

Mediating Role of Knowledge and Moderating Role of Subjective Norm: Theory of Reasoned Action Approach to Keris Sumenep

Hafidhah¹, Edy Purwanto², Mohammad Herli³

¹²³Universitas Wiraraja, Indonesia

Correspondent: edypurwanto@wiraraja.ac.id¹

Received : December 30, 2024

Accepted : February 27, 2025

Published : April 30, 2025

Citation: Hafidhah, Purwanto, E., & Herli, M. (2025). Mediating Role of Knowledge and Moderating Role of Subjective Norm: Theory of Reasoned Action Approach to Keris Sumenep. *Ilomata International Journal of Social Science*, 6(2), 459-470.

<https://doi.org/10.61149/ijss.v6i2.1634>

ABSTRACT: Keris is one of the objects of study that is very interesting to study. The research develops a model from the theory of reasoned action using knowledge variables as mediating and moderating variables and subjective norms as moderating variables. This research aims to determine the influence of attitude on purchase intentions, the influence of knowledge as a mediating and moderating variable, and subjective norms as a moderating variable. This study uses a quantitative approach. This research was conducted in Sumenep. The object used in this research is Keris. Two hundred respondents were taken using a purposive sampling method. Hypothesis testing was done using simple linear and hierarchical regression analyses for moderation and mediation tests. The findings of this research show that attitude has a significant effect on knowledge and consumer purchasing intentions. Consumer knowledge also has an important influence on purchase intention. The knowledge variable moderates and mediates the influence of attitude on consumer purchase intention. The subjective norm does not moderate the influence of attitude on purchase intention. This research concludes that attitude notably influences knowledge and intention to make purchases. Knowledge can moderate and mediate the influence of attitude on consumer purchase intentions. The subjective norm variable does not moderate the influence of attitude on purchase intention. This research provides additional studies regarding the TRA theory by adding the knowledge variable as a moderating variable and the subjective norms as moderating variables.

Keywords: TRA, Knowledge, Keris, Sumenep



This is an open access article under the CC-BY 4.0 license

INTRODUCTION

Keris, tosanaji, and other traditional weapons have become treasures of Indonesian culture, especially after grandmother. Our ancestors knew iron ([Anekawati et al., 2021](#)). The Sumenep Keris is one of Indonesia's cultural heritages and has high historical, artistic, and spiritual value. As a traditional weapon, the keris has long been used as a means of defense and as a symbol of social and spiritual status in Javanese and Madurese society. Keris Sumenep, which originates from Madura, is known for the uniqueness and beauty of its carvings and the manufacturing process, which is full of philosophical and ritual meaning. Keris have existed in Sumenep district since the time of Prince Adipoday in the 13th century. Then, in the 14th century, it was continued by his son, Joko Tole, who was the adopted

son of Master Kelleng, a blacksmith ([Herli & Purwanto, 2023](#)). In 2014, UNESCO named Aeng Tongtong Village the village with the most keris masters worldwide.

In recent years, interest in cultural and traditional products such as the Sumenep Keris has increased, along with public awareness of the importance of preserving cultural heritage. However, the market for Keris products is currently still limited. Many people do not understand the value and uniqueness of the Keris in Sumenep district. Therefore, this research aims to understand the factors influencing consumers' purchasing intentions towards Keris Sumenep using the theory of reasoned action (TRA) approach.

The theory of reasoned action (TRA), developed by Ajzen and Fishbein, suggests that behavioral intentions are influenced by two main factors: attitudes toward the behavior and subjective norms. Attitudes reflect an individual's positive or negative evaluation of engaging in a specific action. At the same time, subjective norms represent the social pressures that affect the decision to perform or avoid that action. Within this framework, knowledge about the Sumenep Keris can act as a mediating variable. Research by ([Indriyani, Susanto, & Ningrum, 2021](#)) has shown that knowledge mediates the relationship between attitudes and purchase intentions. Furthermore, consumer knowledge has been found to moderate the effect of attitudes on purchase intentions ([Septiyaningsih, 2023](#)) and to influence the impact of subjective norms on purchase intentions as well ([Al-Swidi, Huque, Hafeez, & Shariff, 2014](#); [E Purwanto & Isyanto, 2020](#)).

