COMPARISON ANALYSIS OF CUSTOMER PERCEIVED VALUES BETWEEN HONDA MOBILIO AND SUZUKI ERTIGA IN MANADO CITY

ANALISA PERBANDINGAN PERSEPSI NILAI PELANGGAN PADA HONDA MOBILIO DAN SUZUKI ERTIGA DI KOTA MANADO

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Abstract: *The rapid development of automotive industry in Indonesia has caused tight level of competition, especially in automobile industry, The number of products which have the same form, usability, and other features have made consumers it difficult to distinguish the products. The purpose of this research is to know the difference between the costumer perceived value of Honda Mobilio and Suzuki Ertiga. This research is comparative research that is aimed to describe the difference between Honda Mobilio and Suzuki Ertiga, using quantitative method. The result shows that Homogeneity of Consumer Perceived Value based on Usefulness is homogeneous but for Costumer Perceived Value based on Quality and based on price are not homogeneous. Company should care about the Consumer Perceived Value Based on Usefulness, Quality and Price Concept because this variables can change Consumer Perception and make differences between the product.*

Keywords: consumer perceived value, usefulness, quality, price

Abstrak: Pesatnya perkembangan industri otomotif di Indonesia menjadikan tingkat persaingan yang ketat dalam industry, jumlah produk otomotif yang memiliki bentuk, kegunaan, dan fitur lainnya yang mirip membuat konsumen bingung dan sulit untuk membedakan produk-prduk otomotif ini. Tujuan penelitian ini untuk mengetahui perbedaan antara nilai yang dirasakan pelanggan Honda Mobilio dan Suzuki Ertiga. Penelitian ini merupakan penelitian komparatif yang bertujuan untuk menggambarkan perbedaan persepsi nilai pelanggan terhadap merk dari Honda Mobilio dan Suzuki Ertiga, menggunakan metode perbandingan. Hasil penelitian menunjukkan bahwa Homogenitas Nilai Pelanggan berdasarkan kegunaan adalah homogen tetapi untuk Nilai Pelanggan berdasarkan Kualitas dan berdasarkan Harga adalah tidak homogen. Manajemen perusahaan sebaiknya peduli terhadap Persepsi Nilai Pelanggan terutama berdasarkan Kegunaan, Kualitas dan Harga karena ketiga variable dapat mengubah Persepsi Konsumen dan perbedaan pencitraan antar produk.

Kata kunci: persepsi nilai pelanggan, kegunaan, kualitas, harga

INTRODUCTION

Research Background

The concept of the transportation in the world is unavoidable changed until this modernized era. In the past time, human beings has been used their bared feet and the only available tamed animals around them, which is horse. After this simple usage of transportation medium, wagons those are pulled with horses or bulls has been invented to more simplify human activities in the environment. As the changing of the trading concept in many locations in the earliest time of world has been emerged, models of transportation mediums have been further improved by the invention of modern cars, ships, trains and air places.

The changing has been given inspiration for management officers from any manufacturing company to produce more innovate cars those can be accepted the majority of people in the marketplace to easy their ground travelling, from one location to other locations. Thus, this condition has dramatically changed general models of supplied cars in the marketplace, together along with following variations those can be made. In addition, is also makes many people in the environment establish more diverse preference before finally deciding to purchase any model of vehicle that can be bought in the dealer and other designated places.

Indonesia, as one of several developed countries in the world, becomes one destination for some cars manufacturing companies from Japan, United Stated of America and Europe to assemble and selling their produced cars. From some cars with foreign brands in Indonesia, there are two specified models of vehicle those are usually used by people and become a Car of the Year during 2014, which are Honda Mobilio and Suzuki Ertiga (http://sinarharapan.co/otomotif /read/140403312/Mobilio-Car-of-The-Year-2014-Versi-Tabloid-Otomotif). Until now, both vehicle variants have been still sold in this country with various types. the results recorded sales of 6,225 units in July. So incised total sales amounted to 52 671 units during the year 2014 with a market share of 23 percent and Suzuki Ertiga Sales in Manado TARGET sales of 1,000 units per month in the Suzuki Ertiga Flammable seems difficult to be realized by PT Suzuki Indomobil (SIS). This is evident from the increasingly diverse array of brands and types of cars in Indonesia. Consumers should be more selective in choosing products to be purchased. Factors to be considered for consumers to choose products that factor value or benefit to be derived consumers of a product.

