Structural Model of Intention to Buy on Purchase Decision Saloon Car In Surabaya: Theory of Planned Behavior Approach and Stimulus Response Theory

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Abstract: *The impact of modernization has been felt in almost every aspect of human life. The high level of mobility, both human and goods, the absolute need of adequate transportation and backed with supporting facilities. This condition causes the automotive industry sub-segment saloon car as transportation providers continue to experience growth over time. Lifestyle changes, especially in urban areas will cause the demand for motor vehicle sub-segment saloon car continues to increase. This study has several objectives: (1) the description of attitudes, subjective norms, behavioral control, culture, intention and car purchasing decisions in Surabaya, (2) determine the effect of attitudes, subjective norms, behavioral control, and culture to intentions (3) determine the effect of attitudes, subjective norms, behavioral control, culture and intention to car purchase decisions in Surabaya. The scope of this study is the city of Surabaya, the reason the area is the largest city, has the largest population, and has a number of new car buyers biggest saloon car in East Java. The number of sample is 164 samples. The statistical method for testing hypotheses using structural equation modeling (SEM). This study has several descriptive inference and hypothesis testing results. Attitude towards the product supports both confidence indicators side or evaluation. Consumers have a weakness stance on aspects of the evaluation. Subjective Norms high measured in both normative beliefs and motivation indicators. Subjective norm has the advantage of aspects of normative beliefs. Behavioral control high measured in confidence indicator has an average lower than indicators of the strength and confidence behavioral control has a weakness in the aspect of faith. Culture has the advantage of aspects of culture and social class. Intention has the advantage of preferential intentions. Purchase decision has the advantage of the time of purchase. Attitudes, subjective norms, behavioral control and cultural influence on purchase intentions saloon car in Surabaya. The strongest influence on behavioral intentions derived from controls. Attitudes, subjective norms, behavioral control, and intentions cultural influence purchasing decisions saloon car in Surabaya. The greatest impact on purchase decisions derived from the intention.*

Keywords: *attitudes, subjective norms, behavioral control, culture, intention, purchasing decisions*

I. Introduction

Background

Lifestyle changes, especially in urban areas will cause the demand for motor vehicles sub-segment saloon car continues to increase. Motor vehicle market sub-segment saloon car nationally is not affected by government policy to increase fuel prices as well as changes in interest rates. In the first half of 2012 sales increased by 11.26% when compared to the same period in 2011 Based on data from the Indonesian Automotive Industry Association (Gaikindo), sales of motor vehicle sub-segment saloon car in the first half of 2012 reached 15,130 units, while sales the same period in 2011 amounted to 13,599 units.

Motor vehicle sub-segment saloon car in Indonesia has grown in line with increased mobility and activity of the community as a result of the government's development programs. Sales of saloon cars in Indonesia in 2006 has decreased by about 50.34% of the year 2005 During the years 2006 to 2008 car sales increased by 98.28% from 17,565 units in 2006 to 34,300 units in 2008, but in 2009 decreased amounted to 35.57% from 34,300 units to 22,100 units, due to the election of the president and vice president. Back in 2010 increased by 49.9% from 22,100 units to 33,128 units. While in the year 2011 decreased by 22.3% from 33,128 units to 25,741 units. The purchasing power of the people is based on a comparison of new car sales in East Java saloon car with car sales nationally increased from 2005-2006, then decreased from 2006 to 2008 If on average, car sales in East Java in comparison with sales national car starting in 2005-2011 approximately 9.84%.

Successful marketing strategy is largely determined by one or several variables of marketing mix (marketing mix), which includes product development, pricing, distribution channels, and promotion (Kotler, 2003). While the purpose of marketing activity is affecting the willingness of prospective buyers to select and purchase goods or services offered by the company (Dalrymple and Parons 2000). In order to develop a marketing strategy, an understanding of consumer behavior is important, because the managers would have a

broader view, and be aware of new opportunities stemming from unfulfilled consumer needs. Marketing activities begin with an analysis of consumer behavior (Engel, 2006). While a good knowledge of consumer behavior will provide a basis for the formulation of strategies, policies and marketing initiatives such as product positioning, market segmentation, new product development, and decisions about the marketing mix (Hawkins, 2007).

Knowledge of consumer behavior shifts quickly become very important in the face of rapidly changing environmental conditions. Information on consumer decisions to buy a product, buying situation, the decision and process purchases made by consumers are the things that need to be considered by the company in formulating competitive strategy and marketing strategy.