This research focuses on generation Z consumers. The reason for choosing the millennial generation is that, currently, Generation Z is very close to technology, so there is a degradation of the millennial children's interest in cultural products. Generation Z is children born between 1997 and 2012. It was born in a condition where all information is easily accessible. In this way, Generation Z's knowledge and behavior regarding buying Sumenep keris are interesting to study.

The research problem from the empirical side was that there were inconsistencies in the results of previous research regarding the influence of knowledge on purchase intentions. According to ([Abdullah, Samdin, Teng, & Heng, 2019](#)) and ([Irvanto & Sujana, 2020](#)) found that knowledge has a positive and significant influence on purchase intention but ([Effendi, Murad, Rafiki, & Lubis, 2020](#)) found the opposite. The influence of attitudes on intentions also still has inconsistencies from previous findings. Research findings ([Effendi et al., 2020](#)), ([Septiyaningsih, 2023](#)), ([Aryadhe, Suryani, & Sudiksa, 2018](#)) show that attitudes toward behaviour influence purchase intentions. However, ([Edy Purwanto, Syam AR, & Hendriyadi, 2023](#)), ([Indriyani et al., 2021](#)) found otherwise.

From a practical perspective, the problem raised in this research is that no previous research has examined the theory of reasoned action (TRA) with the model developed in this research. No previous research has raised the topic of Generation Z by adding knowledge variables, mediating variables, and moderating variables in the context of Keris in the Sumenep district. Apart from that, no previous research used the subjective norm variable as a moderating variable in the context of Keris.

The primary focus of this research is centered on several critical questions: How do attitudes affect knowledge and purchase intentions? In what ways does knowledge impact purchase intentions? Additionally, does knowledge function as a mediator in the connection between attitudes and purchase intentions? Finally, do knowledge and subjective norms serve as moderators in the influence of attitudes on purchase intentions? The aims of this study include evaluating the direct effects of

attitudes on both knowledge and purchase intentions, assessing the impact of knowledge on purchase intentions, examining the mediating role of knowledge in the relationship between attitudes and purchase intentions, and analyzing the moderating effects of knowledge and subjective norms on the relationship between attitudes and purchase intentions.

The novelty of this research is that no research in Indonesia has used the research model developed in this research. The advantages of problem solving are as follows: This research develops a model from the theory of reasoned action developed previously on the purchasing intentions of generation Z consumers, moderated by knowledge and subjective norms. Apart from that, the knowledge variable in this research is used as a mediating variable. The problem-solving approach to resolve the problem was to conduct research by raising the theory of reasoned action on the Sumenep keris using knowledge as a mediating and moderating variable, and subjective norms as a moderating variable.

METHOD

This study uses a quantitative research design. A quantitative approach enables systematic and objective measurement of the variables involved in the research (Sekaran & Bougie, 2016). According to (Strijker, Bosworth, & Bouter, 2020) One of the main advantages of this approach is its ability to generate data suitable for statistical analysis. This can lead to more robust conclusions and broader generalizations.

The research involved 200 participants, obtained from the number of indicators: 20 (indicators) x 10 = 200 respondents. The sample was determined using a non-probability sampling method with purposive sampling. The criteria for respondents in this research are knowing Keris Sumenep, never purchasing Keris Sumenep, and being between 12 and 27 years old. Data was gathered through survey methods, utilizing the distribution of questionnaires.