Honda Mobilio constantly increasing sales in Manado, This proves that produced this first LMPV accepted by society in the city of Manado. Among other Honda products, Mobilio tops the list with the results recorded sales of 6,225 units in July. So incised total sales amounted to 52 671 units during the year 2014 with a market share of 23 percent (http://manadopostonline.com/read/2014/08/28/Honda-Masih-Andalkan-Mobilio-Jazz-dan-Brio/5269). Contrary with Suzuki Ertiga Sales in Manado. TARGET sales of 1,000 units per month in the Suzuki Ertiga Flammable seems difficult to be realized by PT Suzuki Indomobil (SIS). Flash floods earlier in the year became one of the obstacles in efforts to achieve these targets. In addition to the natural disaster that struck North Sulawesi, sales slowed due to new regulations issued by the Financial Services Authority (FSA). PT SIS itself again held 'Family Feast Ertiga' in Basketball Megamas Manado. The event 'Family Feast Ertiga' packed with emphasis on the concept of unity in the family. Various activities more interesting and exciting implemented, including modification contest, fuel effeicient games, fun touring, photo competition, program a test drive and do not miss drawing TShirt. Other interesting offerings include Jingle Contest Ertiga and safety dricving clinic.

Research Objeectives

There are three main objectives in this research are to analyzed the significant difference of customer perceived value between:
1. Honda Mobilio and Suzuki Ertiga users based on usefulness in Manado city.
2. Honda Mobilio and Suzuki Ertiga users based on quality in Manado city.
3. Honda Mobilio and Suzuki Ertiga users based on price in Manado city.

THEORITICAL REVIEW

Theories
Marketing

Marketing is managing markets to bring about profitable exchange relationships by creating value and satisfying needs and wants as explained by Kotler et.al. (2003:6). In the other hand Beckman et.al. (1962:42) says marketing is essentially a process like farming, manufacturing, mining or construction. As such basically functional in character and may, therefore, be defined as the performance of all activities necessary ability, effecting transfer of ownership of products, providing for their physical distribution, and facilitating the entire marketing process.

Consumer Behavior

Consumers base their decision to buy a product or service on the perceived value and the received value generated by the product, in relation to the transaction price demanded for the product. It concerns the trade-off between benefits and sacrifices resulting from using a particular service or product (Germans 2003). In this process the consumer evaluates a purchase depicted by the need recognition-realization of the difference between desired situation and the current situation that serves as a trigger for the entire consumption process (Engel et.al. 1995:55)

Perceived Value

The shift from value chain -thinking to value networks is in line with the shift from goods-dominant logic to service-dominant logic, which suggests that being simply customer oriented is not enough, but companies must collaborate with customers to create value (Vargo & Lusch 2004: 54). Yang & Peterson (2004) states perceived value is inherent in or linked through the use to some product, service or object, (2) perceived value is something perceived by consumers rather than objectively determined, and (3) perceptions of value typically involve a tradeoff between what the consumer receives and what he or she gives up to acquire and use a product or service.

Previous Researcher

Broekhuizen 2009, Understanding Channel Purchase Intentions: Measuring Online and Offline Shopping Value Perceptions. Chaisurivirat D. 2009, The Effect of Corporate Social Responsibility: Exploring the Relationship among CSR, Attitude toward the Brand, Purchase Intention, and Persuasion Knowledge. Hashim 2008, Purchase Intention of Distance Learning Student towards Proton Brand's Car: Product Cues, Attitude and Ethnocentrism.

