THE INFLUENCE OF MOTIVATION AND PERCEPTION AS PSYCHOLOGICAL FACTORS ON CONSUMER BUYING DECISION OF KAWASAKI NINJA MOTORCYCLE

by:
Reynaldo Lomboan[1]
David P.E. Saerang[2]
Sifrid S. Pangemanan[3]

[1,2,3] Faculty of Economics and Business,
International Business Administration (IBA) Program
University of Sam Ratulangi Manado

email: [1]reylomboan@gmail.com
[2]d_saerang@Iycos.com
[3]sifridp_s@unsrat.ac.id

ABSTRACT

Today, transportation is a human need for supporting their activities in every single day. In this modern era, all people are using sophisticated tools for their transportation. The increasing population in big cities make the companies in vehicle or automotive industry work hard to formulate their strategy. The congestion factors make people think to find a solution on how to avoid congestion interfere with their activities. Motorcycle then is an option to overcome the problems that interfere with their activities in terms of the bottleneck. Because of motorcycle can get rid of the discomfort in the jam. People started to think what kind of vehicle can avoid the traffic jam situation that make activities being disturbed. Motorcycle is the answer. People who have job that really needs the time efficiency have solved the common problem by purchasing motorcycle to get rid of the inconvenienceof being trapped in the crowdedtraffic. The specific objective of this research is to determine how motivation and perception influence on consumers buying decision of Kawasaki ninja motorcycle in Manado. The method of analysis used is Multiple Regression Analysis which enables to know the influence of independent variable on dependent variable. The result shows that motivation and perception influence consumers buying decision simultaneously and partially. Perception has the most influence to consumers buying decision.

Keywords: motivation, perception, buying decision

INTRODUCTION

Research Background

Today, transportation is a human need for supporting all the activities every single day. In this modern era, all the people are using sophisticated tools included for the transportation tools. Economic factors also impact the ability of why the vehicle rises rapidly to facilitate the day-to-day activities of individuals. The increasing population and the needs of the people in the big cities make the company vehicle or automotive industry work hard the next strategy. Now the vehicle is not only a necessity but also the desire of the community for the community provide added value in everyday life. This is one factor increasing the amount of consumption of the vehicle so that the impact on traffic problems that bottleneck. So also is happening in the big cities, for example, the city of Jakarta which has a large population of residents and the large number of vehicles used.

Congestion problems also occurred in other major cities such as Manado. Various ways have been made from various parties, both from the government and the police department in handling the problem. But the efforts did not reveal the maximum results, it jams still occur on the streets in the main city of Manado. The congestion factor makes people think to find a solution on how to avoid congestion interfere with their

activities. Motorcycle then is an option to overcome the problems that interfere with their activities in terms of the bottleneck. Because of motorcycles can get rid of the discomfort in the jam. For example, a bank employee who had to go to the office on time, so that he is not stuck in traffic during a trip to the office the best solution is to use two-wheeled vehicles so that employees can be on time.

Psychological factor is the one of decision that influenced in terms of deciding to buy a motorcycle. As everyone knows that the motorcycle is kind of a luxury item, it will not be easy to decide what is best to buy a motorcycle. However, this type of problem is not difficult to solve because now almost everyone has a lot of information that can help and even guide to find the best people and as desired. Kotler and Keller (2006:235), define that study of consumer behavior is how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and desires.

Number of two-wheeler enthusiasts or motorcycles became an opportunity for the company or the automotive industry to create so many new innovations to attract the interest and attention of society, especially in the capital city of Manado. The number of motor industry in the city of Manado making industry stakeholders should strive to compete for public attention. Quality and innovation is the main thing in influencing the decisions of buyers. From explanation above, this research is interested in conducting an analysis of marketing strategies that were implemented by Kawasaki Ninja and their influences on consumer buying decision.

Research Objectives

There are specific objectives for this research to analyze the influence of:

1. To analyze partial influence of perception on consumer buying decision of Kawasaki Ninja motorcycle in Manado.
2. To analyze simultaneous influence of motivation and perception consumer buying decision of Kawasaki Ninja motorcycle in Manado.
3. To analyze partial influence of motivation on consumer buying decision of Kawasaki Ninja motorcycle in Manado.

