

**Bargaining Behavior of Young Chinese Customers**

**in D. I. Yogyakarta**

**THESIS**

**Presented as Partial Fulfillment of the Requirements for the Degree of Sarjana**

**Ekonomi (S1) in International Business and Management Program,**

**Atma Jaya Yogyakarta University**



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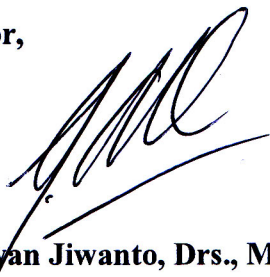
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**IN D. I. YOGYAKARTA**

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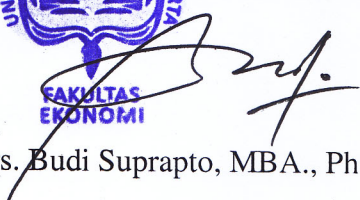


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## **AUTHENTICITY ACKNOWLEDGEMENT**

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### **BARGAINING BEHAVIOR OF YOUNG CHINESE CUSTOMERS**

**IN D. I. YOGYAKARTA**

Hereby declare that I fully knowledge that my writings does not contain others' or part(s) of others' writing, except for those that have been cited and mentioned in the references.

Yogyakarta, 16 September 2015

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Felicia

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BE HAPPY AND NEVER GIVE UP BECAUSE YOU LIVE ONCE!

