

***THE COMPERATIVE ANALYSIS OF CONSUMER BUYING
DECISION OF ALL NEW JAZZ AND ALL NEW YARIS CARS
(CASE STUDY: CAR OWNER IN MANADO CITY)***

***ANALISIS PERBANDINGAN KEPUTUSAN PEMBELIAN KONSUMEN DARI SEMUA
MOBIL NEW JAZZ DAN SEMUA MOBIL NEW YARIS
(STUDI KASUS: PEMILIK MOBIL DI KOTA MANADO)***

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ABSTRACT

This study aims to find out the significance influence between Culture, Social, Personal, and Psychological on Customer Buying Decision of All New Jazz and All New Yaris in Manado city. The method of this research is purposive analysis and the data is obtained from questionnaire that distribute to the consumer All New Jazz and All New Yaris. The analysis method Independent Sample T-Test All New Jazz and All New Yaris in Manado. Based on the research that has been conducted, the result showed that Culture, Social, Personal, and Psychological. There's no significant differences in Customer Buying Decision based on Culture Factor and Social Factor between All New Jazz and All New Yaris in Manado city. However, there's significant differences in Customer Buying Decision based on Social and Psychological Factor between All New Jazz and All New Yaris in Manado city.

Keywords: Consumer Buying Decision

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui apakah ada pengaruh signifikan antara Budaya, Sosial, Pribadi, dan Psikologis terhadap Keputusan Pembelian Pelanggan dari mobil All New Jazz dan mobil All New Yaris di Manado. Metode penelitian ini adalah analisis purposive dan data yang diperoleh dari kuesioner yang dibagikan kepada konsumen All New Jazz dan All New Yaris. Metode analisis Independent Sample T-Test All New Jazz dan All New Yaris di Manado. Berdasarkan penelitian yang telah dilakukan, hasilnya menunjukkan bahwa Budaya, Sosial, Pribadi, dan Psikologis. Tidak ada perbedaan yang signifikan dalam Keputusan pembelian konsumen berdasarkan Factor Kebudayaan dan Faktor Sosial antara All New Jazz dan All New Yaris di Kota Manado. Namun, ada perbedaan yang signifikan dalam keputusan pembelian konsumen berdasarkan Sosial dan Psikologis Faktor antara All New Jazz dan All New Yaris di Kota Manado.

Kata kunci: Keputusan Pembelian Konsumen

1. INTRODUCTION

Research Background

Purchasing behavior one can say something that is unique, because the preferences and attitudes toward the object everyone is different. In addition, consumers come from several segments, so what is needed and desired also different. Company need to understand the behavior of consumers towards the product or brand on the market, further needs to be done a variety of ways to make consumers interested in the product produced.

Meanwhile, the rapid development of the automotive industry in Indonesia made into a tight level of competition, especially in the automobile industry. The car manufacturers continue to push the product. It is evident from the diverse array of brands and types of cars in Indonesia. A continuous product innovation by car manufacturers to attract the attention of consumers and of course that consumers are willing to buy the products it produces (Gaikindo, 2015). As a result, consumers should be more selective in choosing products to be purchased.

In Indonesia, the car's market segment has been diversified into a specific segment and spread in wide market, as well as hatchback car. Currently many emerging brand hatchback car available with a new design and excellent quality and price is quite competitive. According to Gaikindo (2015), segment hatchback is a car with a price above Rp. 150 million with a capacity of five passengers with an engine capacity over 1,200 cc by providing convenience to be used in the middle of heavy traffic and fuel consumption is quite economical. This, now in the hatchback segment, the top five variants which dominating national sales such as the Honda All New Jazz with 21.223 units, Toyota All New Yaris with 16.713 units, Suzuki Swift with 3.138 units, Mazda 2 with 2.334 units, and Nissan with 861 units. Therefore, these facts showed that Honda All New Jazz and All New Yaris have dominated the market as they would like to strengthen their value in consumer product's perception.

Furthermore, buying behavior of cars is frequently affected by some factors. One of these factors is social factors like reference groups, family and social roles and status have played a vital role in the decision of buying certain products, including the most sensitive products, like car. Also, personal factors like occupation, age and human lifecycle, and economic conditions are another factor that can influence consumer behavior particularly in consumer buying decision. Cultural Factors also are "the most basic things that make up the desire and behavior". Lastly, psychological factor is associated with motivation that generated from an existing desire in a person because of the unmet needs. Basically psychologically humans have desires to achieve. But not all of these desires can be directed to other interests outside of his desire.