The variables and indicators used in the research can be seen in the table below:

Table 1. Variables and Indicators

Variable	Indicator	Source	Item
Attitude Toward Behavior	Kognitif	(Edy Purwanto & Isyanto, 2020)	6
	Afektif		
	Konatif		
Subjective Norm	Normative belief	(Purusottama, 2019)	4
	Motivation to comply		
Knoeledge	Subjektif Knowledge	(Irvanto & Sujana, 2020)	6
	Objektif Knowledge		
	Experince based knowledge		
Purchase Intention	Pure Intention	(Purusottama, 2019)	4
	Personal Attraction		

Source: data is processed, 2024

Data analysis method

Instrument Test

The instrument's validity in this study is assessed through confirmatory factor analysis (CFA). An item is considered valid if it has a factor loading value of 0.5 or higher. In addition to this criterion, several other requirements must be met: the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) must be greater than 0.5, Bartlett's test of sphericity must yield a significant result ($p < 0.05$), and there should be no cross-loading of items (Joseph F Hair et al., 2018). Furthermore, the reliability of the research instrument is tested using Cronbach's alpha (CA). An instrument is deemed reliable if it has a CA value of 0.70 or higher ([J F Hair, Babin, Anderson, & Black, 2014](#)).

Hypothesis Testing

Multiple Linear Regression Test

Simple linear regression was used to evaluate hypotheses 1 through 3.

Moderation Testing

Hypotheses 4 and 5 were tested using the Hierarchical Moderated Regression (HMR) method, as outlined by ([Anderson, 1986](#)). This procedure was conducted in three phases: Model 1 involved regressing the independent variable against the dependent variable. In Model 2, the independent and moderating variables were included in the regression analysis with the dependent variable. Model 3 incorporated the independent variable, the moderating variable, and the interaction between the independent and moderating variables in the regression analysis of the dependent variable.

Mediation Testing

The evaluation of hypothesis 6 was carried out using the mediation test proposed by ([Baron, R & kenny, D, 1986](#)). This process involved four models: Model 1 assessed the effect of the independent variable on the mediator variable. Model 2 examined the impact of the mediator variable on the dependent variable. Model 3 analyzed the relationship between the independent variable and the dependent variable. Finally, Model 4 investigated the combined influence of the independent and mediator variables on the dependent variable.

RESULTS AND DISCUSSION

Validity Test

Validity testing in research was conducted using Confirmatory Factor Analysis (CFA). The results indicate that the KMO-MSA value is 0.901, greater than 0.05. Additionally, the BTS value is 0.000, which is less than 0.05. The outcomes of the validity test analysis are presented in Table 2 below:

Table 2. Validity Test Result

	Component			
	1	2	3	4
ATB3		.736		
ATB4		.804		
ATB5		.734		
ATB6		.678		
NS1			.823	
NS2			.812	
NS3			.827	
NS4			.579	
K1				.691
K2				.803
K3				.771
K4				.798
PI1	.891			
PI2	.907			
PI3	.901			
PI4	.710			

Source: Primary Data was processed (2024)

According to Table 2, all measurement items have factor loading values above 0.5, and there are no issues with cross-loading. However, four items were excluded from the test because they did not meet the validity criteria: item 1 and item 2 from the attitude toward behavior variable and item 5 and item 6 from the knowledge variable. The table demonstrates that the instrument complies with convergent and discriminant validity requirements.

Reliability Test

The results of the reliability test in this research are explained in the table below:

Table 3. Reliability Test Result

Variabel	Cronbach Alpha	Total Item
Attitude toward behaviour	0,926	4
Subjective Norm	0,935	4
Knowledge	0,868	4
Purchase Intention	0,930	4

Source: Primary Data was processed (2024)

The reliability test table above shows that all cronbach alpha values for each variable are above 0.70. Cronbach alpha values greater than 0.70 are generally regarded as indicative of good reliability (J F Hair et al., 2014). Thus, all variables used in this research were declared reliable.

Hypotheses 1 through 3 were tested using multiple linear regression analysis. The results of hypothesis testing can be seen in table 4 below:

Table 4. Hypothesis Testing with Simple Regression

Hypothesis	Beta	t-value	Sig.	Result
H1: ATB influences purchase intention	505	8.230	.000	Supported
H2: ATB influences Knowledge	546	9.166	.000	Supported
H3: Knowledge influences purchase intention	420	6.507	.000	Supported

Source: primary data was processed (2024)

Hypothesis 1:

Table 4 shows that the calculated t-value for hypothesis 1 is 8.230, with a significance level 0.000 ($p < 0.05$). This indicates that the attitude toward behavior variable significantly affects consumer purchase intentions. Therefore, hypothesis 1 is accepted. These results align with the findings of [\(Indriyani et al., 2021\)](#), [\(Adil, 2015\)](#) who stated that consumer attitudes can influence purchasing intentions.

