
COMPARATIVE RESEARCH OF CUSTOMER VALUE PROPOSITION BETWEEN MALE AND FEMALE CUSTOMER OF INDOMIE PRODUCT

PENELITIAN PERBANDINGAN DARI NILAI PELANGGAN DI ANTARA PELANGGAN PRIA DAN WANITA PRODUK INDOMIE

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Abstract : This research aims to see if there is significant difference between Male and Female customers of Indomie Products based on Customer Value Proposition This research type is descriptive with quantitative method, using Independent Sample T-Test as analytical tool. The sample size of this research is 100 Customer divided to 50 Male and 50 Female as respondents. Simple Random Sampling was used to collecting data through questionnaire. The result shows that there is no significant difference based on Customer Value Proposition in Functional Value and Emotional Value while there is significant difference based on Customer Value Proposition in Economical Value and Symbolic Value between Male and Female customers. Future Recommendation for Indomie is Indomie Products should focus on giving their products more on Economic Value such as giving promotions, because Indomie is affordable yet high quality Instant Food products compare to other products. And also Indomie should give more meaning for people to buy their products, because as the result says that Symbolic Value had significant difference for people. Indomie can start doing recycling their product or use more healthy basic ingredients for their products

Keywords: *customer value proposition, independent sample t-test*

Abstrak: Penelitian ini bertujuan untuk mengetahui apakah terdapat perbedaan yang signifikan antara pelanggan Pria dan Wanita Produk Indomie berdasarkan Proposisi Nilai Pelanggan. Jenis penelitian ini adalah deskriptif dengan metode kuantitatif, dengan menggunakan uji coba Independent Sample T-Test sebagai alat analisis. Ukuran sampel dari penelitian ini adalah 100 Pelanggan dibagi menjadi 50 Pria dan 50 Wanita sebagai responden. Simple Random Sampling digunakan untuk mengumpulkan data melalui kuesioner. Hasil penelitian menunjukkan bahwa tidak ada perbedaan yang signifikan berdasarkan Proposisi Nilai Pelanggan dalam Nilai Fungsional dan Nilai Emosional walaupun ada perbedaan yang signifikan berdasarkan Proposisi Nilai. Rekomendasi untuk Indomie adalah Produk Indomie harus lebih fokus untuk memberikan lebih produk mereka pada Nilai Ekonomi seperti memberi promosi, karena Indomie adalah produk makanan cepat saji yang terjangkau namun lebih berkualitas dibandingkan dengan produk lainnya. Dan juga Indomie harus memberi lebih banyak arti bagi orang untuk membeli produk mereka, karena hasilnya menunjukkan bahwa Nilai Simbolik memiliki perbedaan yang signifikan bagi orang. Indomie bisa mulai melakukan daur ulang produk mereka atau menggunakan bahan dasar yang lebih sehat untuk produk mereka.

Kata Kunci: *proposisi nilai pelanggan, sampel independen t-test*

INTRODUCTION**Research Background**

Instant food is become trend nowadays for be consumed by people all over the world. There is a time when we are starving, but we get too tired or too lazy to cook. At this moment, for most people instant food is considered as their savior for surviving throughout the day. Without putting too much effort to cook something in the kitchen, all we have to do is just grabbing the instant food and with no need to wait in a long time. A tight schedule of citizen is making Instant Food is the alternative choice of food for breakfast or even just for satisfy our hunger. Indomie simple way of making that not consuming lot of time, with fair price and reachable through all people, various tastes that fit with Indonesian people tongue makes Indomie become people favorite choice of Instant Noodle. In 1999, Indofood's market share was 90%.

Lately we can see at the fact that the consumption of instant food in Indonesia is increasing Indonesian are having a change in their daily consumption. If previously they spent less on instant food to be consumed daily, lately they spent more on it and indicates the increasing trend of instant food consumption. In accordance to this situation, the sales of instant food in Indonesia that acknowledge by International Market Bureau is increasing. Therefore, it shows that companies in Indonesia can capture this opportunity of increasing demand in instant food consumption by supplying them with hundreds or thousands variants of instant food products.

Creating high customer value proposition for the consumer either the functional or the psychologist value may enable the consumer to choose a product over the others. Thus, it is essential for a product to have a good Customer Value Proposition so that it can generate advantage in consumer mind and in the end increase the intention to purchase the product. By knowing which values that are important for the customers to influence their purchase intention, writers believed that the company able to deliver the highest Customer Value Proposition, so that the product have what it takes to grab future customer interest, to choose this product over the others. Therefore with conducting this research writers hope that the result can be an input for the company to know the importance of Customer Value Proposition effect on the purchase intention, so the company can set high Customer Value Proposition for their product in order to drive the purchase intention of their future consumer which lead to the increase of product sales.

