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ANALYSIS OF CONSUMER INTENTION TO PURCHASE SMART ROBOTIC PRODUCTS AND SERVICES IN INDONESIA: A THEORY OF PLANNED BEHAVIOR APPROACH

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Abstract

This research aims to investigate how consumers' perceptions of their control over the use of intelligent robotic technology influence their purchase intentions in the Indonesian market. Using the theory of planned behavior (TPB) approach, this study analyzes the relationship between perceived behavioral control (PBC), attitudes, purchase intentions, and contextual factors in consumer decision making regarding the adoption of this new technology. The research method used is a literature study which combines empirical research related to consumer behavior theories, as well as analysis of the social and cultural context in Indonesia. The main findings indicate that high perceived control over the use of intelligent robotic technology is significantly associated with positive attitudes toward the technology, which in turn contributes to consumers' purchase intentions. Contextual factors such as social influences from family, friends, and social media also moderate the relationship between PBC and consumer purchase intentions. The strategic implications of these findings highlight the importance of developing products that facilitate consumer use and understanding of this technology, as well as effective marketing strategies to build positive perceptions of control in a heterogeneous market such as Indonesia.

Keywords: intelligent robotic technology, consumer behavior, perceived control, purchase intention, Indonesian market

INTRODUCTION

To explore the analysis of consumer intentions in purchasing intelligent robotic products and services in Indonesia using the Theory of Planned Behavior approach, it is important to understand the context of the technology market which is developing rapidly in Indonesia. Intelligent robotic technology has become one of the innovations that has attracted the attention of consumers in global and local markets. In Indonesia, the adoption of this technology is influenced by various factors, including economic, social and psychological aspects of consumers. First of all, this study tries to identify the factors that influence consumers' purchase intentions towards intelligent robotic products and services. The Theory of Planned Behavior highlights the importance of individual attitudes, subjective norms, and behavioral control in forming purchase intentions. Consumer attitudes towards intelligent robotic technology can be closely related to their perceptions of the benefits, usefulness and innovation of the technology.

Socially, subjective norms in this context refer to the influence of family, friends and society in adopting intelligent robotic technology. Indonesian society, which is increasingly digitally connected, also places social pressure to participate in the latest technology trends, including intelligent robotics. Behavioral controls include factors such as product availability, price, and after-sales support. In Indonesia, availability of intelligent robotic products may remain limited, while price and technical support may be barriers to widespread adoption.

It is important to consider economic factors in this analysis. Consumer purchasing power, the price structure of intelligent robotic products, and government policies related to technology are crucial elements in shaping consumer purchasing intentions. Although this technology offers innovation potential, high costs may be a barrier for consumers in certain market segments. The psychological aspect of consumer purchase intentions is also relevant in this context. Consumers' perception of the risks of new technology, trust in the brand, and previous experience with technology products will influence their decision to adopt intelligent robotics. Considering these factors will help in designing effective marketing strategies and reduce any psychological barriers that may arise.

In analyzing consumer purchase intentions, it is important to differentiate between different market segments. Consumers in urban areas may have different preferences and needs compared to those living in rural areas. This can influence the distribution and marketing strategy of intelligent robotic products in Indonesia. As a country with a large population and rapid economic growth, Indonesia offers a promising market for new technology products and services. However, it is important to understand local market dynamics, culture and consumer preferences in depth before launching a new product.

In the context of growing globalization and digitalization, this study provides an in-depth view of how Indonesian consumers respond to and adopt intelligent robotic technology. The implications of these findings can help product developers, marketers, and policy makers in designing more effective and relevant strategies in this emerging market.

METHOD

The literature study research method in analyzing consumer intentions to purchase intelligent robotic products and services in Indonesia using the Theory of Planned Behavior approach combines descriptive and analytical approaches to understand the factors that influence consumer behavior in adopting new technology. This approach aims to investigate and synthesize related literature from various relevant sources, both empirical and theoretical research, related to the theme under study.