Theory of Reasoned Action is able to accurately predict behavior, but only in very specific conditions. In other words, the most significant aspect of the model is a predictive tool for a very specific situation. The main benefit for researchers is the possibility that the measures would predict intentions to behave behavioral choices in the arena that actual or predicted market behavior is determined by intention. So the researchers assume that the strong correlation between the size and the size of the behavioral intention is very likely to occur and thus the occurrence indeed. However, as stated by Fishbein (1973), the conditions and requirements shall support the maximum effort to produce a high correlation before measurements were obtained.

Theory of Reasoned Action is not only stressed the rationality of a person's behavior but also that the measures are targeted to be in control of the person's consciousness. But in fact some behavior is not in full control of that person. Therefore, Ajzen (1982: 3-15, 1985: 11-39, 1991: 179-211) enhance the basic model by expanding or adding new variables to give attention to the concept of their own accord. Ajzen has stated that behavioral control can affect the intent or directly on the behavior itself. He named this model has been modified by the term Theory of Planned Behavior.

Theory of Planned Behavior (Ajzen, 1991: 179-211) in the consumer behavior does not take into account cultural factors, social, personal and psychological, but in the Stimulus Response Theory (Kotler, 2003), intention to behave and consumer purchase decision is strongly influenced by cultural factors, social , private, and psychology in the "black box" buyers. The inclusion of background factors such as cultural consumers as variables that influence consumer behavior intentions is an alternative model of Theory of Planned Behavior.

Under both theories, the four components consisting of: attitude, subjective norm, behavioral control, and culture interact and be a determinant for the intention which in turn will determine whether the relevant purchasing decisions will be made or not. Consumer attitudes are the result of interaction between the strength of consumer confidence and evaluation as well as the behavior of those purchases. Subjective norm consists of the belief that the normative reference group or people expect him to behave or not behave and motivation to comply with those referents expectations. Behavioral control is determined by past experience and individual estimates of how difficult or easy to perform the behavior. Culture consists of the culture, sub-culture, and social class.

Based on the description of the background of the above problems, the research problem is formulated as follows:

(1) How does the description of attitude, subjective norm, behavioral control, culture, intentions, and a saloon car purchasing decisions in Surabaya?
(2) How is the influence of attitude, subjective norm, behavioral control and intention to purchase cultural saloon car in Surabaya?
(3) How to influence attitudes, subjective norms, behavioral control, culture and intent on purchasing decisions saloon car in Surabaya?

Purpose

The main purpose of a study is conducted to understand the phenomenon. The phenomenon is a phenomenon that occurs in the environment around you need to know comprehensively. Based on the above formulation of the problem, the purpose of this study as follows:

(1) Describe the attitude, subjective norm, behavioral control, culture, intentions, and a saloon car purchasing decisions in Surabaya.
(2) Analyze the influence of attitude, subjective norm, behavioral control and intention to purchase cultural saloon car in Surabaya.
(3) Analyze the influence of attitude, subjective norm, behavioral control, culture and intent on purchasing decisions saloon car in Surabaya.

Urgency Research

The linkage between the increase / decrease in sales of saloon cars in the city of Surabaya with the Theory of Planned Behavior and Stimulus Response Theory can be explained as follows. Consumers saloon car buyers are consumers who have a high income, therefore knowledge of consumer attitudes that serve to provide

guidance to the consumer car buyers to choose all the incoming information about the car saloon car that suits your needs and the level of revenue and irrelevant information is discarded. Attitudes as a function of the benefits will guide consumers to benefit from the drive saloon car including comfort, safety and prestige. Subjective norms as social factors indicate that the perceived social pressure to perform or not perform the action. This means that the presence of subjective norms that exist on every consumer, then the consumer may wonder if buying a saloon car as a necessity that is as it should or social pressure from the outside to show as a prestige. Behavioral control will guide the consumer's intention to buy a saloon car with the first look of their financial condition. Cultural significance or symbolic meaning that has been attached to the saloon car will be transferred to consumers in the form of ownership of the product, exchanges, consumption.

Knowledge of variables that influence consumer intentions and decisions in the purchase of a saloon car can be used to develop an appropriate marketing strategy for the automotive industry (saloon car dealers) in Surabaya. In this study, all of the above variables between the constructs analyzed the influence of attitude, subjective norm, and behavioral control on the intention culture and purchasing decisions.