Out of the many aspects that can influence a customer's decision making behavior, one of the major factors is gender. Men and women approach shopping with different motives, perspectives, rationales and considerations. It is clear, men and women think differently about shopping and will approach the act of purchase intention in different ways.

Research Objective

From the background above, researchers wants to finds out:

1. If there is significant difference of purchase intention on Indomie Product based on Functional Value between Male and Female Customer in Manado.
2. If there is significant difference of purchase intention on Indomie Product based on Economical Value between Male and Female Customer in Manado.
3. If there is significant difference of purchase intention on Indomie Product based on Symbolic Value Value between Male and Female Customer in Manado.
4. If there is significant difference of purchase intention on Indomie Product based on Emotional Value between Male and Female Customer in Manado.

THEORETICAL FRAMEWORK**Marketing**

Marketing plays an important role for all business include the transportation services. Kotler and Armstrong (2011:44) defined: Marketing is the process by which companies create value for customers and built strong customer relationship in order to capture value from customers in return.

Customer Value Proposition

In other words, "the value proposition is a written statement focusing all the organization's market activities onto customer critical elements that create a significant differential within the customer's decision process, to prefer and/or purchase the organization's offering over a competitor's" (Fifild, 2007:136).

Purchase Intention

Purchase intention refers to “the possibility that consumers will plan or be willing to purchase a certain product or service in the future” . It is also considered as a previous step involving in the actual buying behavior (Magistris & Gracia, 2008).

Gender on Purchase Intention

Females are more concerned about those kinds of products that are directly related to house because as housewives, the quality of the products is more important for them compared to men. Thereby, label, brands and quality have effects on consumers’ Purchase Intention. (Wu, Yeh, Hsiao. 2011). Atmosphere and environment also influence on consumers’ PI among males and females. An investigation shows that music in restaurants has more effect on females than males. (Wilson, 2003).

Previous Research

The Value Proposition Concept in Marketing: How Customers Perceive the Value Delivered by Firms on Supermarkets in Southampton in the United Kingdom by Almoatazbillah Hassan. The results also showed some specific findings, such as that customer see value according to their product choice, not just based on what the supermarket is offering. In addition, there was no mention of other value elements, such as social activities conducted by the supermarkets.

Functional And Relational Value Influence On Commitment And Future Intention: The Case Of Banking Industry by Nasreen Khan. The results confirmed that the functional service value and functional service quality impact positively on behavior intentions. Functional service value could be improved through providing flexibility and accessibility in the service offers and functional service quality could be improved through reliability and responsiveness in providing the service to the customers.

Conceptual Framework

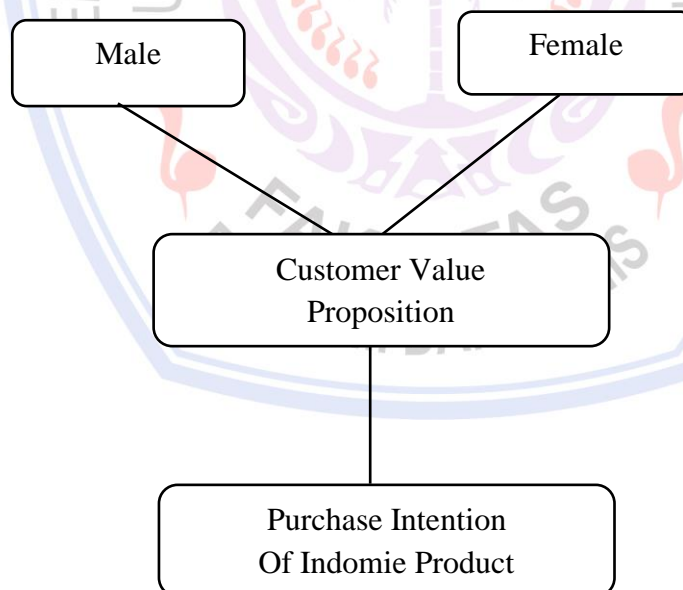


Figure 1. Conceptual Framework

Source: Data Processed, 2017

RESEARCH METHOD**Type of Research**

This research is going to be done with a quantitative approach. Quantitative research relies on deductive reasoning or deduction (Sekaran & Bougie, 2010:22) and make us of variety of quantitative analysis techniques that range from providing simple descriptive of the variables involved, to establishing statistical relationships among variables through complex statistical modeling.

Place and Time of Research

This research will be conducted in Manado City. This research will be sdone in Manado for approximately 2 months, from August to October.

Population and Sample

Population is a generalization region consisting of objects or subjects that have certain qualities and characteristics set by the researchers to be studied and then drawn conclusions, Sugiyono (2013:2). The population in this research is all the people in Manado which already use the sample for this research consists of 100 people, divided into 50 male and 50 female, who have experienced purchasing Indomie Products.

