

ABSTRACT

This study aims to analyze the influence of subjective norms, perceived behavioral control, behavior, marketing, and consumer risk perceptions on the purchase intention of non-performing loan assets of PT Bank Negara Indonesia Semarang Regional Office and the influence of trust in the relationship between subjective norms, perceived behavioral control, behavior, marketing, and consumer risk perceptions on the purchase intention of non-performing loan assets of PT Bank Negara Indonesia Semarang Regional Office. The researcher took 100 samples. The researcher used a quantitative method using SEM AMOS. The data collection method used a questionnaire. The results of this study indicate that Subjective Norms, Attitudes, Perceived Control, Marketing have a positive and significant effect on the trust of prospective investors. While Risk Perception has a negative and insignificant effect. Trust has a positive and insignificant effect on Purchase Intention. Marketing, Perceived Risk, Perceived Control, Attitude, Norms subjectively have an indirect effect on Purchase Intention through trust in PT Bank Negara Indonesia Semarang Regional Office.

Keywords: *Purchase intention. Trust, Subjective Norms, Attitudes Towards Behavior, Perceived Control, Perceived Risk, Marketing.*