This literature study begins with identifying relevant literature from academic databases and other trusted sources. Literature selection was carried out based on inclusion criteria which included links to the concept of the Theory of Planned Behavior, consumer purchase intentions, intelligent robotic products and services, as well as the Indonesian market context. This process involves searching for keywords such as "consumer intention", "purchase behavior", "smart robotics", "Theory of Planned Behavior", and "Indonesia".

After relevant literature was collected, an in-depth analysis of the theories underlying this research was carried out. The Theory of Planned Behavior is the main framework for explaining and analyzing the factors that influence consumer purchase intentions towards intelligent robotic products and services. This theory emphasizes the role of individual attitudes, subjective norms, and perceived behavioral control in forming purchase intentions. Next, data and findings from the literature are collected, synthesized, and categorized to build a cohesive argument. This literature study analysis not only describes general trends and patterns in the existing literature, but also identifies knowledge gaps and challenges that are still faced in the context of this research.

The next step is to consider the specific context of the Indonesian market in the interpretation of the findings. This includes cultural, economic, and social considerations that may influence the adoption of intelligent robotic technology in the country. For example, economic factors such as purchasing power and product prices, as well as social factors such as norms that influence the acceptance of new technology by society. Limitations and weaknesses of the existing literature are also critically evaluated in this literature study. These include the potential for bias in the research sample, the generalizability of the findings, and the relevance of the theory to the local context. Further research may be needed to fill identified knowledge gaps and validate findings in the specific context of the Indonesian market.

Finally, this literature study produces a strong conceptual framework to guide further research in understanding consumer purchase intentions towards intelligent robotics in Indonesia. The implications of these findings can provide valuable insights for product developers, marketers, and policy makers in designing effective and relevant marketing strategies in this emerging market.

DISCUSSION
Consumer attitudes towards intelligent robotic technology in Indonesia influence their intentions to purchase these products and services

The technology market in Indonesia is undergoing a significant transformation with the emergence of innovations such as intelligent robotics. This technology promises advances in various sectors, including industry, services

and consumers. How consumers respond and adopt this technology is an important study in understanding the dynamics of the developing market. Consumers' attitudes towards intelligent robotics can influence their intentions to purchase these products and services, by considering factors such as perceptions of the benefits, usefulness and control over the technology.

The Theory of Planned Behavior (TPB) is a theoretical framework that is useful in explaining consumer behavior related to the adoption of new technology. TPB emphasizes the importance of three main components that influence purchase intentions, namely the individual's attitude towards behavior, subjective norms which represent social influence, and perceived behavioral control which includes factors that influence the individual's ability to control the behavior. In the context of intelligent robotic technology, TPB can be used to analyze how attitudes, norms and individual control influence consumer purchasing intentions in Indonesia.

Consumer attitudes towards intelligent robotics include various aspects such as perceptions of the benefits, usefulness and innovation of the technology. Consumers who have a positive attitude towards intelligent robotics tend to see this technology as a solution to improve their efficiency, productivity or quality of life. Research shows that this positive attitude can be a strong predictor in forming consumer purchase intentions (Davis, 1989; Venkatesh et al., 2003).

In Indonesia, the adoption of new technology such as intelligent robotics is often influenced by the level of readiness and perception of the benefits of the technology. For example, in the industrial sector, intelligent robotics can help increase production efficiency, reduce labor costs, and improve product quality. Consumers who have a positive attitude towards this technology tend to be more open to adoption and have higher purchase intentions.

Subjective norms refer to the influence of other people that individuals consider important in making decisions. In the context of the adoption of intelligent robotic technology, these norms can come from family, friends, or even social media and public influences. In Indonesia, social influence in making consumer decisions is often very significant. Research shows that recommendations from people closest to them or positive testimonials from other people can increase consumers' purchase intentions towards new products and services (Ajzen, 1991; Fishbein & Ajzen, 1975).