God Bless Us ☺

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Felicia

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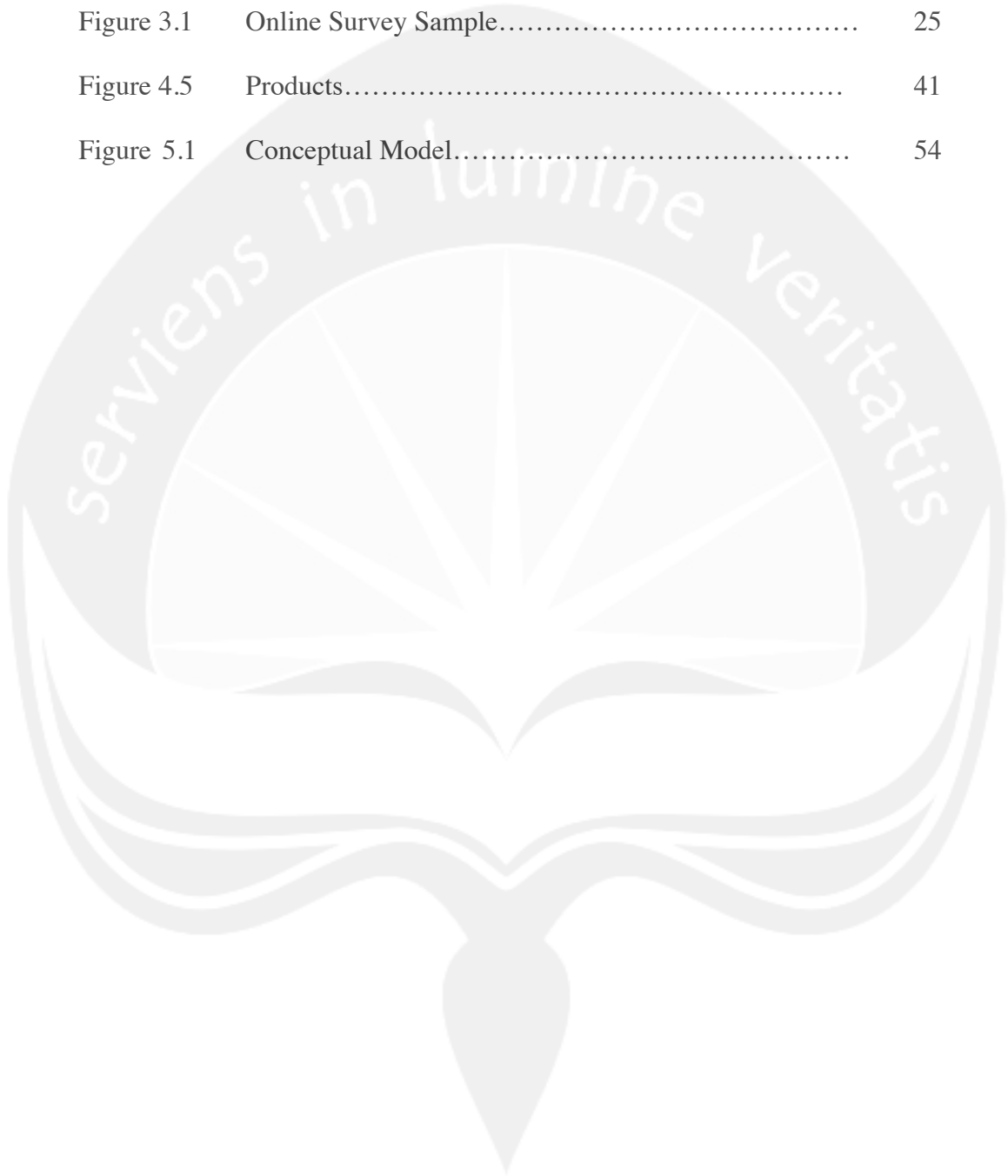
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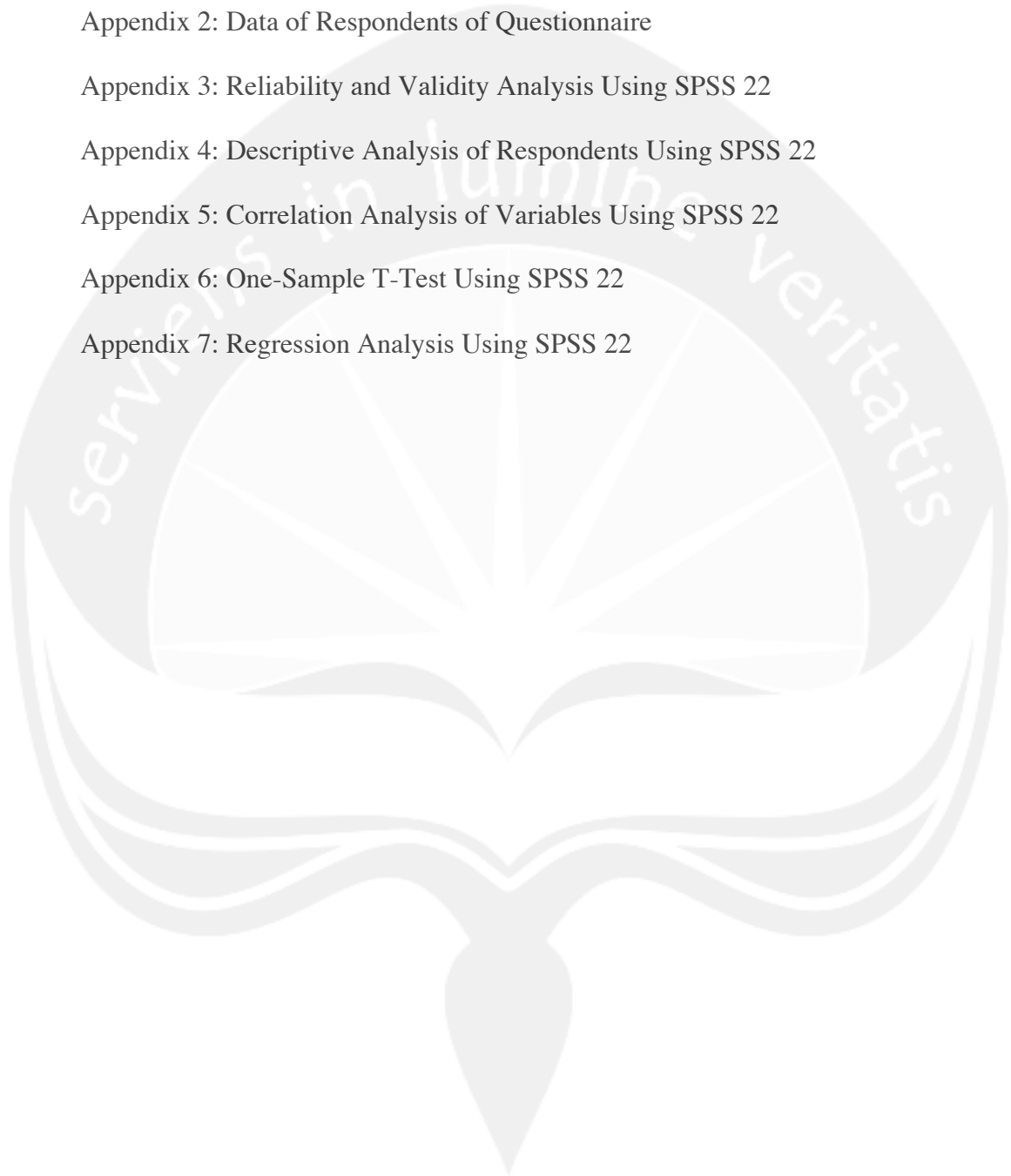
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## **ABSTRACT**

This research examines the bargaining behavior of young Chinese customers in Indonesia, especially in D. I. Yogyakarta. This research replicated from previous research by *Lee, Don Y (2000), "Retail Bargaining Behaviour of American and Chinese Customers"*, using the Theory of Planned Behavior by Fishbein and Ajzen. Total respondents are 175 Chinese students. The data collection was gathered by using convenience sampling and targeted to high school students or university students in Yogyakarta. Simple regression analysis was used to analyze the data.

The result of this study shows that attitudes, subjective norms, and perceived behavioral control positively affect the bargaining intention. Young Chinese customers in Indonesia are considered as competitive bargainer.

**Keyword:** Bargaining Behavior, Bargaining Intention, Attitudes, Subjective Norms, Perceived Behavioral Control, Chinese, Theory of Planned Behavior.