Data Collection Method

Primary data is the data obtained directly from the original source, specifically the primary collected by researchers to answer the research questions and consist of information collected for the specific purpose at hand (Kotler, 2012:70). The researcher collected the primary data from the result of questionnaire. Online questionnaire were shared to respondents so they can respond directly on the questionnaire.

Operational Definition of Research Variable

1. Functional Value
Functional value can show the performance or quality of the product or service.
2. Symbolic Value
Symbolic value will give benefits because it will change the customer's prestige.
3. Emotional Value
Emotional value will change the consumer purchase intention because of their feeling.
4. Economical Value
Symbolic value will give benefits because it will change the customer's prestige.

Data Analysis Method**Validity and Reliability**

Validity test used to measure the validity of the questionnaire. To analyze that, Pearson Product Moment was used. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. This reliability test in this research used Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable.

Independent-Samples T Test

Independent-Samples T Test being used in this research as the main research methodology. Horn (2008:9) stated the independent sample t-test evaluates the difference between the means of two independent or unrelated groups. This evaluate whether the means for two independent groups are significantly different from each other. The independent sample t-test is commonly referred to as a between-groups design, and can also be used to analyze a control and experimental group.

A t-test is any statistical hypothesis test in which the test statistic follows a student's t distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimated based on the data, the test statistic follows a Student's t distribution

RESULT AND DISCUSSION**Validity and Reliability Result****Validity Test****Table 1. Validity Test Result**

		Functional Value	Economical Value	Symbolic Value	Emotional Value
Functional Value	Pearson Correlation	1	.380	.378	.387
	Sig. (2-tailed)		.004	.002	.001
	N	100	100	100	100
Economical Value	Pearson Correlation	.380	1	.502**	.336**
	Sig. (2-tailed)	.004		.000	.001
	N	100	100	100	100
Symbolic Value	Pearson Correlation	.378	.502**	1	.575**
	Sig. (2-tailed)	.002	.000		.000
	N	100	100	100	100
Emotional Value	Pearson Correlation	.387	.336**	.575**	1
	Sig. (2-tailed)	.001	.001	.000	
	N	100	100	100	100

Source: SPSS Output, 2017

Table 1. Shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reliability Test**Table 2. Reliability Test Result**

Cronbach's Alpha	N of Items
.623	4

Source: SPSS Output, 2017

Table 2. Shows that Alpha Cronbach is 0.623 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Normality Test**Table 3. One-Sample Kolmogorov-Smirnov Test**

		Functional Value	Economical Value	Symbolic Value	Emotional Value
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	17.8100	20.9100	16.2100	19.1400
	Std. Deviation	1.92115	2.58236	2.83305	1.97980
Most Extreme Differences	Absolute	.152	.178	.150	.146
	Positive	.137	.178	.115	.138
	Negative	-.152	-.123	-.150	-.146
Kolmogorov-Smirnov Z		1.522	1.777	1.498	1.463
Asymp. Sig. (2-tailed)		.119	.104	.122	.128

Source: Data processed, 2017

Independent-Sample T Test**Table 4. Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Functional Value	Pria	50	17.0400	1.98936	.28134
	Wanita	50	18.5800	1.51307	.21398
Economical Value	Pria	50	20.5000	2.00255	.28320
	Wanita	50	21.3200	3.01993	.42708
Symbolic Value	Pria	50	15.3200	2.33378	.33005
	Wanita	50	17.1000	3.02540	.42786
Emotional Value	Pria	50	19.2200	2.22500	.31466
	Wanita	50	19.0600	1.71916	.24313

Source: Data processed, 2017

Table 5. Independent Sample T-test for Functional Value

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Functional Value	Equal variances	3.509	.064	-4.357	98	.000	-1.54000	.35347	2.24144	-.83856

assume								
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not	4.357	91.477	.000	-1.54000	.35347	2.24207	.837	93
assumed								

Source: SPSS Output, 2017

Table 6. Independent Sample T-test for Economical Value

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Economical Value	Equal variances assumed	25.278	.000	1.600	98	.113	-.82000	.51245	-1.83694	.19887
	Equal variances not assumed				85.110					

Source: SPSS Output, 2017

Table 7. Independent Sample T-test for Symbolic Value

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Symbolic Value	Equal variances assumed	2.757	.100	3.000	98	.001	1.78000	.54036	2.85233	.70000
	Equal variances not assumed									

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es not	3.2	66	.001	1.7800	.54036	2.853	.70
assume	94			0		20	680
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Source: SPSS Output, 2017

Table 8. Independent Sample T-test for Emotional Value

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
Emotional Value	Equal variances assumed	.501	.481	98	.688	.16000	.39765	-.62912	.9494
	Equal variances not assumed	.402	.492	92.133	.688	.16000	.39765	-.62974	.94974

