

THE IMPACT OF BEHAVIORAL AND ATTITUDINAL LOYALTY ON PURCHASE DECISION OF AQUA'S MINERAL WATER PRODUCTS

DAMPAK PERILAKU DAN LOYALITAS SIKAP TENTANG KEPUTUSAN PEMBELIAN AIR MINERAL AQUA PRODUK

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Abstract: This study aims to determine the impact of behavioral loyalty and attitude loyalty in purchasing decisions of Aqua mineral water products in the city of Manado. This research was conducted using a case study method where data were obtained through questionnaires distributed to 300 respondents who were distributed to all people in the city of Manado. As an independent variable in this study is the symbol of behavior loyalty (X1) attitude loyalty (X2). While the dependent variable in this study is the purchase decision given the symbol (Y). The sampling technique uses a random sampling method. The analysis technique used is the validity test, reliability test, classic assumption test, multiple linear regression test, F-test, t-test, and coefficient of determination test. Tests carried out using SPSS 22 program assistance. The results suggest that: (1) behavioral loyalty has a significant effect on purchasing decisions of Aqua mineral water products in the city of Manado with sig 0.00, (2) attitude loyalty does not affect purchasing decisions of Aqua mineral water products in the city of Manado with sig 0.475.

Keywords: behavior loyalty, attitude loyalty, purchase decisions

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh perilaku loyalitas dan sikap loyalitas terhadap keputusan pembelian produk air mineral Aqua di Kota Manado. Penelitian ini dilakukan dengan metode studi kasus dimana data diperoleh melalui kuesioner yang disebarakan kepada 300 responden yang disebarakan kepada seluruh masyarakat di Kota Manado. Sebagai variabel bebas dalam penelitian ini adalah lambang perilaku loyalitas (X1) sikap loyalitas (X2). Sedangkan variabel terikat dalam penelitian ini adalah keputusan pembelian yang diberi simbol (Y). Teknik pengambilan sampel menggunakan metode random sampling. Teknik analisis yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji F, uji t, dan uji koefisien determinasi. Pengujian dilakukan dengan bantuan program SPSS 22. Hasil penelitian menunjukkan bahwa: (1) loyalitas perilaku berpengaruh signifikan terhadap keputusan pembelian produk air mineral Aqua di Kota Manado dengan nilai sig 0,00, (2) sikap loyalitas tidak berpengaruh terhadap keputusan pembelian produk air mineral Aqua. produk air di kota Manado dengan sig 0.475.

Kata kunci : loyalitas perilaku, loyalitas sikap, keputusan pembeli

INTRODUCTION

Aqua one of the first established mineral water products already has a well-established brand and becomes a familiar consumer. Its closeness to consumers makes Aqua brand mineral water has market power amidst intense competition. The presence of Aqua mineral water as the first manufacturer to offer bottled drinking water products has made consumers very close to this product. This can be shown by the strong consumer perception of drinking water products as the best quality beverage products, so that in every consumer need with any type always equipped with Aqua mineral water. Aqua had 19 factories in Indonesia and 75 exclusive distributors in Indonesia.

Aqua producers continually strive to anticipate competition by implementing appropriate marketing strategies, one of which is creating quality products. To meet the needs of the community for drinking water producers also add a variety of products through the launch of Aqua Splash of Fruit. In addition to communicating product producers also use a variety of media campaigns aimed at making consumers and the public know the existence and development of products. With the market condition as above, the researchers are interested in researching connection with the behavioral and attitudinal loyalty on the purchase decision of Aqua's mineral products in Manado.

This research is more emphasis on variables: behavioral, attitudinal loyalty, product quality which is related to consumer purchase decision to buy drinking water Aqua.

Research Objectives

The objective of this research is to reveal:

1. To analyze behavioral loyalty that impact Purchase Decision of Aqua's mineral water products in Manado.
2. To analyze attitudinal loyalty that impact Purchase Decision of Aqua's mineral water products in Manado.

THEORETICAL REVIEW

Marketing

Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Kotler and Armstrong (2010).

Purchase Decision

According to Kotler and Armstrong (2008:13), stated that consumer purchase decision is purchase the most preferred brand, the brand most likely to be purchased by consumers.

Customer Loyalty

Customer loyalty is a customer's sense of belonging or identification with the employees, services or products of a company; these feelings have a direct impact on customer behavior (Jones and Sasser, 1995).

Classifications of Customer Loyalty

Ganesh et al. (2000) empirically derive two distinct dimensions of the loyalty construct: active and passive loyalty.

Behavioral Loyalty

Behavioral loyalty considers brand loyalty as a behavior. The person who buys a certain brand continuously is loyal to this brand (Odin et al., 2001).