THEORETICAL FRAMEWORK

Consumer Buying Decision

Solomon (2011:81), define the basic steps in decision making process:

1. Problem recognition occurs at what ford terms "the upper funnel" when we experience a significant difference between our current state of affairs and some state we desire.
2. Information search: Information search is the process by which we survey the environment for appropriate data to make a reasonable decision.
3. Evaluation of alternatives: Much of the effort we put into a purchase decision occurs at the stage where we have to put pedal to the mental and actually choose a product from several alternatives.
4. Product Choice: once we assemble and evaluate the relevant options in a category, eventually we have to choose one. Recall that the decision rules that guide our choices range from very simple and quick strategies to complicated processes that require a lot of attention and cognitive processing.
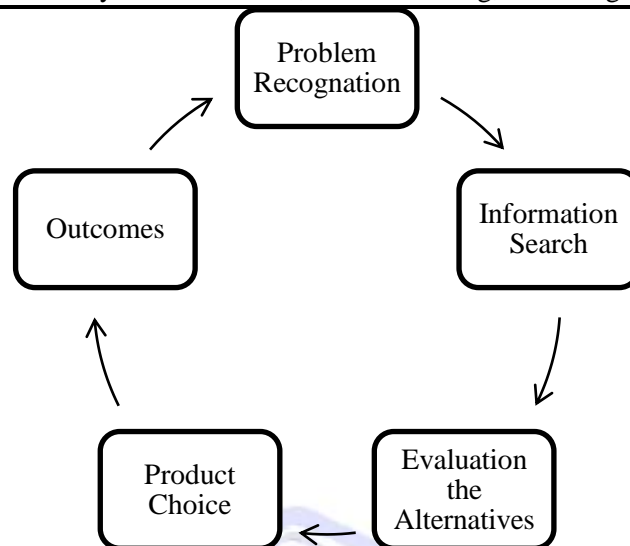5. Outcomes

Figure 1. Stages in Consumer Decision Making

Source: Solomon, 2011

Psychological Factors

Kotler and Keller (2009:145), a set of psychological processes combine with certain consumer characteristics to result in decision processes and purchase decisions. The marketer's task is to understand what happens in the consumer's consciousness between the arrival of the outside marketing stimuli and the ultimate purchase decision. Still in Kotler and Keller (2009:146), for key psychological process – motivation, perception, learning, and memory – fundamentally influence consumer responses to the various marketing stimuli.

1. Motivation is a need that is sufficiently pressing to drive the person to act. Three of the best – known theorist a human motivation – those of Sigmund freud, Abraham Maslow, and Frederick Herzberg-carry quite different implications for consumer analysis and marketing strategy.
2. Perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. People can emerge with different perception of the same object because of three perceptual processes: selective attention, selective distortion, and selective retention.
3. Learning involves changes in an individual's behavior arising from experience.
4. Memory. Cognitive psychologists distinguish between Short-Term Memory (STM) a temporary repository of information – and Long-Term Memory (LTM) a more permanent repository. Memory processes: how and where information gets into memory. Memory retrieval: how information gets out of memory.

Motivation

Robbins and Judge (2011:238), defines that motivation as the processes that account for an individual's intensity, direction, and persistence of effort toward attaining a goal. Solomon (2011:334), defines that motivation refers to the processes that lead people to behave as they do.

1. Motivational Strength
   Psychologists have advanced many theories to explain why people behave the way they do. Early work on motivation ascribed behavior to instinct, the innate patterns of behavior that are universal in a species.
2. Need Versus Wants
   We are born with a need for certain elements necessary to maintain life such as food, water, air, and shelter. We have many other needs, however, that are not innate. We acquire psychogenic needs as we become members of a specific culture.
3. How Do Our Needs Influence What We Buy?
   Need for affiliation, the need for affiliation is relevant to products and services for people in groups, such as participating in team sports, frequenting bars, and hanging out at shopping malls.
   Need for power, many products and services allow us to feel that we have mastery over their surroundings

Need for uniqueness, is products satisfy the need for uniqueness when they pledge to bring out our distinctive qualities.