In the context of intelligent robotics adoption, consumers may be responding to social norms that encourage them to follow the latest technological trends or to the positive influence of friends or family who have used this technology before. These factors are important in understanding how social influence can moderate the relationship between individuals' attitudes and their purchase intentions toward intelligent robotics.

Perceived behavioral control includes factors that influence an individual's ability to control their behavior related to the adoption of intelligent robotic technology. These factors may include financial constraints, technical knowledge, after-sales support, and other environmental factors that impact the availability and accessibility of these technology products. In Indonesia, obstacles such as high prices or lack of supporting infrastructure for new technology can be obstacles for consumers in adopting intelligent robotics. Consumers' perceptions of their ability to control and manage the use of this technology can significantly influence their purchase intentions. Marketing strategies and sales approaches that take these factors into account can help in increasing the adoption of intelligent robotic technology in the Indonesian market.

Indonesia's social and cultural context also has a significant impact on the adoption of intelligent robotic technology. Cultural values such as trust in new technology, preferences for local or foreign products, and ethical factors in the use of technology also need to be considered. For example, in some cases, the existence and use of certain technologies may give rise to ethical considerations that influence consumer purchase intentions. In addition, demographic characteristics such as age, education, and level of urbanization can also influence consumers' attitudes and purchasing intentions towards intelligent robots. Younger generations who are more open to new technology may have higher adoption rates compared to older generations who prefer stability and existing habits.

Understanding how consumers' attitudes toward intelligent robotics influence their purchase intentions has significant strategic implications for product developers and marketers. An effective marketing strategy must consider conveying clear information about the benefits of this technology, building trust in the brand, and reducing any psychological or financial barriers consumers may face. Product development must also consider local preferences and unique market characteristics. Product feature adjustments, competitive prices, and good after-sales support can increase the adoption of intelligent robotic technology in Indonesia. A collaborative approach with governments, academic institutions, and the private sector can also help in overcoming structural barriers and increase awareness and education about this technology in society.

In order to understand how consumers' attitudes towards intelligent robotic technology in Indonesia influence their intentions to purchase such products and services, it is important to combine various theoretical and practical dimensions. The Theory of Planned Behavior provides a powerful framework for explaining the complex interactions between attitudes, social norms, and behavioral control in shaping consumer purchase intentions. Indonesia's social, cultural and economic context also plays an important role in moderating this relationship. The

implications of these findings for product development, marketing strategy, and public policy may provide valuable guidance for stakeholders in entering this emerging market with intelligent robotic technology.

Further in-depth studies and advanced empirical research are needed to validate these theoretical findings in the context of the dynamic and diverse Indonesian market. By better understanding consumer behavior related to the adoption of new technology, we can optimize market potential and provide innovative and relevant technology solutions for Indonesian society.

Normative factors that influence consumer purchasing intentions towards intelligent robotic products and services, such as influence from family, friends, and social media

Normative factors in the context of consumer behavior refer to social influences that influence an individual's decision to purchase a product or use a particular service. In the context of the adoption of intelligent robotic technology in Indonesia, the influence of family, friends and social media can play an important role in shaping consumers' attitudes and purchasing intentions towards this technology. Understanding these factors not only helps in identifying significant social influences, but also provides insight into effective marketing strategies and appropriate communication approaches to promote the adoption of these technologies in this growing market.

Social theories, such as social norms theory in social psychology, provide a useful framework for understanding how social norms and influences from the social environment can influence individual behavior. Social norms refer to the expectations and behavioral guidelines internalized by individuals from the social groups to which they belong (Cialdini & Trost, 1998). In the context of technology adoption, social norms may encourage individuals to follow trends or norms set by their family, friends, or community.