Research Objectives

The study are:

1. To analyze the differences of customer buying decision based on culture factor between All New Jazz and All New Yaris users in Manado city.
2. To analyze the differences of customer buying decision based on social factor between All New Jazz and All New Yaris users in Manado city.
3. To analyze the differences of customer buying decision based on personal factor between All New Jazz and All New Yaris users in Manado city.
4. To analyze the differences of customer buying decision based on psychological factor between All New Jazz and All New Yaris users in Manado.

Theoretical Review

Marketing

Kotler and Keller (2012) examined that marketing deals with indentifying and meeting human and social, in a social definition marketing is a societal process by which individuals and groups obtain what they need and what through creating, offering, and freely exchanging products and services of value with others. Another definition according to American Marketing Association (2007), define marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Consumer Behavior

Schiffman and Kanuk (2004) Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disporting of products and services that they expect will satisfy they needs.

Consumer Buying Decision

Kotler (2008) Consumers buying behavior is the buying behavior of final consumers-individuals and households who buy goods and services for personal consumption. William (2010) claims that Consumers buying behavior refers to the purchasing of products for personal or household use, not for business purposes.

Buyer Decision Proces

Kotler and Amstrong (2005) Buyer decision process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior.

Previous Research

Tahmid Nayeem (2012) discuss about Cultural Influences on Consumer Behavior. In this study the author looked at several stages of the consumer decision-making process and identified the possible differences between individualist and collectivist consumers and how it influences purchase decision. The findings will provide insight into how automobile companies could position themselves with respect to their marketing strategies in different cultural settings.

Abdel Fattah Mahmoud Al-Azzam (2014) Evaluating Effect of Social Factors Affecting Consumer Behavior in Purchasing Home Furnishing Products in Jordan The present study examined the impact of social factors on consumer behavior in evaluative criteria of the purchased home furnishing in Amman (Jordan). In the literature, there are a few previous studies which have explored the topics on consumer behavior and home furniture industry in Jordan. Furthermore, the objective of this study is to investigate of purchasing behavior of home furniture consumers in Jordan. This study then will evaluate the factors that have influences on furniture purchasing decision process. The findings will allow the researcher to be able to recommend to Jordan furniture manufacturers and retailers. Also, questionnaires were distributed and self-administered to 400 respondents. Descriptive analysis, factors analysis, test of reliability, correlation test, and regression analysis were used in this study. The study results demonstrated that there is a positive and significant relationship between reference group, family, price, quality, color, and purchasing decision. In addition, implications of this work and directions for future research are discussed.

Menna Olango Agago, Rijyalakshmi Nittala, and Genet Gebre Tirfe (2015) Personal Factors Influencing Consumer’s Buying Decision of Mobile Phone: A Case of Ethiopia, Dilla City Mobile phones have become one of the most important means of communication in Ethiopia. It enables people to keep in touch with their families and friends. Beyond personal communication mobile phones facilitate the day to day activity of its users. The objective of this study is to investigate personal factors influencing consumers’ buying decision of mobile phone in Ethiopia, Dilla City. This study focuses on studying consumers’ personal factors such as age, education, income, and occupation of consumers’ that influence buying decision of mobile phone. The study surveyed 381 customers by using non probability sampling technique. Sampling was all from businessmen, employees in government office, teachers, as well as students. The primary data were collected by using structured questionnaire whereas the secondary data were obtained from books, various published, and unpublished works of scholars, reports, and on line sources. Customers were studied at their motive to purchase new mobile phones on the basis of pre-purchase evaluation, post purchase evaluation, and personal factors. Descriptive statistics and Chi-square test have been employed to analyze the data. Investigations of the inferential analysis revealed that significant associations exist between motivating factors and personal factors. Therefore, the findings of the study provide companies and active players in mobile phone production and marketing with practical suggestions as well as recommendations on how to meet consumers’ needs in Dilla town.

Hussein Nassar, Goodiel Moshi, and Hitoshi Mitomo (2013) The Impact of Psychological Barriers in Influencing Customer’s Decision in The Telecommunication Sector Increased competition in broadband telecommunication market led to a surge in campaigns and packages for customers. Whereas traditional economic theory assumed that abundance of alternatives is to be welcomed by customers, recent theories however, have emphasized that multiple choices may have a negative role in adoption or switching behavior. The unorthodox conclusions of negative impact of wide assortment of choices were studied through the lens of behavioral economics. Most notably, “anticipated regret” was identified to be major cause of choice deferral of purchase. This paper investigates the role of selection difficulty and anticipated regret on the intention of broadband subscribers to upgrade to higher connection speed. The result shows that there is a significant positive relationship between anticipated regret and decision avoidance. Results also indicate that selection difficulty has positive relationship with switching cost thus indirectly reducing the perceived net benefit of upgraded internet connection. This study, therefore, confirmed the significant impact of psychological barriers together with economic factors in influencing customers’ decisions in the telecommunication sector. This paper thus recommends managers of telecom firms and regulators to seek reducing anticipated regret and selection difficulty when promoting upgraded services even when such services are promising higher economic benefit.