Attitudinal Loyalty

Attitudinal loyalty is mainly operationalised as customer loyalty in terms of customer preferences to a brand measured by: involvement (Patterson et al., 1997).

Brand Trust

Brand trust refers to the consumer's belief that the purchase of the brand is a safe thing to do and not associated with risk (Chaudhuri and Holbrook 2001).

Brand Affect

Brand affect is defined as a brand's potential to elicit a positive emotional response in the average consumer as a result of its use (Chaudhuri & Holbrook, 2001).

Previous Research

The Factors That Affecting the Product Purchasing Decision Through Online Shopping By Students of Surabaya State University by Muhammad Edwar, Rizki Ayu Agustin Diansari, Nur Fahmi Winawati (2018). This study aims to determine the factors that influence product purchasing decisions through online shopping. This research method is confirmatory factor analysis. Data were collected through observation, interviews, questionnaires and documentation.

Nithya Murugan and Jayanth Jacob (2016) in Factors Influencing Consumers' Attitude And Choice Behaviour Of Brand Extension: An Evidence From India. The result is For products already in existence in the market, advertising has got no impact on consumer attitude and purchase intention. However, intensive distribution plays an important role in determining both attitude and choice behavior of brand extensions.

Mahsa Hosseini, Hossein Norouzi (2017) in research Investigating the Impact of Consumer Trust on Loyalty and Purchase Intention of Food Store Brands: Case Study: Palladium Shopping Mall in Tehran. The result is The results of this study showed that familiarity with the brand and store image have positive and significant influence on consumer loyalty and purchase intention, and trust moderates their impact on loyalty and purchase intention.

Conceptual Framework

In this study we can see how the influence of each independent variable are (X1) behavioral loyalty and (X2) attitude loyalty towards purchasing decisions (Y).

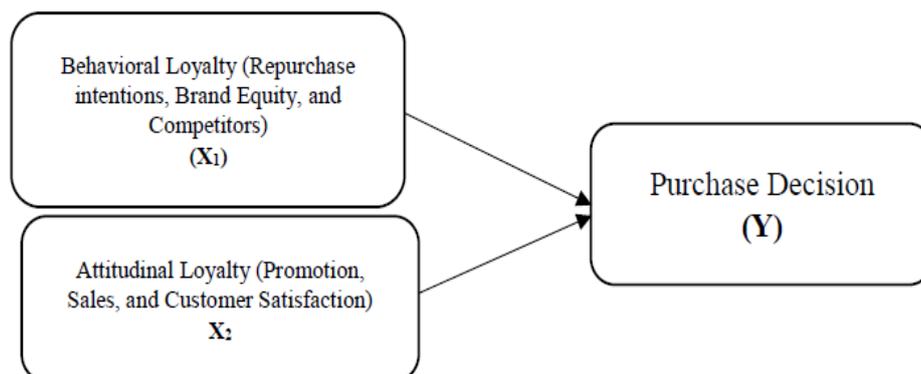


Figure 1. Conceptual Framework

Source: Theoretical Review, 2019

RESEARCH METHOD

Type of Research

This research will be conducted by using quantitative descriptive method. Sugiyono (2014:8) defined quantitative research as the methods is based on the philosophy of positivism, used to examine the population or particular sample, using a data collection instrument of research, quantitative data analysis/statistics. The method to use for this study is Importance Performance Analysis.

Place and Time of Research

The place of this research will be conducted in Manado. The research started from August to October 2017.

Research Procedure

1. These are several steps that will be done to conduct this research:
2. Choose the research topic

3. Compose the statement
4. Find journals, articles and book that related to this research in order to complete the theoretical framework
5. Study about Behavioral and Attitudinal Loyalty and Purchase Decision
6. theories and the elements
7. Obtain data that needed in this research
8. Determine factors that will be analyzed
9. List indicator in questionnaire
10. Spread the questionnaire
11. Collecting questionnaire
12. Tabulation and data processing
13. Analyze using Multiple Regression Analysis
14. Write the report.

Data Collection Method

The data used in this research consist of two types between primary data and secondary data.

Primary Data

According to Sekaran and Bougie (2009), data collected first-hand for subsequent analysis to find solution to the problem research.

Secondary Data

Secondary data is the data that have already been gathered by researchers, data published in statistical and other journals and information available from any published or unpublished source available either within or outside the organization, all of which might be useful to the researcher (Sekaran and Bougie, 2009).

Population and Sample

For this current research, there are two main parts of respondent's sources that will be use to obtain result of data.

