ABSTRAK

INDIRA NATALIA PANJAITAN (173305020014) dengan judul "Pengaruh Persepsi Harga dan *Performance Expectancy* terhadap Niat Beli Bibit Varietas Tenera Pada Perkebunan Rakyat (Studi Kasus Petani Kelapa Sawit di Kecamatan Selesai Kabupaten Langkat Sumatera Utara) Dengan *Theory Planned Of Behavior (TPB)".* Penelitian ini di bombing oleh Abednego Suranta Karo Sekali, S.TP., M.P.Produktivitas Kelapa Sawit relatif masih rendah disebabkan penggunaan bahan tanam yang buruk. Faktor pengunaan bahan tanam merupakan peran penting. Untuk meningkatkan produktivitasnya maka dibutuhkan bahan sawit bermutu tinggi seperti tenera. Oleh karena itu petani perlu didorong untuk mengadopsi tenera untuk meningkatkan produktivitas. Penelitian ini bertujuan untuk menganalisis penggunaan bibit tenera kelapa sawit pada perkebunan rakyat di Kecamatan Selesai, Kabupaten Langkat, Sumatera Utara. Metode yang digunakan dalam penelitian ini adalah SEM-PLS (*Structural Equation Modeling*). Kesimpulan penelitian antara lain *performance expectancy* tidak berpengaruh signifikan terhadap Niat Beli. Persepsi Harga tidak berpengaruh signifikan terhadap Niat Beli. Norma Subjektif berpengaruh signifikan terhadap Niat Beli. Persepsi Kontrol Perilaku berpengaruh signifikan terhadap Niat Beli. Sikap tidak berpengaruh signifikan terhadap Niat Beli.

Kata Kunci : SEM-PLS, Niat Beli, *Theory Planned of Behavior(*TPB), Performance Expectancy, Persepsi Harga

Abstract

INDIRA NATALIA PANJAITAN (173305020014) with the title "The Effect Of Price Perception and Performance Expectncy on the Intention to Purchase Tenera Variety Seeds in Smallholder Plantations (Studies on Oil Palm Farmers in Selesai Subdistrict, Langkat Regency) With Theory Planned of Behavior (TPB)". The research was supervised byb Abednego Suranta Karo Sekali, S.TP., M.P. Palm oil productivity is still relatively low due to the use of poor planting material. The factor is using planting material is an important role. To increase productivity, high-quality palm materials such as tenera are needed. Therefore, farmers need to be encouraged to adopt tenera to increase productivity. Palm oil productivity is still relatively low due to the use of poor planting material. The factor of using planting material is an important role. To increase productivity, high-quality palm materials such as tenera are needed. Therefore, farmers need to be encouraged to adopt tenera to increase productivity. This study aims to analyze the use of oil palm tenera seeds on smallholder plantations in Selesai District, Langkat Regency, North Sumatra. The method used in this research is SEM-PLS (Structural Equation Modeling). The conclusion of the study, among others, is that performance expectancy has no significant effect on Purchase Intention. Price Perception has no significant effect on Purchase Intention. Subjective Norm has a significant effect on Purchase Intention. Perception of Behavioral Control has a significant effect on Purchase Intention. Attitude has no significant effect on Purchase Intention.

Keywords: SEM-PLS, Purchase Intention, TPB, Performance Expectancy, PricePerception