Furthermore, this study's results are consistent with previous research. Studies conducted by [\(Effendi et al., 2020\)](#), [\(Chung, Lee, Kim, & Koo, 2018\)](#) also found that attitude toward behavior positively and significantly affects purchase intention. Similarly, research by [\(Septiyaningsih, 2023\)](#) confirmed that consumer attitudes influence purchasing intentions. This research also strengthens the findings of research conducted by [\(Utami, N et al., 2023\)](#), [\(Edy Purwanto & Isyanto, 2020\)](#), [\(Lin, Mao, Huang, Sia, & Yang, 2020\)](#), [\(Buabeng-Andoh, 2018\)](#) found that attitude toward behavior influences consumer purchase intentions.

This research found that Generation Z consumers' intentions to buy Keris were influenced by their attitude toward behavior. Generation Z consumers will feel happy if they can buy Keris and feel comfortable buying and owning a Keris Sumenep. Consumers are willing to continue buying Keris despite other similar products because they believe the Keris in Sumenep are of good quality.

Hypothesis 2:

Table 4 shows that the calculated t-value for hypothesis 2 is 9.166, with a significance level 0.000 ($p < 0.05$). This indicates that the attitude toward behavior variable significantly affects consumer knowledge. Therefore, hypothesis 2 is accepted in this study. These findings align with the statement by [\(Nilasari, N, P & Kusumadewi, N, M, 2016\)](#), which asserts that attitudes toward behavior can influence consumer knowledge.

Furthermore, this research supports the findings of previous studies. For instance [\(Indriyani et al., 2021\)](#) found that attitude toward behavior positively and significantly affects consumer knowledge. Similarly, [\(Nilasari, N, P & Kusumadewi, N, M, 2016\)](#) also concluded that consumer attitudes can influence consumer knowledge.

This research shows their attitude towards it influences consumer knowledge of the Sumenep keris. Generations of consumers in the district are trying to find information about Keris in Sumenep because consumers feel happy about keris. Consumers also feel comfortable if they can get Keris for

their use according to consumer needs. For example, for display or collection as a form of love for cultural products with high historical value. Some of this knowledge includes consumers' objective understanding of Keris in Sumenep, consumers' subjective understanding of Keris in Sumenep, and knowledge based on consumer experience.

Hypothesis 3:

Table 4 indicates that the calculated t value for hypothesis 3 is 6.507, with a significance level of 0.000 ($p < 0.05$). This result demonstrates that knowledge has a significant effect on purchase intention. Therefore, hypothesis 3 is accepted in this study. This finding is consistent with the statement by (Tanaya & Rastini, N, 2016), (Mahardika, T, 2019), (Rohmatun, K & Dewi, C, 2017) which suggests that consumer knowledge can influence purchase intention.

These findings further support previous research. Earlier studies have shown that attitude toward behavior positively and significantly affects consumer knowledge (Indriyani et al., 2021; Julianti, N, W & Pramudana, K, A, 2017). Similarly, research conducted by (Abdullah et al., 2019; Alnasser et al., 2018) also found that consumer attitudes can influence consumer knowledge.

This research shows that the consumer's attitude towards it influences their knowledge of the Keris Sumenep. Generations of consumers in the district are trying to find information about Keris in Sumenep because consumers feel happy about Keris. Consumers also feel comfortable if they can get Keris for their use according to consumer needs. For example, for display or collection as a form of love for cultural products with high historical value. Some of this knowledge includes consumers' objective understanding of Keris Sumenep, consumers' subjective knowledge of Keris and knowledge based on consumer experience.