Population

Population is the entire group of people, events, or things that the researcher desires to investigate (Sekaran and Bougie, 2009:262). The population in this research is all Aqua's mineral water product buyers in Manado.

Sample

According to Maholtra (2007), a sample is as subgroup of the elements of the population selected for participant in the study, and sampling units is the basic unit containing the elements of the population to be sampled.

Sampling Method

According to Kotler et al. (2005), sample is a segment of the population selected for marketing research to represent the population as a whole.

Sample Size

The sample in this study were taken with a large number that not known exactly, thus to determine the sample size for the population use technique as follows (Rao Purba, 1996).

Data Analysis Method

Validity Test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure (Sekaran and Bougie, 2009).

Reliability Test

Reliability test is to ensure the measurement tool (questionnaires) is consistent in measuring some cases, even though the observation is concerned frequently at the same object.

Multiple Regression Analysis Model

Regression Analysis is the process of constructing a mathematical model or functions that can be use predict or determine one variable by another variable or other variables (Black, 2007).

Testing the Goodness of Fit: Coefficient of Correlation (R) and Coefficient of Determination (R²)

“Coefficient of determination is used to show the percentage of variability in Y that can be explained by regression equation” (Newbold, et al, 2003; 387).

Classical Assumption Test

According to Gujarati (2004), classic assumption test divided into four steps, which are normality test, auto-correlation test, multicollinearity test, heteroscedasticity test.

Normality Test

Normality test aims to test the regression model wether the dependent variable with several independent variables has a normal distribution or not (Sekaran, 2005).

Multicollinearity

Multicollinearity shows the intercorrelation of independent variable. B₂'s near 1 violate the assumption of no perfect collinearity, where high R² increases the standard error of beta coefficient and makes assessment of the unique role of each independent difficult or impossible.

Heteroscedasticity

Newbolt, et al (2003:508) explained that “Models in which the errors are not all have the same variance are said to exhibit heteroscedasticity”.

Autocorrelation

Autocorrelation is to see wther or not there is a high correlation between the free variables in multiple linear regression model, if there is a correlation then there is a problem called autocorrelation (Sekaran, 2005).

RESULTS AND DISCUSSION

Result

Characteristics of Respondents

This research uses reliable questionnaires which are distributed to 300 respondents who had experienced using Aqua product. The characteristics of Gender, Age, Educational Background and Occupation.

Table 1. Reliability and Validity Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.806	19

Source: Output SPSS, 2018

The minimum value of Cronbach's Alpha must be 0.6 or it is better if the value is above 0.6. Table 4.1 shows that Alpha Cronbach is 0.806 which is above limit of 0.6. Therefore the research instrument is reliable.

Validity Test

From the result is that value of correlation index for relationship among independents variable (Behavioral Loyalty and Attitudinal Loyalty) with dependent variable (Prurchase Decision) are higher than 0.01 and below the significant level of 5%. Therefore the data is considered valid.

Table 2. Multiple Regression Analysis

Multiple Regression Analysis						
Model	Unstandardized Coefficients		Standardized coefficient	t	sig.	Collinearity Statistics
	B	Standard Error	Beta			Tolerance VIF
(Constant)	3.074	1.245		2.470	.015	
Behavioral Loyalty(X1)	.572	.095	.493	6.045	.000	.488 2.231
Attitudinal Loyalty(X2)	.316	.081	.318	3.897	.000	.488 2.231

Source: SPSS Output, 2018

The result shows that Behavioral Loyalty and Attitudinal Loyalty have positive relationship. The strongest relationship is by Behavioral Loyalty followed by Attitudinal Loyalty.

Table 3. Multiple Regression Coefficient of Correlation (R) and Multiple Regression Coefficient of Determination (R²)

Table of R and R Square					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.792 ^a	.627	.625	2.029	1.745

a. Predictors: (Constant), Behavioral Loyalty (X1), Attitudinal Loyalty (X2)

b. Dependent Variable: Purchase Decision (Y)

Source: SPSS Output, 2018

Table 3 shows the coefficient of correlation (R) is 0.792; it means there is a significant relationship between independent variables with dependent variable.