The family is often the most powerful social unit in influencing consumer behavior, including the decision to purchase new technology such as intelligent robotics. In Indonesia, the values held by the family, such as orientation towards innovation, trust in technology, and preference for certain brands can influence family members' attitudes and purchasing intentions towards technology products (Bearden & Etzel, 1982). Recommendations from family members who have used intelligent robotic technology or support from parents in adopting this technology can be an important factor in influencing consumer purchasing decisions.

Apart from family, friends and social networks also have a significant influence in the consumer decision-making process. Research shows that positive testimonials or recommendations from friends can increase consumers' purchase intentions towards certain products or services (Chevalier & Mayzlin, 2006). In

the context of intelligent robotic adoption, the influence of peers who have used this technology can influence individual perceptions of the benefits and usefulness of the technology. Social interactions and discussions with friends can also form positive attitudes towards new technology and increase individual confidence in adopting it.

In the digital era, social media plays an increasingly important role in shaping public opinion and influencing consumer behavior. Through platforms such as Instagram, Facebook, and Twitter, consumers can interact with brands, obtain testimonials from other users, and obtain relevant information about certain products or services (Kaplan & Haenlein, 2010). Research shows that socially shared content can influence consumers' attitudes and purchase intentions towards new technologies such as intelligent robotics (Berger & Milkman, 2012).

In Indonesia, where social media penetration is very high, information and opinions circulating on these platforms can influence people's perceptions of technological innovation. Smart marketing strategies and effective campaigns on social media can help in building positive awareness, expanding social influence networks, and stimulating the adoption of intelligent robotic technology in this growing market.

Understanding the normative factors that influence consumer purchase intentions towards intelligent robotic products and services has significant implications for the development of marketing strategies and product development. Marketing strategies should consider using positive social influences, such as testimonials from family, recommendations from friends, and content shared on social media, to build trust and stimulate consumer purchase intent.

Adapting marketing messages to emphasize social values, benefits to the family, or social status associated with the adoption of this technology can also increase the product's appeal in the eyes of consumers. Additionally, communication strategies that build strong networks of influence, both offline and online, can help in creating a supportive environment for the adoption of these technologies in society.

Normative factors that influence consumers' purchase intentions towards intelligent robotic products and services, such as influences from family, friends, and social media, play an important role in consumers' decision-making processes. This social influence not only reflects complex interpersonal interactions, but also reflects how the values, opinions and recommendations of the surrounding social environment can influence individual attitudes and behavior towards new technologies.

In the context of intelligent robotics adoption in Indonesia, a deeper understanding of these normative factors can provide valuable insights for product

developers, marketers, and policy makers in designing effective strategies. Strategies that intelligently integrate social influence can help in building positive awareness, expanding networks of influence, and increasing adoption of intelligent robotic technology in this emerging market. Further in-depth studies and empirical research are needed to validate these theoretical findings and optimize marketing strategies that are relevant to the local Indonesian context.

Consumers' perceptions of their control over the use of intelligent robotic technology influence their purchase intentions

Perceived behavioral control is a key factor in consumer behavior theories that discuss the adoption of new technologies such as intelligent robotics. In the context of global and domestic markets, how consumers respond to and manage their perceptions of control over technology use is an important study for product developers and marketers. This research aims to understand how consumers' perceived control over intelligent robotic technology influences their purchasing intentions in the Indonesian market, as well as its strategic implications in product development and marketing.

The Theory of Perceived Behavioral Control (PBC) within the framework of the Theory of Planned Behavior (TPB) emphasizes the importance of individuals' beliefs in their ability to control certain behaviors. PBC is viewed as an important predictor of consumer intentions and behavior in various contexts, including technology adoption (Ajzen, 1991). In the context of intelligent robotics, PBC encompasses individuals' beliefs in their ability to understand, use, and manage these technologies effectively.

Consumers' perceived control over the use of intelligent robotic technology can influence their purchase intentions through several mechanisms. First, consumers who believe that they have the ability to master this technology tend to have higher purchase intentions because they feel better able to overcome technical or psychological barriers that may arise in using the technology (Venkatesh et al., 2003). For example, the ability to independently operate and maintain intelligent robotics can increase consumers' confidence in the value and benefits of this technology in their daily lives.