Table 5. Hypothesis Testing With Moderating Variables

Hypothesis	Equality	Adj. R ²	(β)	T value	Sig.	Result
H4: Knowledge moderates the influence of Attitude toward behaviour on purchase intention	X1 → PI	.251	.505	8.230	.000	Supported
	X1 and M → PI	.277	.393	5.461	.000	
	X1, M, & interaksi X1-M → PI	.291	.088	.566	.572	
			-.023	-.183	.855	
H5: Subjective Norm moderates the influence of Attitude toward behaviour on purchase intention	X2 → PI	.251	.505	8.230	.000	Not Supported
	X2 and M → PI	.313	.200	2.188	.030	
	X2, M, & interaksi X2-M → PI	.310	.169	1.293	.198	
			.356	2.284	.023	
			.070	.327	.744	

Source: Primary data was processed (2024)

Hypothesis 4:

Upon reviewing Table 5, it is evident that the adjusted R^2 value for Model 2 is 0.277, which is higher than the adjusted R^2 value for Model 1, which stands at 0.251. In addition, the adjusted R^2 value for Model 3 is 0.291, exceeding the adjusted R^2 value of Model 2 at 0.277. This indicates that the increase in the adjusted R^2 value from Model 2 to Model 3 suggests that consumer knowledge may moderate the relationship between attitude toward behaviour and purchase intention. It is also important to examine the t-count value and the significance of the interaction between attitude toward behaviour and knowledge. The calculated t-value for the interaction variable is 2.215, with a significance level of 0.028. Since this significance level is less than 0.05, we can conclude that the interaction variable is statistically significant. Based on these findings, we can confirm that Hypothesis 4 is supported in this research.

The results of this research are in line with the statement of ([E Purwanto & Isyanto, 2020](#)) who said that the higher a consumer's knowledge, the more influence attitude toward behavior will have on consumer loyalty and intention to purchase. Furthermore, other research which is also in line with the findings of this research is research conducted by ([Juniarini, Ni, M & Priandani, N. M, 2019](#)) which also found the same results as this research, namely that consumer knowledge can moderate the influence of consumer attitudes on consumer purchasing intentions.

The research results are certainly new information that is very interesting to study further, especially in the context of cultural products, particularly the Keris Sumenep. Generation Z consumers' knowledge of Keris can be a variable that can strengthen or weaken the influence of their attitudes on purchasing intentions. Knowledge in this case is consumers' objective knowledge of Keris in Sumenep, consumers' subjective knowledge of Keris, and consumer experience of Keris in Sumenep. Generation Z is a generation that is very close to the use of technology, such as smartphones and social media. This allows them to get information about Keris in the Sumenep district easily.

Hypothesis 5:

Referring to Table 5, the adjusted R^2 value of model 2 is 0.313, which is higher than the adjusted R^2 value of model 1, which is 0.251. Model 3 has an adjusted R^2 value of 0.310, which is lower than that of model 2. This indicates that consumer knowledge does not moderate the influence of attitude toward behavior on purchase intention, as evidenced by the lower adjusted R^2 value of model 3 compared to model 2. Additionally, it is important to consider the t-value and significance of the interaction between attitude toward behavior and knowledge. The t-calculated value for this interaction variable is 0.327, with a significance level of 0.744. Since this significance level is greater than 0.05, we can conclude that hypothesis 5 is rejected in this research.

The results of this study differ from previous research findings. Specifically, ([E Purwanto & Isyanto, 2020](#)) found that subjective norms can moderate the influence of attitude toward behavior on consumer purchase intentions. This research was conducted with a focus on studying used smartphones. Similarly, ([Al-Swidi et al., 2014](#)) also found that subjective norms moderate the relationship between attitude and purchase intention.

These findings contribute to the Theory of Reasoned Action (TRA), which states that subjective

norms directly influence intentions. However, this study treats subjective norms as a moderating variable affecting the relationship between attitudes toward behavior and intentions. The results indicate that subjective norms do not moderate the influence of attitudes on consumers' purchase intentions regarding Keris Sumenep. Research in Sumenep keris differs from research in the context of smartphone and organic food. Cultural products such as Keris are purchased based on a high sense of pleasure because Keris are used only as collection material or for certain purposes. Therefore, the high level of enjoyment and comfort with the Keris will not be influenced by encouragement from friends and family to buy or not.