Conceptual Framework

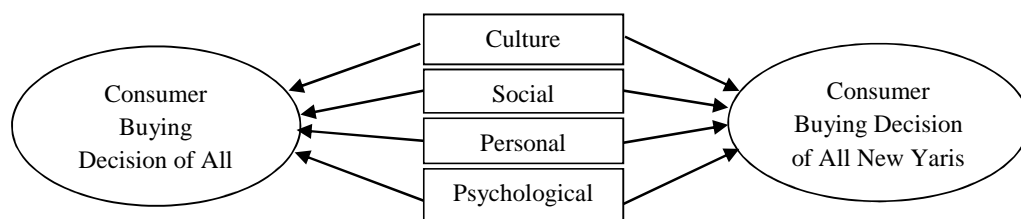


Figure 1. Conceptual Framework
 Source : Data Processed, 2015

2. RESEARCH METHOD

Types of Research

This research is casual type of research and used quantitative method. It is designed to comparative the consumer buying decision of culture, social, personal, and psychological.

Place and Time of Research

This research will be conducted in Manado, in the period of Augustus - November 2015.

Population and Sample

The population in this research is all users of New Jazz and New Yaris in Manado. Data exact New Jazz and New Yaris we do not get from dealer as is a company secret. Sample of this research are 30 users of New Jazz and 30 users of New Yaris who willing to give data and to be participating in this research.

Data Collection Method

Reliability and Validity Test

Toward questionnaire design conducted is to perform validity and reliability test and to prove the truth of hypothesis and to know the relation rate between variable Y and variable X1 & X2. From the result of research's analysis conducted that questionnaire design with person correlation coefficient more than 0.3 indicates valid, alpha coefficient on approximately 0.6000 – 0.7999, so questionnaire design indicates reliable.

Normality Test

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and model-predicted values of the dependent variable. The residual for a given product is the observed value of the error term for that product. A histogram or P-P plot of the residuals can help researchers to check the assumption of normality of the error term. The requirements are as follows:

1. The shape of the histogram should approximately follow the shape of the normal curve.
2. The P-P plotted residuals should follow the 45-degree line.

Homogeneity

Homogeneity of variance test is used to test the assumption of homogeneity of variance, where the null hypothesis assumes no difference between the two group's variances (Ghozali, 2011). The Levene's F Test for Equality of Variances is the most commonly used statistic used statistic to test the assumption of homogeneity of a variance. The Levene's test uses the level of significance set *a priori* for the *t* test analysis (e.g., $\alpha = .05$) to test the assumption of homogeneity of variance.

Independent Sample T-test

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. With an independent sample t-test, each case must have scores on two variables, the grouping into two mutually exclusive groups or categories, while the test variable describes each case on some quantitative dimension such as test

performance. Any differences between groups can be explored with the independent sample t-test, as long as the tested members of each group are reasonably representative of the population.

3. RESULT AND DISCUSSION

Reliability Test

Tabel 1. Reliability Result

Variable	Cronbach's Alpha	Conclusion
Culture (X ₁)	.706	Reliable
Social (X ₂)	.742	Reliable
Personal (X ₃)	.662	Reliable
Psychological (X ₄)	.744	Reliable

Source: Data processed, 2015

From the Table 1 above shows the Cronbach's Alpha Value of all indicators are above 0.6, it means that all the variables in this research considered reliable and can be used to retrieve data.

Validity Test

This third sub-section will be useful to determine if the validity level from this current research is valid or not.

Tabel 2. Validity Test

Indicators	Pearson Correlation	Conclusion	
Culture (X ₁)	X _{1.1}	.645**	Valid
	X _{1.2}	.626**	Valid
	X _{1.3}	.796**	Valid
	X _{1.4}	.525**	Valid
	X _{1.5}	.785**	Valid
Social (X ₂)	X _{2.1}	.893**	Valid
	X _{2.2}	.853**	Valid
	X _{2.3}	.794**	Valid
	X _{2.4}	.404**	Valid
	X _{2.5}	.576**	Valid
Personal (X ₃)	X _{3.1}	.633**	Valid
	X _{3.2}	.664**	Valid
	X _{3.3}	.726**	Valid
	X _{3.4}	.728**	Valid
	X _{3.5}	.581**	Valid
Psychological (X ₄)	X _{4.1}	.715**	Valid
	X _{4.2}	.698**	Valid
	X _{4.3}	.810**	Valid
	X _{4.3}	.664**	Valid
	X _{4.3}	.650**	Valid

Source: Data processed, 2015

The table shows the value of all indicators of Consumer Buying Decision on All New Jazz and All New Yaris are above 0.3, since the correlation value is above 0.3, so it means that all indicators of variables in this research stated as valid.