Perception

Robbins and Judge (2011:238), defines that perception is a process by which is individuals organize and interpret their sensory impressions in order to give meaning to their environment. Solomon (2011:328), perception is the process by which people select, organize, and interpret sensation. Sensation refers to the immediate response of our sensory receptors (eyes, ears, nose, mouth, fingers) to basic stimuli such as light, color, sound, odor, and texture. Still in Solomon (2011:329), perception has three stage processes that translate raw stimuli:

1. Exposure: occurs when a stimulus comes within the range of someone's sensory receptors.
2. Attention: refers to the extent to which processing activity is devoted to a particular stimulus.
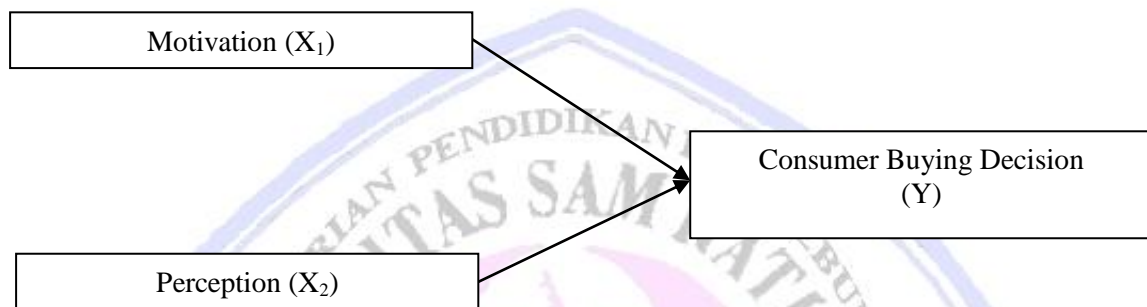3. Interpretation: refers to the meanings we assign to sensory stimuli.

Figure 1. Conceptual framework

Source: Theoretical Review, 2013

Research Hypothesis

The hypotheses of this research are:

H_1 :   Motivation and Perception influence Consumer Decision Making of Kawasaki Ninja Motorcycle in Manado Simultaneously.

H_2 :   Motivation influences Consumer Decision Making of Kawasaki Ninja Motorcycle in Manado partially.

H_3 :   Perception influences Consumer Decision Making of Kawasaki Ninja Motorcycle in Manado partially.

RESEARCH METHOD

Types of Research

This research uses causal type of research where it will investigate the psychological factors that influence the consumer decision to buying Kawasaki Ninja.

Place and Time Research

This study is conducted in Manado during September to November 2013.

Population and Sample

Population is generalized to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sekaran and Bougie, 2009:262). The population in this research is mainly in this research is people in Manado who using motorcycle. The sample of this research is 100 respondents by using random sampling. The sampling design is a saturated sample that is considered as the best way of getting some basic information effective and more accurate (Sekaran and Bougie, 2009:263).

Data Collection Method

There are two types of data that are used to make an appropriate result, which is primary and secondary data. For this research will be used the primary data and secondary data. The primary data get from respondent. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, analysis and discussions.

Operational Definitions and Measurement of Research Variables

1. Motivation (X_1) is processes that account for an individual's intensity, direction, and persistence of effort toward attaining a goal (Robbins and Judge, 2011:238).
2. Perception (X_2) is defines that perception is a process by which is individuals organize and interpret their sensory impressions in order to give meaning to their environment (Robbins and Judge, 2011:238).
3. Consumer Buying Decision (Y) there are five stages of decision making, problem recognition, information search, evaluation of alternatives, product choices and outcomes (Solomon, 2011:30).

Category is then converted in the form of closed questions with the possible answers that have been set beforehand. Above The answer, then the score is determined by the Likert scale 5, 4, 3, 2, 1. The highest score imposed on answers to the most supportive and scores lowest on the answer given most support. Likert scale is designed to examine how strongly subjects agree or disagree with statements on a five-point scale (Sekaran and Bougie, 2009:152).

Data Analysis Method
Validity and Reliability Test

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach"s alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009:162). Since reliable scales are not necessarily valid, researchers also need to be concerned about validity. It assesses whether a scale measures what is supposed to be measured. Thus validity is a measure of accuracy in measurement (Hair et al. 2010:120).