Conceptual Framework

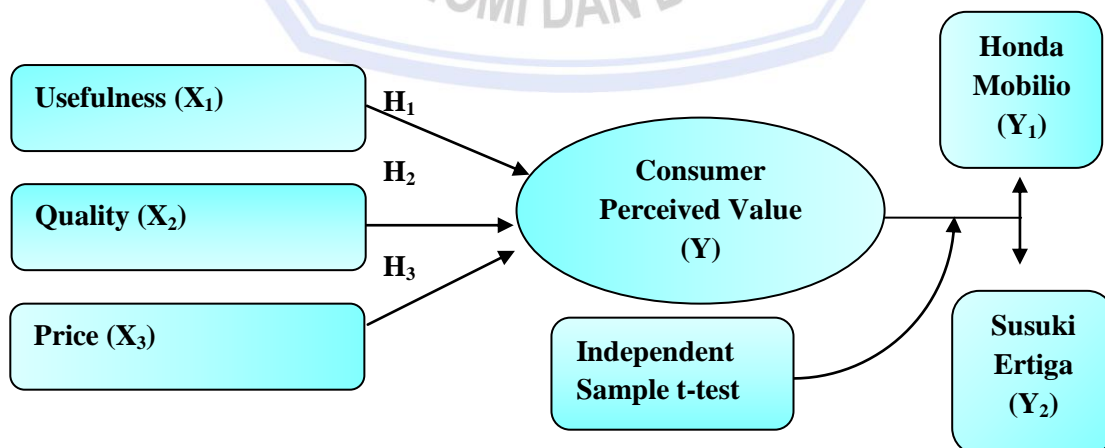

Figure 1. Conceptual Framework
Source: Processed Data, 2015

Hypothesis

there are three main hypotheses those can be drawn and further examined, which are:

H_{01}: There is no significant difference in Customer Perceived Value based on Usefulness Concept between Honda

Mobilio and Susuki Ertiga users in Manado.

H_{02}: There is no significant differences in Customer Perceived Value based on Quality Concept between Honda

Mobilio and Susuki Ertiga users in Manado.

H_{03}: There is no significant differences in Customer Perceived Value based on Price Concept between Honda

Mobilio and Susuki Ertiga users in Manado.

RESEARCH METHOD

Type of Research

The type of this research is compaarative research that aim to describe the difference between Honda Mobilio and Suzuki Ertiga. This research is a quantitative method since using questionnaire as a tool to gather data and analysis.

Place and Time of Research

This research will be held in Manado between two months, from March Until April 2015. The researcher will take respondents in Manado.

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie 2009:265). The population of this research is customer of Honda Mobilio and Suzuki Ertiga. Sample is a subset of the population. It comparises some members selected from it. In other words, some, but not all, elements of the populations of the sample. By studying the sample, researcher should be able to draw conclusions that are generalizable to the population of interest. (Sekaran and Bougie 2009:266). The sample of this research is users of Honda Mobilio and Suzuki Ertiga in Manado, as many as 60 respondents. The sampling design is convenience sampling that is considered as the best way of getting some basic information quickly and efficient. Convenience sampling is collecting information from members of the population who are conveniently available to provide it (Sekaran 2000).

Data Collection Method

There are two types of data that are used to make an appropriate result, which are: (1) Primary data which is originated by the researcher specifically to address the research problem, and gets primary data from the result of questionnaires that distributed to the respondents. And (2) Secondary data is data collected for some purpose other than the problem at hand. 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, and discussions.

Operational Definitions and Measurement of Research Problem

In this research, the general explanation about four variablesin this current research that will be analyzed, are stated as follows:

1. Usefulness Concept

   Usefulness Concept can be defined as the idea of any positive value that can be experienced by any individual customer or many customers from the utilization of products or services in the marketplace.

2. Quality Concept

   Quality Concept can be defined asthe idea of any possible quality that can be experienced by any individual customer or many customers from the utilization of products or services in the marketplace.

3. Price Concept

   Price Concept can be defined asthe idea of the charged money nominal that can be experienced by any individual customer or many customers from the utilization of products or services in the marketplace.

Data Analysis Method

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).

Validity Test

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. According to Zikmund (2003) validity is the ability of a measure to measure what it is supposed to measure.

Independent Samples T-test

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 estimate based on the data, the test statistic (under certain conditions) follows a Student's *t* distribution.