Testing Classical Assumption

Table 5. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized coefficient	t	sig.	Collinearity Statistics
	B	Standard Error	Beta			Tolerance VIF
(Constant)	2.661	.967		2.753	.006	
Behavioral Loyalty(X1)	.950	.050	.808	19.093	.000	.701 1.426
Attitudinal Loyalty(X2)	-.036	.051	-.030	-.715	.475	.701 1.426

Source: SPSS Output, 2018

Table 5 shows that Since all the tolerance values are greater than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Table 6. Autocorrelation Test

Autocorrelation Test Result Model Summary ^b	
Model	DurbinWatson
1	1.745

a. Predictors: (Constant), BEHAVIORAL LOYALTY, ATTITUDINAL LOYALTY

b. Dependent Variable: PURCHASE DECISION

Source: Output SPSS, 2018

Table 6 shows the probability value of Durbin Watson is above 0.05 which is 1.745 and the value du is below than the value of d and 4-du ($1.745 < 2.264$ and $1.736 < 2.387$), so there is no autocorrelation in this regression.

Heteroscedasticity Test

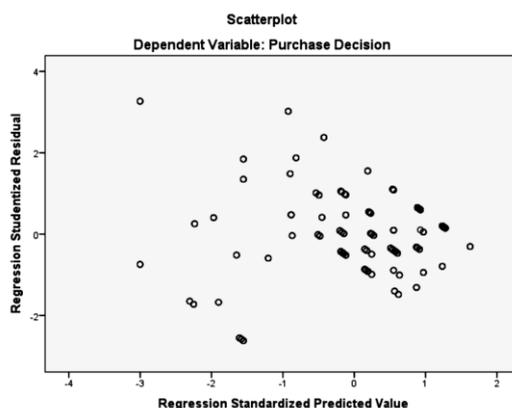


Figure 2. Heteroscedasticity Test

Source: SPSS Output, 2018

Figure 2 shows that the points scattered randomly do not form a wavy pattern widened then narrowed and widened back and spread, spread above and below or around the number (0) on the Y axis.

Hypothesis Testing

This research intended to determine the effect of Job Stress, Work Environment and Workload as independents variables on Employee Turnover Intention as the dependent variable simultaneously and partially.

Table 7. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2055.972	2	1027.986	249.669	.000b
	Residual	1222.865	297	4.117		
	Total	3278.837	299			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Attitudinal Loyalty, Behavioral Loyalty

Source: SPSS Output, 2018

Table 8. T-Test

Model	Unstandardized Coefficients	Standardized coefficient	t	sig.
	B	Standard Error	Beta	
1	2.661	.967		2.753
(Constant)				.006
Behavioral Loyalty(X1)	.950	.050	.808	19.093
Attitudinal Loyalty(X2)	-.036	.051	-.030	-.715
				.475

Source: SPSS Output, 2018

Discussion

The need for drinking water has an effect on attitudes and behaviors in purchasing decisions for a product so that there is an impetus in consumers to better understand the needs of buying products. Needs arise due to internal stimuli, namely the needs from within itself, namely the normal human needs consisting of need, demand, and value. Internal stimulation will increase to an impulse or a need that can arise external stimuli or that arise from outside himself.

Behavioral Loyalty and Purchase Decision

Behavioral loyalty in purchasing decisions, in this case, AQUA mineral water products, is to repurchase the product, purchase more products or variations other products from the same company name and word-of-mouth communication/advertisements positive about the product, as well as entering into a subscription contract or becoming a member but this indicator is not used because it does not match the reality in the field, most shops and supermarkets do not provide membership contracts specifically for the sale of AQUA mineral water. Consumers who have high behavior towards the purchase of AQUA mineral water products show their buying behavior again and manifested in their daily behavior.

Attitudinal Loyalty and Purchase Decision

Loyalty attitude in purchasing decisions in this case AQUA mineral water products are shown in five general attitudes, namely, the desire to buy the same product again and/or buy variations of other products at the same company in the future, consumers have the desire to recommend a company name or the products it consumes to friends or others, consumers have a strong desire to keep using that product, consumers do not have the desire to look for other brands, and consumers have an interest or rejection (resistance) of competitors' brands. A consumer who shows a positive attitude towards AQUA mineral water will also have high loyalty to AQUA mineral water, while consumers who have a negative attitude will also have a low level of loyalty. The process of influencing consumer buying decisions through several stages, namely problem recognition, information search, alternative evaluation, buying decisions, and behavior after buying, especially if the product is found to be a change, both regarding prices or other attributes.

CONCLUSION AND RECOMMENDATIONS

Conclusions

1. Behavioral Loyalty as one of the independent variables have partially affect Purchase Decisions significantly.
2. Attitudinal Loyalty as one of the independent variables does not partially affect Purchase Decisions significantly.

Recommendation

1. Aqua should maintain what best they can do for now since they at the top of the market for now. By keeps developing and improving, Aqua can always maintain the behavioral loyalty and attitudinal loyalty of the customers.
2. Aqua should keep making new promotions for customers to maintain a relationship with them such as events sponsored by Aqua.

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