Multiple Regressions on Analysis Method

The method of analysis used in this study is multiple regression models approach the return. According to Sekaran and Bogie (2009), multiple linear regression is a statistical technique to predict the variance in the dependent variable by regressing the independent variables against it. The formula of multiple linear regression is as follows :

$$Y = \alpha + \beta X_1 + \beta X_2 + \varepsilon$$

Whereas:

β	: Beta
α	: Alfa or constant
ε	: Error
Y	: Customer Buying Decision
X_1	: Motivation
X_2	: Perception

RESULT AND DISCUSSION

Result

Validity test is used to know whether the instrument is valid or not. The instrument is valid if the score of indicator is positive and more than 0.3 ($r \geq 0.3$). The result shows that motivation (X_1) 0.901 and perception (X_2) 0.902 are above 0.3. This means that all the indicators are valid. Reliability test is used to check the consistency of the measurement instrument. The reliability test in this research using Alpha Cronbanch, which will show the instrument, is reliable if the coefficient is more than 0.6. The value of Cronbach Alpha is 0.921 which are more than 0.6. Therefore, the measurement instruments used for this research are reliable and the instrument can get the consistent result if used in different times.

Classical Assumption

VIF value of Motivation (X_1) and Perception (X_2) are below numbers < 10 which means that there is no connection between the independent variables. Thus, multicollinearity assumptions are met (free of multicollinearity). Based on the figure above it can be seen that there is no established pattern, in other words the graph describing the plot spread above and below 0 (zero) on the Y-axis. This proves that in the relationship between independent variables (Motivation (X_1) and Perception (X_2)) and dependent variable (Consumer Buying decision (Y)) is free of Heteroscedastisity. The points spread and spread around the diagonal line in the direction diagonal lines. This proves that the Regression model of the Influence of Motivation (X_1), and Perception (X_2) to Consumer Buying Decision (Y) in test normality assumption was met. the Durbin-Watson rate is 1.392 which is in the free area autocorrelation, so the regression model to test the Influence Motivation (X_1), and Perception (X_2) on Consumer Buying Decision (Y) is free from autocorrelation.

Table 1. Coefficient Beta Table

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	2,708	,596
	Motivation	,430	,064
	Perception	,503	,073

Source: SPSS Data Analysis, 2013

From the analysis, obtained by linear regression equation as follows:

Y = 2,708+ 0,430 (X_1) + 0,503 (X_2) + e

The interpretation of multiple linear regression equation as follows:
1. Constant value of 2.708 means that if all independent variables (Motivation (X_1) and Perception (X_2)) are constant, Consumer Buying Decision for Kawasaki Ninja Motorcycle (Y) will be 2.708 point.
2. Coefficient value of 0.430 means that if Motivation (X_1) is increased, it will improve and increase Consumer Buying Decision for Kawasaki Ninja Motorcycle (Y) at 0.430.
3. Coefficient value of 0.503 means that if Perception (X_2) is increased, it will improve and increase Consumer Buying Decision for Kawasaki Ninja Motorcycle (Y) at 0.503.

Independent variables of this research, which are Motivation (X_1) and Perception (X_2) have an influence on Consumer Buying Decision of Kawasaki Ninja Motorcycle in Manado (Y).

Hypothesis Testing

Table 2. F-Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265,005	2	132,503	334,841	,000[a]
	Residual	38,385	97	,396		
	Total	303,390	99			

a. Predictors: (Constant), Perception, Motivation
b. Dependent Variable: Consumer Buying Decision
Source: SPSS Data Analysis, 2013

Significant value of F_{Count} is 0.000. The sig is less than 0.05 which means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore H_0 is rejected and H_1 and H_3 are accepted. Thus, Motivation (X_1) and Perception (X_2) influence Consumer Buying Decision for Kawasaki Ninja Motorcycle, Manado (Y) simultaneously. In other words, H_2 is accepted.

