behavioral control refers to an individual's view of the ease or difficulty of carrying out an action. Individuals who feel that it is easy to perform an action tend to do it more easily, while individuals who feel there are obstacles or difficulties will tend to avoid the action. In the context of this study, Muslim women's perceived behavioral control relates to their perception of their ability to make a decision to donate with change, which is influenced by factors that make the decision easier or more difficult.

Factors that facilitate the decision to donate change include financially supportive conditions (economy that allows), the nominal amount of money donated is relatively small so that it is not a burden, the habit of giving more than the total amount of groceries when making payments, and knowledge of the donation information. These factors are considered to facilitate and encourage Muslim women to participate in change donation activities.

D. Conclusion

Based on the results of data analysis that has been carried out regarding the influence of attitudes, subjective norms, and perceived behavioral control on donation decisions, the following conclusions can be drawn:

1. Attitude has a positive and significant effect on the decision to donate change at Alfamart. This is evidenced by the results of the partial test (t-test) which shows the t value of 2.122, which is greater than the t table of 1.984, as well as a significance value (sig) of 0.036 which is smaller than 0.05 ($0.036 < 0.05$). The contribution of the effect of attitude on donation decisions is 23.5% ($\beta_1 = 0.235$).
2. Subjective norms do not have a significant influence on the decision to donate change at Alfamart. Based on the partial test results (t-test), the t value of 0.237 is smaller than the t table of 1.984, and the significance value (sig) of 0.813 is greater than 0.05 ($0.813 > 0.05$). The contribution of subjective norms to donation decisions is 2.5% ($\beta_2 = 0.025$).
3. Perceived behavioral control has a positive and significant effect on the decision to donate change at Alfamart. The t-test shows the t value of 5.510, which is greater than t table 1.984, and the significance value (sig) of 0.000 which is smaller than 0.05 ($0.000 < 0.05$). The contribution of perceived behavioral control to the decision to donate is 61.3% ($\beta_3 = 0.613$).

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