Table 6. Hypothesis Testing With Mediating Variable

Hypothesis	Equality	(β)	T value	Sig.	Result
H6: Knowledge mediates the influence of Attitude toward behaviour on purchase intention	$X1 \rightarrow M$.546	9.166	.000	Supported (Partial Mediation)
	$M \rightarrow Y$.420	6.507	.000	
	$X \rightarrow Y$.505	8.230	.000	
	$X1 \ \& \ M, \rightarrow \ PI$.393	5.461	.000	
		.205	2.855	.005	

Source: Primary data was processed (2024)

Hypothesis 6:

To test Hypothesis 6, an evaluation was conducted using the four stages of the equation as outlined by (19). As illustrated in Table 6, the calculated t-value for the first equation is 9.166, with a significance level of 0.000. The calculated t-value for the second equation is 6.507, with a significance level of 0.000. For the third equation, the calculated t-value is 8.230, again with a significance level of 0.000. In the fourth equation, a simultaneous test was performed on the relationships between attitude toward behavior (dependent variable), knowledge (mediator), and purchase intention (dependent variable). The calculated t-value for the influence of attitude toward behavior on purchase intention in the fourth equation is 5.641, maintaining a significance level of 0.000. These results indicate a decrease in the calculated t-value and the significance level from the third equation to the fourth. However, despite this decline, the t-value remains positive and significant. This finding supports Hypothesis 4, demonstrating that knowledge can mediate the relationship between attitude toward behavior and purchase intention in a partial mediation context. This suggests that the role of knowledge as a mediating variable is not yet fully optimal, as it does not reach the full mediation category. The research findings indicate that consumer attitudes indirectly influence purchase intentions through knowledge. Improved consumer attitudes lead to a greater motivation to seek information about the Keris, enhancing purchase intentions for Keris Sumenep.

The findings of this research align with those of a study conducted by (Indriyani et al., 2021) which discovered that knowledge can mediate the relationship between attitude toward behavior and consumer purchase intentions. This research also found that consumer knowledge is a mediator in this relationship. Additionally, the results are consistent with research by (Juniarini, Ni, M & Priliandani, N. M., 2019), which indicated that knowledge can mediate the effect of consumer attitudes on purchase intentions specifically regarding keris.

These findings contribute to the existing literature on the Theory of Reasoned Action (TRA), which posits that attitude toward behavior directly influences purchase intention. This study enhances this

theory by introducing consumer knowledge as a mediating variable. The results confirm that knowledge can effectively mediate the impact of consumer attitudes on purchase intentions. Cultural products such as Keris are purchased based on a high sense of pleasure because Keris are used only for collections or certain purposes. Thus, a good attitude towards Keris will make generation Z consumers in Sumenep district try to learn about Keris Sumenep. In this way, consumer knowledge will be better towards Keris. Once the consumer's knowledge is sufficient, the consumer will intend to buy the Keris in Sumenep.

CONCLUSION

This research concludes that attitude toward behavior positively and significantly influences consumer purchase intentions. The attitude toward behavior variable positively and substantially influences consumer knowledge, directly influencing purchasing intentions. The knowledge variable can moderate and mediate the influence of attitude toward behavior on consumer purchase intentions for Sumenep keris. The subjective norm variable does not moderate the influence of attitude toward behavior on purchase intention.

The limitation of this research is that it was conducted only in the Sumenep district. Further research needs to be carried out in various regions to enrich the study of consumer views towards Sumenep keris. This research focuses on developing the theory of reasoned action so that the variables used are tied to several variables by adding one knowledge variable. Therefore, in the future it is necessary to develop studies on keris using a different theoretical approach from the one used in this research. The implication of this study can be a reference for the next research on the Keris in Sumenep.