Table 3. t-Test

Model	t	Sig.
Constant	4,545	0,000
Motivation (X_1)	6,744	0,000
Perception (X_2)	6,849	0,000

Source: SPSS Data Analysis, 2013

Based on the calculations in the Table 5.8, the interpretation is as follows:

1. t_{count} for Motivation (X_1) is 6.744 which are greater than the value of t_{table} (2.021) means that Motivation (X_1) has partially significant influence partially on Consumer Buying Decision of Kawasaki Ninja Motorcycle, Manado (Y). The sig. value of 0.000 means that prediction of Motivation (X_1) influence on Consumer Buying Decision of Kawasaki Ninja Motorcycle, Manado (Y)'s errors is 0 %. Thus the confidence of this prediction is above 95%. Therefore, H_1 is accepted.
2. t_{count} for Perception (X_2) 6.849 greater than the value of t_{table} (2.021) means that Perception (X_2) has partially significant influence on 6,849. The sig. value of 0.000 means that prediction of Perception (X_2) influences on 6.849's errors is 0 %. Thus the confidence of this prediction is above 95%. Therefore, H_3 is accepted.

Discussion

There are a lot of factors that can influence the purchasing decision of customers. Psychological factor is one of the factors that should have to be concern by the company. The marketing team has to find a way to attract the customer to purchasing their products or services. Marketing team also has to trying to make good relationship with the customers in order to make the customer bounded to the company. The influence of Psychological factors which are Motivation and Perception influence Consumer Buying Decision for Kawasaki Ninja Motorcycle partially and simultaneously are proven by the interpreting data analysis given by the SPSS. The interpretation shows that the entire variable has strong relationship and is supported by significance level.

This research supports a research by Mollahoseyni, et al. (2012), which stated that Psychological Factors have significant influence on Consumer's Buying Decision. A same result also found by Suhadi and Wandebori (2012), which also stated that the company have to provide the good marketing strategy to make their customer psychologically attached to the company. Customer purchasing the product or service can affect by their feeling or emotion. It can be happen because of the advantages that can customers get or because the offering by the company (marketing team). When the company can get the customers attention, customer can emotionally attached to the company and make the customer purchase the product or service. The company have to find out the way to increasing the psychological attachment of the customer. According to Vlasceanu (2013), the advertisement can be a way to create the emotional attachment of customer to the company.

Motivation has positive significant influence on Customer Buying Decision for Kawasaki Ninja Motorcycle. Customer can be motivated to purchase Kawasaki Ninja Motorcycle because of the trend or lifestyle, the community and the people around them. Most of people motivated because of the happening trend that make them to have a motorcycle, for young people it's a must for them to have the motorcycle because they want to still looks up to date and aware of the new and happening trend. The community and people around them also can be one of the important factors that can increase the motivation to purchase the product. The opinion of the community and people around them can encourage them to purchase the product. Customer can also motivated because of their thought of the quality and benefit that they can get if they purchasing the product, it is because the strategy of the marketing of the company.

Perception has positive influence on Consumer Buying Decision for Kawasaki Ninja Motorcycle. This research has a same result by Jakstien, et al. (2008), which stated that Perception is one of the important factors that can affect the consumer decision to purchase. Customer's Perception is something that the customer thought about the product or services. It includes the competitive advantages which are the advantage that company can do well and offer to the customer and the other cannot. The company trying to make a good image or reputation for their product or service to the customer in order to make the good perception of the customer. If customer has good perception about the product, they tend to remember and prefer to purchase the product than the other product. It will be a responsible by the marketing team to build the good image of their product in the market.

CONCLUSION AND RECOMMENDATION

Conclusion

This research's findings are concluded as follows:

1. Motivation influence Consumer Buying Decision of Kawasaki Ninja Motorcycle in Manado Partially.
2. Perception influence Consumer Buying Decision of Kawasaki Ninja Motorcycle in Manado Partially.
3. Motivation and Perception influence Consumer Buying Decision of Kawasaki Ninja Motorcycle in Manado Simultaneously.

Recommendation

1. Company learn more about Consumer Buying Decision based on psychological factors like motivation and perception, since there is influenced in perspective of consumer on Consumer Buying decision.
2. Company can create motives to buy Kawasaki Ninja Motorcycle and create good perception of having a Kawasaki Ninja Motorcycle.
3. For the next research, researcher may need to add another variable, add an intervening variable or in order to make this study to be more accurate by using different approaches.

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