RESULT AND DISCUSSION

Result

Table 1. The Frequency of Product defined as Honda Mobilio and Suzuki Ertiga.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Honda Mobilio	30	49.2	50.0	50.0
	Suzuki Ertiga	30	49.2	50.0	100.0
	Total	60	98.4	100.0	
Missing	System	1	1.6		
Total		61	100.0		

Source: SPSS 19, Year 2015

The table 1 below shows frequency of Product defined as Honda Mobilio and Suzuki Ertiga in Manado city.

Total respondents are 60 divided to 30 respondents is answering about Honda Mobilio and 30 respondents also answering about Suzuki Ertiga. The frequencies above shows with the pie chart below.
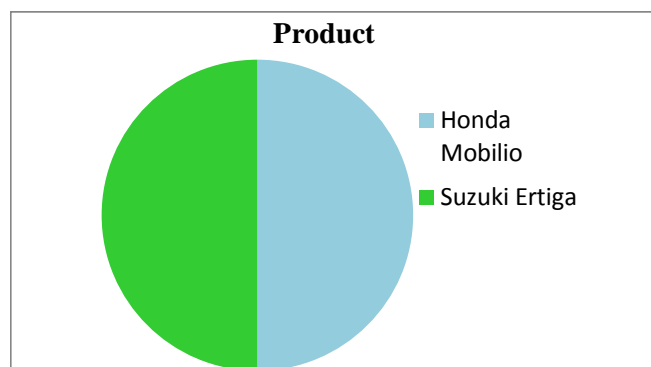
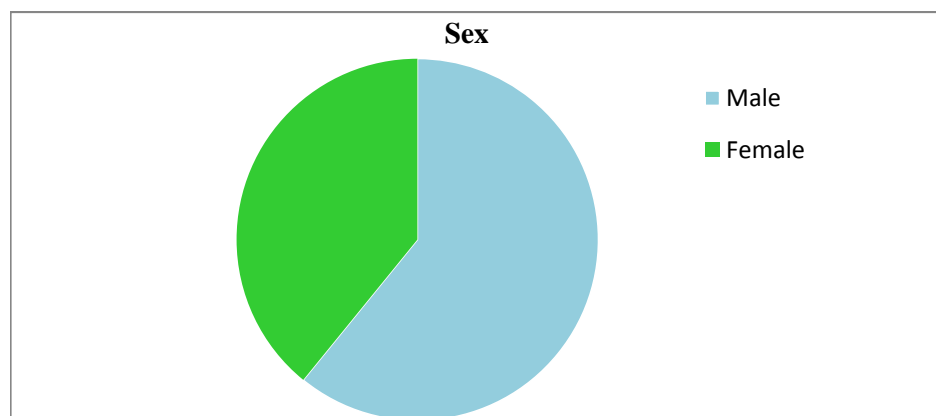**Figure 2. Product Distribution Frequency**
Source: SPSS 19, Year 2015

Table 2. The Frequency of Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	35	57.4	58.3	58.3
	Female	25	41.0	41.7	100.0
	Total	60	98.4	100.0	
Missing	System	1	1.6		
Total		61	100.0		

Source: SPSS 19, Year 2015

Table 2 shows the frequency of Sex defined as Male and Female. Total respondents are 60 divided to 35 respondents are Male and 25 are female. The frequencies above shows with the pie chart on figure 3.

Figure 3. Sex Distribution Frequency
Source: SPSS 19, Year 2015

Table 3. The Deference Between The Independent Sample Based on The Product

	Product	N	Mean	Std. Deviation	Std. Error Mean
Usefulness	Honda Mobilio	30	17.7000	1.31700	.24045
	Suzuki Ertiga	30	12.8333	1.57750	.28801
Quality	Honda Mobilio	30	18.1000	1.24152	.22667
	Suzuki Ertiga	30	11.2000	1.66919	.30475
Price	Honda Mobilio	30	11.2000	1.66919	.30475
	Suzuki Ertiga	30	18.1000	1.24152	.22667
Total	Honda Mobilio	30	47.0000	2.67814	.48896
	Suzuki Ertiga	30	42.1333	2.55604	.46667