II.   Research Methodology

This study aims to model the influence of attitude, subjective norm, behavioral control, culture and intent on purchasing decisions saloon car in Surabaya done by making use traditional structural models of Partial Least Square (PLS) and placing intention as a mediating variable. Modeling concept is schematically described in the following figure:
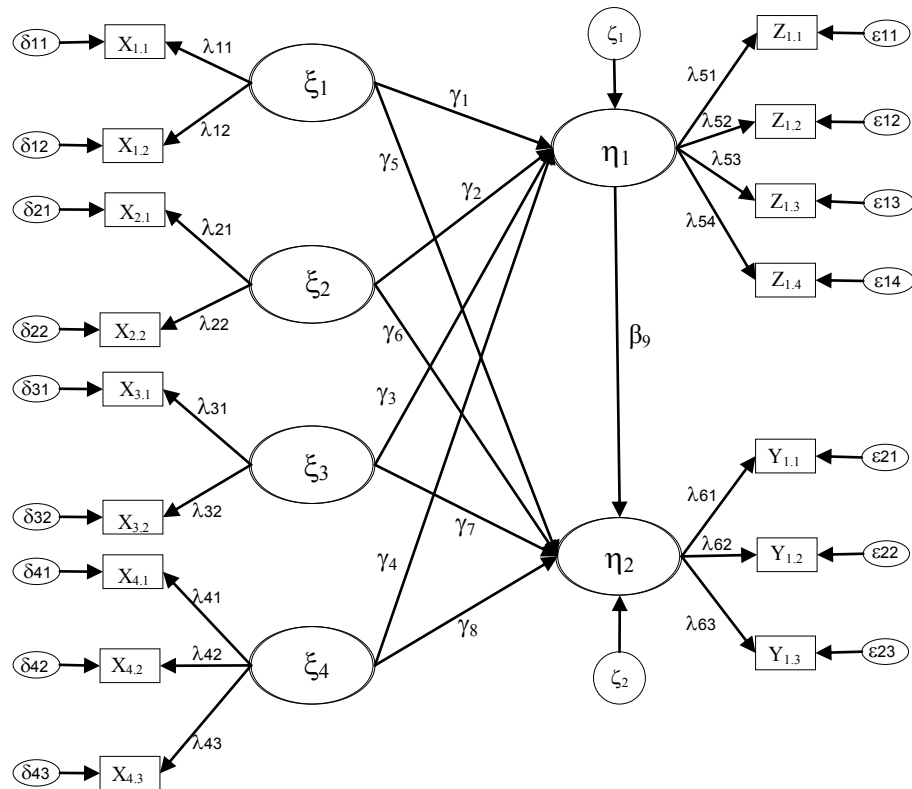

Figure 1: Model Hypothesis

Data Retrieval

Study area is the city of Surabaya, the reason the area is the largest city, has the largest population, and has a number of new car buyers biggest saloon car in East Java. The population in this study were all new saloon car buyers who live in Surabaya in one year (January-December 2012).

Field studies

After carrying out a literature review, the research continues to find the data and information in the field by conducting preliminary interviews as the initial search and input of data / information for the preparation of the questionnaire.

Interview

Conducted preliminary interviews to several businesses selling saloon car, where the interview is a material input to develop the questionnaire. Conducted follow-up interviews with relevant parties such as the dealers, the trade office in the city of Surabaya, at the time of questionnaire distribution. Interviews are semi-structure in which there is a question that has been designed previously and there are answers that have been determined and also allow to deepen the answers given by providing answers publicly. Interviewees were also given questionnaires to clarify answers given by respondents.

Questionnaire

Distributing questionnaires to the respondents carried out to provide a more comprehensive picture of the respondents regarding the situation on the ground. Questionnaires are closed and where there is an answer to any questions that have been planned in advance. And respondents were asked to fill out only in accordance with the instructions, but also gave respondents the opportunity to provide other answers.

The scale of measurement variables

Measurement scale using a Likert scale (Source: Simamora, 1995; Atmusuprapto, 2001). Assessment given to the lowest value and the highest given the scale of 1 to 5 scale levels:
(1): Very Important
(2): Important
(3): Quite Important
(4): Less Important
(5): Not Important

Analysis and Modeling

Data processing is done by grouping the answers according to the type of question. From the answers are then tabulated and tested to test the validity of the technique Product Moment and reliability tests with Cronbach Alpha method, and then conducted analyzes the factors that influence motivation and demotivation teamwork to work efficiency. Efforts made to improve the construction industry towards teamwork working efficiency has been applied.

At this stage it is happening to the distribution of the factors that affect the above conditions, it is necessary for a more detailed identification that can be grouped according to the level of influence. By using modeling PLS (Partial Least Square). After analyzing through PLS method will clear the relationship and influence between each other various existing variables.