Source: SPSS Output, 2017

Discussion

Based on the problem statement in this research, the researcher attempts to answer that question, which already expounded earlier and again will be mentioned as follows:

Customer Value Proposition Between Male and Female Measured by Functional Value

Comparing mean of male and female show there are no significant difference between the groups. Male and Female are answering the perception of Customer Value Proposition based on Functional Value according to their experience in buying Indomie Products. Seems in the indicator of Functional mean is almost the same in male and female, shows that there is no difference perception of Customer Value Proposition based on Functional Value. This compare means does not have proven by significant different between male and female, means both of these groups are not significantly different. Therefore, there is no significant difference between male and female of Customer Value Proposition based on Functional Value according to their experience in buying Indomie Products.

Functional Value talks about function, performance, and physical products that give value for fulfilling the needs. Indomie Product is one of the simple Instant Noodle products that doesn't have many difference with other brands physically or functionally. Functional Value does not give significant difference because people for

Male or Female, they will still consume Indomie (or other Instant Noodle products) regardless the function, performance, or physical appearance of the products itself.

Customer Value Proposition Between Male and Female Measured by Economical Value

Comparing mean of male and female show there are no significant difference between the groups. Male and Female are answering the perception of Customer Value Proposition based on Economical Value according to their experience in buying Indomie Products. Seems in the indicator of Economical Value mean is bigger on female rather than male, shows that there is difference perception of Customer Value Proposition based on Economical Value. This compare means does not have proven by significant different between male and female, means both of these groups are significantly different. Therefore, there is significant difference between male and female of Customer Value Proposition based on Economical Value according to their experience in buying Indomie Products.

Economic Value talks about points where quality and price meets. It one of the biggest reason why people choose Instant Food products in this case, people choose Indomie products. Where Indomie always gives a best quality regardless the price, it easy to say that Indomie will the best choice to buy if people are concerning about Economic Value within it.

Customer Value Proposition Between Male and Female Measured by Symbolic Value

Comparing mean of male and female show there are no significant difference between the groups. Male and Female are answering the perception of Customer Value Proposition based on Symbolic Value according to their experience in buying Indomie Products. Seems in the indicator of Symbolic Value mean is bigger on female rather than male, shows that there is difference perception of Customer Value Proposition based on Symbolic Value. This compare means does not have proven by significant different between male and female, means both of these groups are significantly different. Therefore, there is significant difference between male and female of Customer Value Proposition based on Symbolic Value according to their experience in buying Indomie Products.

Symbolic Value gives benefits to people when buying or using the products. Indomie Products as one of the best Instant Food products gives different perception to female rather than male, because Female tends to thinks more of what products they are going buy or use and what impacts it will gave them.

Customer Value Proposition Between Male and Female Measured by Emotional Value

Comparing mean of male and female show there are no significant difference between the groups. Male and Female are answering the perception of Customer Value Proposition based on Emotional Value according to their experience in buying Indomie Products. Seems in the indicator of Emotional Value mean is same in male and female, shows that there is no difference perception of Customer Value Proposition based on Emotional Value. This compare means does not have proven by significant different between male and female, means both of these groups are not significantly different. Therefore, there is no significant difference between male and female of Customer Value Proposition based on Emotional Value according to their experience in buying Indomie Products.

Emotional Value talks about feeling that being used when buying some products. The results says it gives no difference according to Male and Female. It because people not have special emotion attached when buying Indomie Products, people buy it just because they need to have food that consumed instantly.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the Data Analysis and discussion, the conclusion of this research concluded as follows:

1. There is no significant difference on Customer Value Proposition based on Functional Value with a normal data distribution. The mean of Functional Value perspective on male and female are almost the same.
2. There is significant difference on Customer Value Proposition based on Economical Value with a normal data distribution. The mean of Functional Value perspective on male and female are almost the same.
3. There is significant difference on Customer Value Proposition based on Symbolic Value with a normal data distribution. The mean of Symbolic Value perspective on male and female are almost the same.
4. There is no significant difference on Customer Value Proposition based on Emotional Value with a normal data distribution. The mean of Emotional Value perspective on male and female are the same.

Recommendation

The researcher provided recommendation in order as the answer to the research problem on this research. The recommendation is listed as follows:

- 1.Indomie Products should focus on giving their products more on Economic Value point because the result says that they win on that point.
- 2.Indomie should give more meaning for people to buy their products, because as the result says that Symbolic Value had significant difference for people.
- 3.Indome must give lot of promotions for their products, because Indomie is affordable yet high quality Instant Food products compare to other products.
- 4.Indomie can start doing recycling their product or use more healthy basic ingredients for their products

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