Source: SPSS 19, Year 2015

Table 3 shows the deference between the independent sample based on the product which is defined as Honda Mobilio and Suzuki Ertiga. **Usefulness:** Sample are distribute to 60 respondent divided into 30 respondent of Honda Mobilio and 30 respondent of Suzuki Ertiga. Honda Mobilio has 17.7000 and Suzuki Ertiga has 12.8333. This means that the consumer perceived value based on usefulness of Honda Mobilio generally based on the mean parametric of better than Suzuki Ertiga. **Quality:** Sample are distribute to 60 respondent divided into 30 respondent of Honda Mobilio and 30 respondent of Suzuki Ertiga. Honda Mobilio has 18.1000 and Suzuki Ertiga has 11.2000. This means that the consumer perceived value based on quality of Honda Mobilio generally based on the mean parametric of better than Suzuki Ertiga. **Price:** Sample are distribute to 60 respondent divided into 30 respondent of Honda Mobilio and 30 respondent of Suzuki Ertiga.

Honda Mobilio has 11.2000 and Suzuki Ertiga has 18.1000. This means that the consumer perceived value based on usefulness of Suzuki Ertiga generally based on the mean parametric of better than Honda Mobilio.

Validity Test
Table 4. Validity Test – Pearson Correlation

Indicators	Pearson Correlation
$X_{1.1}$	.831**
$X_{1.2}$	.883**
$X_{1.3}$	.755**
$X_{1.4}$	.836**
$X_{2.1}$	.861**
$X_{2.2}$	.875**
$X_{2.3}$	.850**
$X_{2.4}$	.810**
$X_{3.1}$	861**
$X_{3.2}$	875**
$X_{3.3}$	850**
$X_{3.4}$	.810**

Source: Data Process, 2015

The table above shows that all the indicators of all variable are valid, shows by the person correlation bigger than 0.3.

Table 5 Validity Test – Cronbach's Alpha

Variables	Cronbach's Alpha
X_1	.846
X_2	.871
X_3	.871

Source: Data Processed, 2015

Table 5 shows that all the variable are reliable, shows by the value of Cronbach's Alpha bigger than 0.6.

Normality Assumption
Table 6. One-Sample Kolmogorov-Smirnov Test

		Usefulness	Quality	Price
N		60	60	60
Normal Parameters[a,b]	Mean	15.2667	14.6500	14.6500
	Std. Deviation	2.84555	3.77245	3.77245
Most Extreme Differences	Absolute	.182	.200	.200
	Positive	.108	.152	.152
	Negative	-.182	-.200	-.200
Kolmogorov-Smirnov Z		1.407	1.549	1.549
Asymp. Sig. (2-tailed)		.820	.646	.646

a. Test distribution is Normal.
b. Calculated from data.
   Source: SPSS 19, Year 2015

Independent Sample t-test
Table 7. Group Statistics

	Product	N	Mean	Std. Deviation	Std. Error Mean
Usefulness	Honda Mobilio	30	17.7000	1.31700	.24045
	Suzuki Ertiga	30	12.8333	1.57750	.28801
Quality	Honda Mobilio	30	18.1000	1.24152	.22667
	Suzuki Ertiga	30	11.2000	1.66919	.30475
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	Suzuki Ertiga	30	18.1000	1.24152	.22667
Total	Honda Mobilio	30	47.0000	2.67814	.48896
	Suzuki Ertiga	30	42.1333	2.55604	.46667

Source: SPSS 19, Year 2015

Independent t-test used to test the effect in a level of significant deferent between group which is Honda Mobilio and Suzuki Ertiga of each independent variable of Usefulness (X_1), Quality (X_2) and Price (X_3) as a measurement of consumer perceived value by performing a comparison the t_{count} at $\alpha = 0.05$, or compare the real level of probability on 95% partially so the deferent can be seen as individual independent variables. sig $\leq$ 0.05 means H_0 is rejected and accepting H_a