Research in this first year of its output in the form of modeling that can measure the attitudes, subjective norms, behavioral control, culture and intentions on purchasing decisions saloon car in Surabaya done by making use traditional structural models of Partial Least Square (PLS) and placing intention as a mediating variable. Where PLS modeling stages as follows:
(1) Designing the structural model (inner model)
(2) Designing the measurement model (outer model)
(3) Constructing the path diagram
(4) The system of equations
(5) The estimated path coefficients, loading and weight
(6) Evaluation of goodness of fit
(7) Testing hypotheses with bootstrapping resampling technique

Solimun, (2007) Goodness of Fit for the outer models with evaluated reflesif indicator and discrminant convergent validity, and for the overall indicator, using the composite reliability. This evaluation form is by checking the calibration of instruments validity and reliability of the instrument from the test results (try out). Convergent validity is meant here is the correlation between the score indicator reflesif with latent variables, with a loading of 0.5 to 0.6 is considered adequate, the number of indicators per construct is not great, which is between 3 to 7 indicators.

While discriminant validity is based on the measurement indicators reflesif cross loading with latent variables. Cross loading of each indicator be valid if the value is greater than the value of cross-loading of other latent variables. Or can be by comparing the average value of the square root of the variance extracted (AVE) of each construct with the correlations between the constructs in the model. AVE is said to have good discriminant validity if the correlation value is greater than all of the other constructs. Recommended that the measurement value must be greater than 0.50. The formula used is as follows:

$$AVE = \frac{\sum \lambda_1^2}{\sum \lambda_1^2 + \sum_i var(\varepsilon_i)}$$

Also argued that the composite reliability (c) is a group of indicators that measure a variable. A composite variable is said to have good if it has a composite reliability ≥ 0.7, although not the absolute value. The formula used is as follows:

$$\rho c = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum_i var(\varepsilon_i)}$$
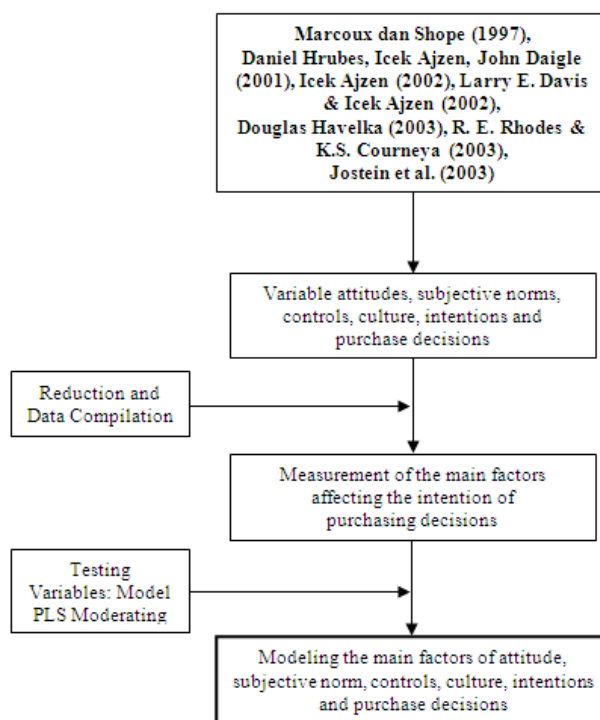
Framework for the Research Plan

Figure 2: Framework for the Research Plan

III. Results Achieved

Description of Research Results

Attitudinal variables have an average score of 5.149 indicates a tendency to agree. The highest average score on the indicator of confidence in the attributes of the product of 5.149 and the lowest on the importance of the evaluation indicators of the attributes of the product by 5.019. Thus it can be interpreted that the attitudes of consumers in response to purchase intention disposition saloon car from what expected to exceed of what is experienced.

Subjective norm variable has an average score of 5.072 indicates a tendency to agree. The highest average scores on normative beliefs indicator reference group to perform certain behaviors at 5,201 and the lowest indicators of motivation that is consistent with the reference group was 4.942. Thus it can be interpreted that the subjectivity in order to have a more saloon car normative beliefs stem from the presence of the reference group compared with existing self-motivation consumers.

Behavioral control variables have an average score of 5.147 indicates a tendency to agree. The highest average score on the power indicator factors that encourage or inhibit the behavior of 5,410 and the lowest confidence indicator factors that encourage or inhibit the behavior of 4,884. Thus it can be interpreted that the factors that encourage or hinder strength in the control of behavior intention to buy a saloon car larger than the confidence factors that encourage or hinder purchasing behavior.