REFERENCES

- Abdullah, S. I. N. W., Samdin, Z., Teng, P. K., & Heng, B. L. J. (2019). The impact of knowledge, attitude, consumption values and destination image on tourists' responsible environmental behaviour intention. *Management Science Letters*, 9(9), 1461–1476. <https://doi.org/10.5267/j.msl.2019.5.005>
- Adil, A. (2015). PENGARUH PENGETAHUAN TENTANG LINGKUNGAN, SIKAP PADA LINGKUNGAN, DAN NORMA SUBJEKTIF TERHADAP NIAT PEMBELIAN. *Jurnal Ekonomi Dan Kewirausahaan*, 15(April), 122–128.
- Alnasser, Y., Almasoud, N., Aljohni, D., Almised, R., Alsuwaine, B., Alohal, R., ... Alhezayen, R. (2018). Impact of attitude and knowledge on intention to breastfeed: Can mHealth based education influence decision to breastfeed exclusively? *Annals of Medicine and Surgery*, 35(July), 6–12. <https://doi.org/10.1016/j.amsu.2018.09.007>
- Al-Swidi, A., Huque, S. M. R., Hafeez, M. H., & Shariff, M. N. M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116(10), 1561–1580. <https://doi.org/10.1108/BFJ-05-2013-0105>
- Anderson, C. H. (1986). Hierarchical moderated regression analysis: A useful tool for retail management decisions. *Journal of Retailing*.
- Anekawati, A., Herli, M., Purwanto, E., Rofik, M., Anita, & Yuliastina, R. (2021). *Kajian Keris Sumenep*.

- Aryadhe, T., Suryani, A., & Sudiksa, I. B. (2018). *Pengaruh sikap dan norma subjektif terhadap niat beli dan keputusan pembelian*. 7(3), 1452–1480.
- Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1177/1350506818764762>
- Buabeng-Andoh, C. (2018). Predicting students' intention to adopt mobile learning. *Journal of Research in Innovative Teaching & Learning*, 11(2), 178–191. <https://doi.org/10.1108/jrit-03-2017-0004>
- Chung, N., Lee, H., Kim, J. Y., & Koo, C. (2018). The Role of Augmented Reality for Experience-Influenced Environments: The Case of Cultural Heritage Tourism in Korea. *Journal of Travel Research*, 57(5), 627–643. <https://doi.org/10.1177/0047287517708255>
- Effendi, I., Murad, M., Rafiki, A., & Lubis, M. M. (2020). The application of the theory of reasoned action on services of Islamic rural banks in Indonesia. *Journal of Islamic Marketing*, 12(5), 951–976. <https://doi.org/10.1108/JIMA-02-2020-0051>
- Hair, J F, Babin, B. J., Anderson, R. E., & Black, W. C. (2014). *Multivariate Data Analysis: Seventh Edition*.
- Hair, Joseph F, Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2018). *Multivariate Data Analysis: Eighth Edition*. <https://doi.org/10.1002/9781119409137.ch4>
- Herli, M., & Purwanto, E. (2023). Asal-Usul & Karakteristik Keris Sumenep. In *Sustainability (Switzerland)* (Vol. 11).
- Indriyani, R. M., Susanto, S., & Ningrum, N. K. (2021). PENGARUH SIKAP TERHADAP NIAT BELI PRODUK DI MEDIASI OLEH PENGETAHUAN LINGKUNGAN DAN KEPEDULIAN LINGKUNGAN (Study Kasus The Body Shop Yogyakarta). *E-Jurnal Manajemen Universitas Udayana*, 10(10), 1030. <https://doi.org/10.24843/ejmunud.2021.v10.i10.p05>
- Irvanto, O., & Sujana. (2020). Pengaruh Desain Produk, Pengetahuan Produk, Dan Kesadaran Merek Terhadap Minat Beli Produk Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 105–126. <https://doi.org/10.37641/jimkes.v8i2.331>
- Julianti, N, W, S., & Pramudana, K, A, S. (2017). PERAN SIKAP DALAM MEMEDIASI PENGARUH PENGETAHUAN DAN KEPEDULIAN LINGKUNGAN TERHADAP NIAT BELI PRODUK HIJAU. 6(10), 5524–5551.
- Juniarini, Ni, M, R., & Priandani, N. M, I. (2019). Theory of Planned Behavior pada Minat Berwirausaha dengan Pengetahuan Akuntansi sebagai Variabel Moderasi. *Jurnal Riset Akuntansi*, 9(1), 1–8.
- Lin, C. W., Mao, T. Y., Huang, Y. C., Sia, W. Y., & Yang, C. C. (2020). Exploring the Adoption of Nike+ Run Club App: An Application of the Theory of Reasoned Action. *Mathematical Problems in Engineering*, 2020. <https://doi.org/10.1155/2020/8568629>
- Mahardika, T, P. (2019). Pengaruh Pengetahuan Dan Religiusitas Terhadap Minat Beli Dengan Sikap Konsumen Sebagai Variabel Mediasi (Studi Pada Pengguna Kosmetik Wardah Di Yogyakarta). *Jurnal Ilmu Manajemen*, 16(no 2), 83–93.
- Nilasari, N, P, H., & Kusumadewi, N, M, W. (2016). LINGKUNGAN TERHADAP NIAT BELI KOSMETIK HIJAU MEREK THE BODY SHOP Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia ABSTRAK Sejak zaman purbakala sampai sekarang , manusia selalu mengalami perkembangan dalam setiap periode waktu yang dilew. *E-Jurnal Manajemen Unud*, 5(1), 121–148.
- Purusottama, A. (2019). Revisiting Students' Entrepreneurial Intention in Indonesia: a Theory of