Table 8. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Useful-ness	Equal variances assumed	2.450	.123	12.971	58	.000	4.86667	.37519	4.11565	5.61769
	Equal variances not assumed			12.971	56.208	.000	4.86667	.37519	4.11514	5.61820
Quality	Equal variances assumed	4.290	.043	18.167	58	.000	6.90000	.37981	6.13973	7.66027
	Equal variances not assumed			18.167	53.568	.000	6.90000	.37981	6.13839	7.66161
Price	Equal variances assumed	4.290	.043	-18.167	58	.000	-6.90000	.37981	-7.66027	-6.13973
	Equal variances not assumed			-18.167	53.568	.000	-6.90000	.37981	-7.66161	-6.13839
Total	Equal variances assumed	.327	.570	7.200	58	.000	4.86667	.67591	3.51368	6.21965
	Equal variances not assumeded			7.200	57.874	.000	4.86667	.67591	3.51362	6.21972

Source: SPSS 19, Year 2015.

Independent t-test used to test the effect in a level of significant deferent between group which is Honda Mobilio and Suzuki Ertiga of each independent variable of Usefulness (X_1), Quality (X_2) and Price (X_3) as a measurement of consumer perceived value by performing a comparison the t_{count} at $\alpha = 0.05$, or compare the real level of probability on 95% partially so the deferent can be seen as individual independent variables. sig > 0.05 means H_0 is accepted and rejecting H_a

Discussion

Homogeneity of Consumer Perceived Value based on Usefulness between Honda Mobilio and Suzuki Ertiga is homogeneous, it is seen from the homogeneity test of significance in the column. From the results that using different test - t test obtained by value t-count. Because of the significance level of less than 0.05 we rejected H_0 then there is a difference in the Consumer Perceived Value based on Usefulness between Honda Mobilio and Suzuki Ertiga. This difference can be seen from the mean value of each Honda Mobilio and Suzuki Ertiga. Mean value of Consumer Perceived Value based on usefulness in Honda Mobilio is bigger than Suzuki Ertiga.

The homogeneity of variance between the Costumer Perceived Value based on price of Honda Mobilio and Suzuki Ertiga is not homogeneous. Because of the variance is not homogenous so we used Equal variances not assumed and from the results of different test using t-test with values obtained t count, with a significance level of 0000. Because of the significance level of less than 0.05 (reject H0) then there is a difference in the Costumer Perceived Value based on quality of Honda Mobilio and Suzuki Ertiga. This difference can be seen from the mean value of Car. Mean values in a Honda Mobilio is less then Suzuki Ertiga. This symptom just like a negative reflected from quality. Suzuki Ertiga have a mean is bigger than Honda Mobilio. The Study by Sweeney & Soutar stated that there is a correlation in price and quality, because price is always bounded together with quality in Consumer Perception. When consumers want to examine the product, they will consider about price together while they are comparing with the compliment given by quality.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusion of this research concluded as follows:
1. There is a difference of Customer Perceived Value Based on Usefulness Concept between Honda Mobilio and Suzuki Ertiga. Both of Honda Mobilio and Suzuki Ertiga are homogeneous. Honda Mobilio have better perceptions than Suzuki Ertiga.
2. There is a difference of Customer Perceived Value Based on Quality Concept between Honda Mobilio and Suzuki Ertiga. Both of Honda Mobilio and Suzuki Ertiga are not homogeneous. Honda Mobilio have better perceptions than Suzuki Ertiga.
3. There is a difference of Customer Perceived Value Based on Price Concept between Honda Mobilio and Suzuki Ertiga. Both of Honda Mobilio and Suzuki Ertiga are not homogeneous. Suzuki Ertiga have better perceptions than Honda Mobilio.

Recommendation

This research result can give some of recommendation as follows:
1. Company should care about the Consumer Perceived Value Based on Usefulness, Quality and Price Concept because this model can a Consumer Perception and make a differences between the product especially in Honda Mobilio and Suzuki Ertiga.
2. Future replications of this model might consider investigating the mediating effect of perceived usefulness on the relationship between perceived ease of use and intention. External factors of product value, customer service and consumer risks should also be incorporated as antecedents into future replicated models.

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