Second, perceived control also influences consumers' attitudes toward risk. Consumers who feel they have sufficient control over the use of intelligent robotic technology tend to be more ready to take risks in adopting these new products. They may be more open to investing time and resources in learning these technologies or addressing uncertainty regarding the performance or reliability of these technologies (Davis, 1989).

In Indonesia, social and cultural factors can moderate the relationship between perceived control and consumer purchase intentions towards intelligent

robots. For example, a culture that values independence and technological innovation may strengthen the relationship between PBC and technology adoption. Conversely, infrastructure constraints or trust in foreign versus local technologies may also influence how consumers respond to and adopt these new technologies (Bearden & Etzel, 1982).

The influence of social norms also becomes relevant in the context of intelligent robotic adoption in Indonesia. Norms that encourage following trends or norms set by social groups can influence how consumers evaluate and respond to these technologies. In some cases, recommendations from family or influence from friends can strengthen or weaken consumers' perceived control over intelligent robotic technology.

An in-depth understanding of how consumers' perceived control over intelligent robotic technology influences their purchase intentions has significant strategic implications for product development and marketing. Marketing strategies should consider approaches that empower consumers to feel more confident in adopting this technology. Education about the features, benefits, and capabilities of the technology can clearly help in building stronger PBC among consumers.

In addition, product development must also consider intuitive and user-friendly design that allows consumers to find it easier to master and control this technology. The introduction of effective after-sales support or training programs can also increase consumers' perception of control and reduce barriers to the use of intelligent robotic technology. An effective marketing strategy must also consider cultural diversity and local preferences in Indonesia. Customizing marketing messages, selecting the right communication channels, and building strategic partnerships with local or community influencers can strengthen the positive social influence that supports the adoption of this technology.

In order to understand how consumers' perceptions of their control over the use of intelligent robotic technology influences their purchase intentions in the Indonesian market, it is important to integrate consumer behavior theories, empirical research, and relevant socio-cultural contexts. Perceived behavioral control is an important predictor of consumer purchase intentions in adopting this new technology, taking into account factors such as technical ability, belief in benefits, and readiness to face risks.

The strategic implications of these findings for product development include user-friendly designs and features that allow greater control for consumers. Marketing strategies must encourage positive perceptions of control with appropriate education and effective communication approaches. By understanding and optimizing consumers' perceived control over intelligent robotic technology, we can promote wider and more successful adoption in this growing market, as

well as deliver innovative solutions that are relevant to Indonesian society. To discuss how consumers perceive their control over the use of robotic technology intelligently influence their purchasing intentions, it is necessary to understand that perceived behavioral control is a key factor in the technology adoption process. This perception includes individuals' beliefs in their ability to control and utilize technology, as well as the belief that they can manage or control the impact of using this technology in everyday life. This discussion will integrate consumer behavior theories, related empirical research, as well as the social, cultural and economic context in Indonesia.

CONCLUSION

Overall, this research reveals that consumers' perceptions of their control over the use of intelligent robotic technology have a significant impact on their purchase intentions in the Indonesian market. Perceived control, which includes confidence in the ability to master the technology and manage the impact of its use, influences consumers' attitudes toward this technology as well as their propensity to adopt and use intelligent robotic products. The strategic implications of these findings underscore the importance of user-friendly product development and effective marketing communications to build strong PBC among consumers. Meanwhile, suggestions for the future include a more in-depth approach to the influence of local social and cultural contexts in consumer decision making, as well as further research to measure the effectiveness of marketing strategies that can increase perceived control and adoption of intelligent robotic technology in Indonesia. Thus, a holistic integration of technical, psychological and social aspects is necessary to design a sustainable and successful strategy in marketing this technology in this emerging market.

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