- Planned Behavior Approach. *Jurnal Manajemen Dan Kewirausahaan*, 21(1), 64–73. <https://doi.org/10.9744/jmk.21.1.64-74>
- Purwanto, E, & Isyanto. (2020). Consumer Purchase Intention of Second-Hand Smartphone: Moderating Role of Subjective Norms and Knowledge. *Proceeding of IICSDGs*, 3(1), 48–56.
- Purwanto, Edy, & Isyanto. (2020). Penerapan Theory of Planned Behavior Dalam Memprediksi Niat Beli Produk Second Hand : Studi pada Konsumen Igeneration. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNLAT*, 5(3), 377–388.
- Purwanto, Edy, Syam AR, M. M., & Hendriyadi. (2023). Penerapan Theory Of Reasoned Action: Studi Kasus Pada Wisata Sejarah. *INOVASI: Jurnal Ekonomi, Keuangan Dan Manajemen*, 19(3), 750–759.
- Rohmatun, K, I., & Dewi, C, K. (2017). Pengaruh Pengetahuan Dan Religiusitas Terhadap Niat Beli Pada Kosmetik Halal Melalui Sikap. *Journal Ecodemica*, 1(1), 27–35.
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach Seventh Edition. In John Wiley & Sons. *Encyclopedia of Quality of Life and Well-Being Research*.
- Septianingsih, L. (2023). Peran Moderasi Pengetahuan Tentang Riba Dalam Menjelaskan Hubungan Antara Norma Subjektid, Persepsi Kegunaan dan Persepsi Kemudahan Terhadap Niat Menggunakan Fintech Shopee PayLater. *Skripsi*.
- Strijker, D., Bosworth, G., & Bouter, G. (2020). Research methods in rural studies: the use of mixed methods. *Journal of Rural Studies*, 78, 262–270.
- Tanaya, D., & Rastini, N, M. (2016). PERAN KEPEDULIAN PADA LINGKUNGAN MEMEDIASI PENGETAHUAN TENTANG LINGKUNGAN TERHADAP NIAT PEMBELIAN PRODUK HIJAU. 4(4), 3879–3904.
- Utami, N, F., Usmayanti, V., Fahdillah, Y., Yossinomita, Pasaribu, J, P, K., & Kartika, Y, D. (2023). Theory of Reasoned Action : Purchasing Behavior of Batik Jambi Febby. *JPPM (Jurnal Pendidikan Dan Pemberdayaan Masyarakat)*, 10(2), 181–191. <https://doi.org/10.21831/jppm.v10i2.63629>