Cultural variables have an average score of 5.500 indicates a tendency to agree. The highest average scores on cultural indicators of 5.573 and lowest in sub-cultural indicators of 5.370. It can be concluded that the culture among consumers in Surabaya will create the image that the buyer would be considered normal saloon

car decent living in the community exceeds the spirit of nationalism in influencing the intention to buy a saloon car in Surabaya.

Intention variable has an average score of 5.341 indicates a tendency to agree. The highest average score on the indicator explorative intention of 5.491 and the lowest indicators of referential intentions of 5,100. It can be concluded that consumers respond saloon car in Surabaya explorative intention in purchasing intentions saloon car exceed referential intention, because he prefers to find information about the showroom that gives the best service rather than refer it to others.

Purchase decision variable average score of 5.417 indicates a tendency to agree. The highest average score at the time of purchase indicator of 5.567 and lowest in indicator option for 5,299 dealers. It can be concluded that consumers' purchasing decisions in Surabaya saloon car prioritizes time of purchase compared to dealer option.

Evaluation of Structural Equation Models
Evaluation of Univariate and Multivariate Normality
More results can be known that the univariate (per indicator) and multivariate critical ratio value is in the interval $-2.58 < CR < 2.58$. Therefore, all data either univariate or multivariate normal distribution.

Evaluation of Univariate and Multivariate Outliers
Based on the calculation of Z score is known that all the indicators are in the interval -4.00 to 4.00, meaning that all of the data on all the indicators are not affected by outliers.

Confirmatory Factor Analysis
Confirmatory factor analysis carried out aims to confirm any indicators that have been made based on previous research and existing theories can be used to explain the constructs of attitude, subjective norm, behavioral control, culture, intentions and purchasing decisions.

Attitude
The amount of Factor loading on both indicators, namely: Confidence in the attributes of the product and the evaluation of the importance of the product attributes is above 0.5, then both indicators can be used to measure the attitude construct. Based on the calculation, the reliability values of the attitude constructs 0.816, meaning that the attitude construct reliability of 81.6%.

Subjective Norms
The amount of Factor loading on both indicators, namely: normative belief reference group to perform certain behaviors and motivations are aligned with the reference group is above 0.5, then both indicators can be used to measure the construct of subjective norm. Based on the calculation, the reliability value construct subjective norm of 0.863, meaning that the attitude construct reliability of 86.3%.

Behavioral Control
The amount of Factor loading on both indicators, namely: Confidence factors that encourage or inhibit behavior and Strength factors that encourage or inhibit behavior is above 0.5, then both indicators can be used to measure behavioral control construct. Based on the calculation, the reliability value of 0.705 behavioral control construct, meaning that the attitude construct reliability of 70.5%.

Culture
The amount of Factor loading on all three indicators, namely: Culture, Sub Culture, and Social Class is above 0.5, then both indicators can be used to measure the construct of culture. Based on the calculation, the reliability values of cultural constructs of 0.835, meaning that the attitude construct reliability of 83.5%.

Intention
The amount of Factor loading on all four indicators are: Intention Traditional, Referential Intentions, Intention Preferential, and Intention Explorative is above 0.5, then both indicators can be used to measure the construct of intention. Based on the calculation, the reliability value of 0.829 intention construct, meaning that the attitude construct reliability of 82.9%.

Purchasing Decisions
The amount of Factor loading on both indicators, namely: Product Selection, Channel Options, and Time Purchasing is above 0.5, then both indicators can be used to measure constructs purchase decision. Based on the calculation, the reliability values obtained by the intention construct 0,709, meaning that the construct reliability of 70.9% purchase decision.

Hypothesis Testing Using Structural Equation Model

Hypothesis test results influence the dimensions of attitudes, subjective norms, behavioral control, and culture of the intentions and purchase decisions, resulting indexes suitability model (goodness of fit) and then the values of this index will be compared with the critical value (cut-off value) of each index. A good model is expected to have the indices of goodness of fit that meets the critical value.

Table 1 Evaluation Criteria-Index Compliance Index Structural Equation Model

| Criteria	Results	Critical Value	Evaluation Model
Absolute fit Chi-square (χ^2)	122.657	≤ 99.617	Not Good
Probability	0.001	≥ 0,05	Not Good
Degrees Free	78	-	-
GFI	0.918	≥ 0,90	Good
RMSEA	0.059	≤ 0,08	Good
Parsimony fit CMIN/DF	1.573	≤ 2,00	Good
AGFI	0.857	≥ 0,90	Marginal
Incremental fit CFI*	0.971	≥ 0,95	Good
TLI	0.955	≥ 0,95	Good

Source: Primary data processed.