Normality

Normality test can be identifying by using saphiro wilk normality. The data will distribute normally if the value of sig > 0.05.

Tabel 3. Normality Result

Variables		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
Brand	Statistic	df	Sig.	Statistic	Df	Sig.	
Culture	Jazz	.181	30	.013	.940	30	.090
	Yaris	.156	30	.059	.941	30	.096
Social	Jazz	.115	30	.200*	.962	30	.339
	Yaris	.125	30	.200*	.934	30	.065
Personal	Jazz	.115	30	.200*	.959	30	.292
	Yaris	.179	30	.015	.937	30	.074
Psychological	Jazz	.132	30	.193	.958	30	.273
	Yaris	.185	30	.010	.935	30	.066

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Source: Data processed, 2015

From that table we know that all the indicators are higher than 0.05. So, all of the indicators distribute normally.

Homogeneity

Before conducting the t-test, the homogeneity of variances must be tested by using F test or Levene’s Test. If the variance is equal, this research will use the equal variance assumed for data interpretation. If the variance is not equal, equal variance not assumed for data interpretation. The result from this part can be explained and implemented by comparing the value of Significant (“sig” or P-value). If the variances or the value of significant is higher than a 0.05, the differentiation of the implementation of the given factor for both groups and categories are equal. Meanwhile, if the variances of the value of significant is lower than a 0.05, the differentiation of the implementation of the given factor for both groups and categories are unequal.

Tabel 4. Homogeneity

		Levene's Test for Equality of Variances	
		F	Sig.
Culture	Equal variances assumed	1.726	.194
	Equal variances not assumed		
Social	Equal variances assumed	.331	.568
	Equal variances not assumed		
Personal	Equal variances assumed	7.925	.007
	Equal variances not assumed		
Psychological	Equal variances assumed	1.892	.174
	Equal variances not assumed		

Source: Data processed, 2015

Independent Sample T-test

Independent sample t-test is used to test the level of significant difference between group of All New Jazz user group and All New Yaris user group based on Consumer Buying Decision (culture, social, personal, psychological). The criteria of the T-test as follows:

1. Sig. (2-tailed) < 0.05 means H₀ is rejected and H_a is accepted and it also means that there is significant difference between those two groups.

2. Sig. (2-tailed) >0.05 means H_0 is accepted and H_a is rejected and it also means that there is no significant difference between those two groups.

Tabel 4. Independent Sample T-test

Independent Sample T-test Result

		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
Culture	Equal variances assumed	1.726	.194	1.870	58	.067	1.200	.642	-.085	2.485
	Equal variances not assumed			1.870	53.495	.067	1.200	.642	-.087	2.487
Social	Equal variances assumed	.331	.568	-.477	58	.636	-.333	.700	-1.734	1.067
	Equal variances not assumed			-.477	57.441	.636	-.333	.700	-1.734	1.067
Personal	Equal variances assumed	7.925	.007	-2.514	58	.015	-1.667	.663	-2.994	-.340
	Equal variances not assumed			-2.514	47.538	.015	-1.667	.663	-3.000	-.334
Psychological	Equal variances assumed	1.892	.174	2.669	58	.010	1.700	.637	.425	2.975
	Equal variances not assumed			2.669	52.938	.010	1.700	.637	.423	2.977

Source: Data processed, 2015

4. CONCLUSION AND RECOMMENDATION

Conclusion

1. There is no significant differences in customer buying decision based on Culture Factors between All New Jazz and All New Yaris in Manado.
2. There is no significant differences in Customer Buying Decision based on Social Factors between All New Jazz and All New Yaris in Manado.
3. There is significant differences in Customer Buying Decision based on Personal Factor between All New Jazz and All New Yaris.
4. There is significant differences in Customer Buying Decision based on Psychological Factor between All New Jazz and All New Yaris.

Recommendation

To the company, in developing the company's marketing strategy should pay attention to four factors that influence consumer buyer decision, Culture, Social, Personal, Psychological factors. For Personal Factors buyers should note age and lifecycle stage, eccuopation, economic situation, lifestyle, personality and self-concept of those people who like what is appropriate and suitable and products on offer. If you've found it will be easier to determine the potential target market for the products offered. Then for Factor Psychological motivation also tought to know the perceptions, beliefs and attitude of what and how of the people who choose to buy the All New Jazz and All New Yaris so that more effective marketing strategies can be done to replace the company

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