Specification:
* = GFI with marginal status value from 0.80 to 0.90 (Wijanto, 2008)

Summary of results obtained in the analysis and the recommended value to measure the feasibility of the model. The results of the feasibility test model of the evaluation model is better than the initial model. Almost all meet the criteria suggested recommendations, except for the results of chi square and probability values. Hair et al (2010) specifically provides an exception to the chi square test results that the sample under 250 samples and the number of indicators 12-30 statistically significant test results remain supportive fit models with CFI and TLI value terms of more than 0.95 and RMSEA less than 0.08. Significant changes seen in the value of GFI, AGFI, CMIN/DF, RMSEA, CFI and TLI, so the results of the evaluation of this model can be accepted, and became the final model to be interpretation and hypothesis testing.

If the final model is described in outline by showing path coefficients and their probability of error will look like the image below. To determine the influence of the variables studied are shown path coefficient value, and the probability of error in the table below.
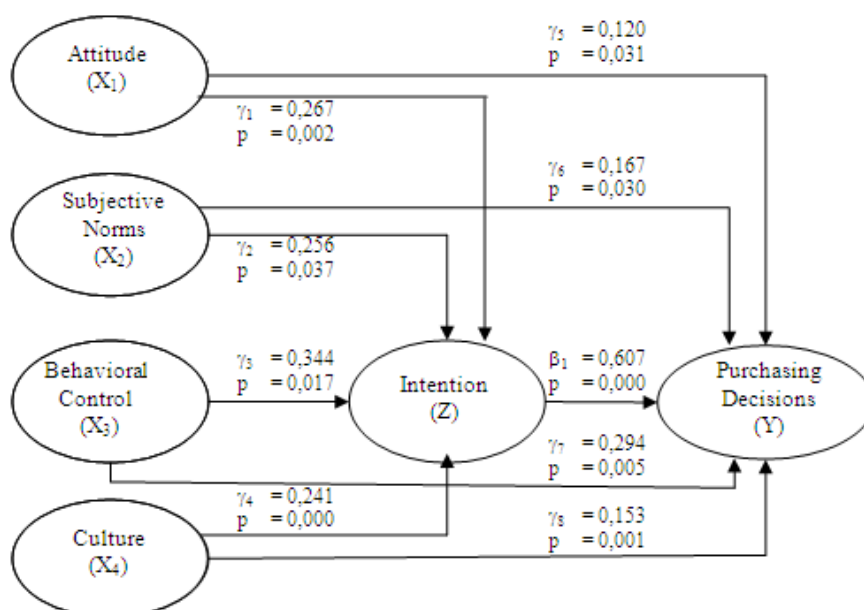
Figure 4: Effect of Attitude, Subjective Norm, Behavioral Control, Culture Intention and Decision to Purchase Saloon Car in Surabaya

Source: Primary data processed.

Based on the picture above structural equation can be written as follows:

$Z = 0,267 X_1 + 0,256 X_2 + 0,344 X_3 + 0,241 X_4$

$Y = 0,120 X_1 + 0,167 X_2 + 0,294 X_3 + 0,153 X_4 + 0,607 Z$

Table 2 Results of Hypothesis Testing Structural Equation Models

Hypothesis	Influence	Coefficient	prob	Specification
H1	Attitude (X_1) → Intention (Z)	0.267	0.002	Significant
H2	Subjective Norm (X_2) → Intention (Z)	0.256	0.037	Significant
H3	Behavioral Control (X_3) → Intention (Z)	0.344	0.017	Significant
H4	Culture (X_4) → Intention (Z)	0.241	0.000	Significant
H5	Attitude (X_1) → Purchasing Decisions (Y)	0.120	0.031	Significant
H6	Subjective Norm (X_2) → Purchasing Decisions (Y)	0.167	0.030	Significant
H7	Behavioral Control (X_3) → Purchasing Decisions (Y)	0.294	0.005	Significant
H8	Culture (X_4) → Purchasing Decisions (Y)	0.153	0.001	Significant
H9	Intention (Z) → Purchasing Decisions (Y)	0.607	0.000	Significant

Source: Primary data processed.

Based on these calculations can be explained as follows:

(1)   The value of the path coefficient attitude (X1) → intention (Z) of 0.267, meaning that the effect of attitude (X1) on the intention (Z) of 0.267. Probability value = 0.002 < significance level (α) of 0.05, it can be concluded that there are significant significant of attitude (X1) on the intention (Z). Subjective norm path coefficient value (X2) → intention (Z) of 0.256, meaning that the influence of subjective norm (X2) on the intention (Z) of 0.256. Probability value = 0.037 < significance level (α) of 0.05, it can be concluded that there are significant subjective norm (X2) on the intention (Z). Behavioral control path coefficient value (X3) → intention (Z) of 0.344, meaning that behavioral control (X3) on the intention (Z) of 0.344. Probability value = 0.017 < significance level (α) of 0.05, it can be concluded that there are significant perceived behavioral control (X3) on the intention to behave (Z). Cultural path coefficient value (X4) → intention (Z) of 0.241, meaning that the influence of culture (X4) on the intention (Z) of 0.241. Probability value = 0.000 < significance level (α) of 0.05, it can be concluded that there is a cultural influence (X4) on the intention (Z). So: attitude, subjective norm, behavioral control and cultural influence on purchase intentions salon car in Surabaya.

(2)   The value of the path coefficient attitude (X1) → purchasing decisions (Y) of 0.120, meaning that the effect of attitude (X1) on purchase decisions (Y) of 0,120. Probability value = 0.031 < significance level (α) of 0.05, it can be concluded that there is influence attitudes (X1) on purchase decisions (Y). Subjective norm path coefficient value (X2) → purchasing decisions (Y) was 0.167, meaning that the influence of subjective norm (X2) on purchase decisions (Y) equal to 0.167. Probability value = 0.030 < significance level (α) of 0.05, it can be concluded that there is influence of subjective norm (X2) on purchase decisions (Y). Behavioral control path coefficient value (X3) → purchasing decisions (Y) was 0.294, meaning that the effect of behavioral control (X3) on purchase decisions (Y) equal to 0.294. Probability value = 0.005 < significance level (α) of 0.05, it can be concluded that there are significant behavioral control (X3) on purchase decisions (Y). Cultural path coefficient value (X4) → purchasing decisions (Y) was 0.153, meaning that the influence of culture (X4) on purchase decisions (Y) equal to 0.153. Probability value = 0.001 < significance level (α) of 0.05, it can be concluded that there are significant cultural (X4) on purchase decisions (Y). Intentions coefficient value (Z) → purchasing decisions (Y) was 0.607, meaning that the effect of intention (Z) to the buying decision (Y) of 0.67. Probability value = 0.000 < significance level (α) of 0.05, it can be concluded that no effect of intention (Z) to the buying decision (Y). So: attitude, subjective norm, behavioral control, culture, and intentions influence on purchase decisions saloon car in Surabaya.

Table 3 Tests on Direct Effect, Indirect Effect, and the Influence of Total

Influence	Direct	Indirect	Total
Attitude (X_1) → Intention (Z)	0.267	-	0.267
Subjective Norm (X_2) → Intention (Z)	0.256	-	0.256
Behavioral Control (X_3) → Intention (Z)	0.344	-	0.344
Culture (X_4) → Intention (Z)	0.241	-	0.241
Attitude (X_1) → Purchasing Decisions (Y)	0.120	0.162	0.282
Subjective Norm (X_2) → Purchasing Decisions (Y)	0.167	0.155	0.322
Behavioral Control (X_3) → Purchasing Decisions (Y)	0.294	0.209	0.503
Culture (X_4) → Purchasing Decisions (Y)	0.153	0.146	0.299
Intention (Z) → Purchasing Decisions (Y)	0.607	-	0.607

Source: Primary data processed.

Modeling can be explained that the intention of endogenous constructs proved to serve as a mediation between attitudes, subjective norms, behavioral control and culture to the purchasing decision. Relatively large total influence comes from two channels, namely: (1) the effect of behavioral control on the intention, and (2) intent on purchasing decisions. Two relations meant that important pathways leading purchase decision will stems from behavioral control.

The results of the analysis on the indirect influence appears that the presence of a fairly balanced proportion between direct and indirect influence. Indirect influence on purchasing decisions derived from behavioral control was 0.209. Comparison of the indirect effect of attitude, subjective norm, and behavioral control on the intention cultures tend to be larger than the direct effect on purchase decisions. This pattern makes the reasons which reinforce that intention would mediate the relationship of attitude, subjective norm, behavioral and cultural controls on purchasing decisions.

IV.   Discussion

Attitudes towards objects is a disposition to respond to it varorable and unfarorable to objects, people, or events institution. These results give a hint that this trust status indicator "overskill" namely a weak indicator for measuring attitude turns out empirically considered the most high so it does not need to formulate new efforts related to the attitude of confidence in the product can continue to rise.

Evaluation indicators have average values that are relatively low compared to the relatively more confidence indicator but has the highest factor loading. These results give a hint that this indicator status of "high priority" or "concentrate here" which is a strong indicator to measure empirically attitude apparently still less than optimal so that the necessary efforts so that an evaluation of the saloon car products for consumers in Surabaya may continue to rise. The phenomenon of high social class assessment of the sub-culture compared with indicator alleged that the society so many responses that aspects of income, employment, education and housing that is adequate then it will lead to an intention to make a purchase saloon car.

Based on the analysis of structural equation modeling showed that the motivational value of the loading indicator in line with the reference group is greater than the value of the trust loading normative reference group to perform a particular behavior. This suggests that consumers initially saloon car more motivated to keep family members and closest friends on the purchase saloon car. Motivation for the expectations of family members can influence purchase behavior intentions intentions especially traditional saloon car. Confidence that will encourage families to make purchases saloon car can influence intentions to behave primarily exploratory intention, namely to invite family members to seek information about the car showroom that provides the best service. Based on the calculation results of the structural equation model can be seen that there are significant behavioral control on the intention. Based on the calculation results of the structural equation model can be seen that there is the intention to influence purchasing decisions.

Furthermore, if it realized the need and desire to buy a saloon car, then the respondent would seek information about the car saloon car that will be bought. Intention to behave with finding the information can affect decisions on the purchase of a car showroom that provides the best service. Car buying decision will be started from the introduction needs, information search, selection against alternatif purchase, purchase decision occurs. Search information about products to strengthen intentions saloon car can be reached in various ways, but the most convenient source of information obtained is advertising, exhibition and visit a car showroom.

V.   Conclusions And Recommendations
Conclusion

Based on the analysis of the results of previous research and discussion can be drawn several conclusions, among others:

(1) The attitude of consumers in disposition to respond saloon car purchase intentions of what to expect in excess of what is experienced. Subjectivity in order to have a more saloon car normative beliefs stem from the presence of the reference group compared with existing self-motivation consumers. Power over the drivers and barriers can be control over the purchase intention saloon car stronger than belief factors that encourage or hinder purchasing behavior. Culture will create the image that the buyer would be considered normal saloon car decent living in the community exceeds the spirit of nationalism in influencing the intention to buy a saloon car. Consumers respond saloon car in Surabaya exploratory intentions in purchasing intentions saloon car exceed referential intention, because he prefers to find information about the showroom that gives the best service rather than refer it to others. Consumer purchasing decisions saloon car prioritizes time of purchase compared to dealer option.

(2) Attitudes, subjective norms, behavioral control, and intentions affect the culture. A positive attitude in the form of higher consumer confidence as well as the attributes of a good assessment of the results of the evaluation of all the attributes of the object will strengthen the intention to buy a saloon car. Support a stronger subjective norm, especially from the aspect of motivation from family and others elements will

further strengthen the intention to behave buy a saloon car. High behavioral control is reflected in the formation of self-confidence and will strengthen the power of intention to behave buy a saloon car. Local culture in the form of views on social status will strengthen the position of the intention to behave buy a saloon car.

(3) Attitudes, subjective norms, behavioral control, Culture, and intentions influence on purchase decisions. A positive attitude is reflected in the high consumer confidence as well as the attributes of a good assessment of the results of the evaluation of all the attributes of the object will increase the purchasing decision. Subjective norms are stronger and better than the family element of other people will further enhance the purchasing decision. Behavioral control is reflected in the formation of self-confidence and high strength will increase purchasing decisions. Strong recognition of the local culture that give different positions of social status would strengthen purchase decision. Intention to buy a saloon car behaves very scalable from a preferential intention joy in accordance with desired product, then the intention to buy the product will increase the purchasing decision.

Recommendations

Based on the results of the study, indicating that the overall model qualify and be accepted, because the researchers suggestions are:

(1) Provide benefits for scientific contribution in the development of theory. The theoretical contribution is the development of a model act intentions and purchase decisions in one model simultaneously.

(2) Provide inputs for the automotive industry. Particularly on consumer behavior is happening now, because a good knowledge of consumer behavior will provide a basis for the formulation of strategies, policies and marketing programs such as product positioning, market segmentation, new product development, as well as decisions about the marketing mix.

(3) The findings of this research provide theoretical implications for the implementation of future research. Integration Theory of Planned Behavior (Ajzen, 1991) with Stimulus Response Theory (Kotler, 2003) still needs to be studied further to confirm the possibility of the integration of these two theories.

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