THE COMPERATIVE ANALYSIS OF CONSUMER BUYING DECISION OF ALL NEW JAZZ AND ALL NEW YARIS CARS
(Case Study : Manado)

ANALISIS PERBANDINGAN KEPUTUSAN PEMBELIAN KONSUMEN DARI SEMUA MOBIL NEW JAZZ DAN SEMUA MOBIL NEW YARIS
(Studi Kasus: Manado)

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Abstrak: The needs of people are usually accompanied by a desire to have the latest vehicles that follow the trend is an opportunity that must be met. jazz and Yaris cars into favorite consumers in Manado. The purpose of this study was to find out whether there is significance influence between Culture, Social, Personal, and Psychological on Customer Buying Decision of All New Jazz and All New Yaris in Manado. 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. 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.

Keywords: buying decision, consumer, culture, social, personal, psychological

Abstrak: *Kebutuhan masyarakat biasanya disertai keinginan memiliki kendaraan terbaru yang mengikuti trend merupakan peluang yang harus dipenuhi. Mobil jazz dan mobil yaris menjadi idola konsumen di kota Manado. Tujuan dari penelitian ini untuk mengetahui apakah terdapat pengaruh signifikan antara Faktor Budaya, Sosial, Pribadi, dan Psikologis terhadap Keputusan Pembelian Konsumen dari mobil All New Jazz dan mobil All New Yaris di kota Manado. Metode penelitian ini asosiatif dengan teknik 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. Hasil penelitian yang dilakukan, menunjukkan bahwa Faktor Budaya, Sosial, Pribadi, dan Psikologis. Tidak ada perbedaan yang signifikan dalam Keputusan pembelian konsumen berdasarkan Faktor Budaya dan Faktor Sosial antara All New Jazz dan All New Yaris di Manado. Namun, ada perbedaan yang signifikan dalam keputusan pembelian konsumen berdasarkan Faktor Sosial dan Psikologis*

Kata kunci: keputusan pembelian, konsumen, budaya, sosial, pribadi, psikologi

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 n 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

There are three main objectives that will be examined, related with all the stated problems at the previous section, which are:
1. To determine if there is any significant differences in customer buying decision based on culture factor between All New Jazz and All New Yaris users in Manado.
2. To determine if there is any significant differences in customer buying decision based on social factor between All New Jazz and All New Yaris users in Manado.
3. To determine if there is any significant differences in customer buying decision based on personal factor between All New Jazz and All New Yaris users in Manado.
4. To determine if there is any significant differences in customer buying decision based on pyschological factor between All New Jazz and All New Yaris users in Manado.

THEORETICAL REVIEW

Theories
Marketing Management

`Kotler and Keller (2009: 6) suggested marketing management as the art and science of choosing target markets and getting, keeping, and requiring customers to create, deliver and communicating superior customer value. One definition states that the management marketing is an activity of analyzing, planning, implementation, and control programs created to establish, build and maintain the benefits of the exchange via

the target market in order to achieve the goals of the organization (company) in the long term (Assuari, 2010: 12). Schiffman and Kanuk (2008: 5) states that studies consumer behavior as a separate marketing discipline begins when marketers realize that consumers do not always act or react like proposed by the marketing theory. Consumer behavior (consumer behavior) is defined as the activities of individuals who are directly involved in obtaining and use of goods / services including the decision-making process in preparation da determination of these activities (Sunyoto, 2012: 251).

Consumer Buying Decision

Consumer buying decisions is a process of integration that combines knowledge to evaluate the behavior of two or more alternatives and choose one of them (Setiadi, 2008: 415). Tjiptono (2008: 19) states based on consumer purchases of interest can be classified into and consumer organizational end consumers where the final consumer is an individual or household purchase goal is to meet their own needs while consumers organizational goal for business purposes. According to Kotler and Keller (2009: 235) the purchase decision process can be seen from the chart below.

Buyer Decision Proces

Social factors that influence the behavior of consumers or buyers of consumer goods consist of those that affect (reference groups), family (family), and social status. personal factors individuals that affect the behavior of consumers or buyers of consumer goods consist of level life cycle (life cycle stage) and the age of the purchaser, jobs, economy, way of life (life style) personality, and self-concept (self-concept), ie how a person sees himself (Assauri, 2010: 137). Four important psychological processes such as motivation, perception, learning, and attitudes are fundamently affect consumer responses to various stimuli marketing (Kotler and Keller, 2009: 226).

Previous Research

Affecting culture to consumer buying decisions. Cultural factors influence is broad and deep consumer buying behavior in these cultural factors are several components, among others: culture, culture is a determinant. The most basic in terms of desire and behavior for culture concerning all aspects of human life. According to Kotler (2005:224) culture is the most fundamental determinant of desire and behavior consumer. Sub-cultures, sub-cultures composed of nationalities, religions, racial groups, and the area geografis. Sub-cultures that make up a market segment important, and marketers often design products and marketing programs tailored to their needs.

Affecting social to consumer buying decisions. Man in his daily life always socialize or relate to others. Either directly or indirectly. Interactions that occur continuously can affect consumer buying behavior. Pebrianti research results (2013:16) concludes that social influence a significant and positive impact on consumer purchasing decisions smartphone blackberry.

Affecting personal to consumer buying decisions. Personality can be a variable that is very useful in analyzing consumer brand choice (Kotler and Keller, 2009: 223). The idea is that the brand also has a personality, and that consumers may choose a brand that has a personality that matches her personality. Result Hutagalung and Aisha (2008) research points out that the personal factor variables influence positively on consumer purchasing decision.

Affecting psychological to consumer buying decisions. Someone purchasing options is influenced by four major psychological factors, such as motivation, perception, knowledge, beliefs and attitudes. Motivation someone has some needs at a time, can biogenic, which emerged from a physiological strain, such as hunger, thirst, comfort, psychogenic needs, which emerged from psychological stress, such as the need for recognition, esteem and humiliated in community environment. The higher the motivation, perception, knowledge, beliefs and attitudes of a product, the higher the consumer's decision to purchase. Research result Frederecca and Chairy (2010: 141) suggests that psychological factors influence the consumer's decision consumers towards the purchase is significant.

Conceptual Framework
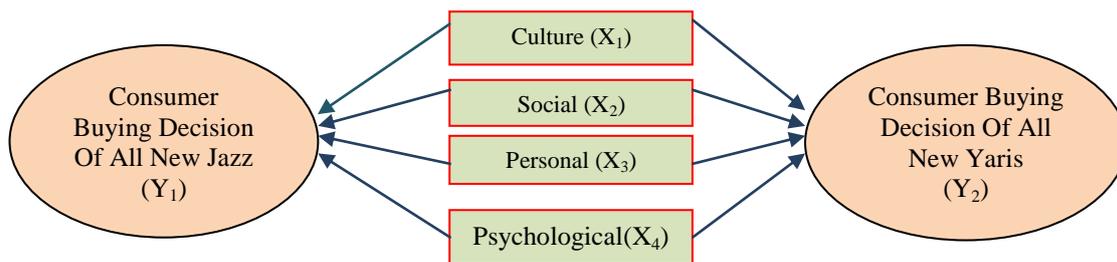
Figure 1. Conceptual Framework
Source : Data Processed, 2015

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 X_1 & X_2. 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., $\propto$ = .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.

RESULT AND DISCUSSION

Result
Reliability Test

Table 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: SPSS 2015

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.

Table 2. Validity Test

Indicator	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: SPSS 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.

Table 3. Normality Result

Tests of Normality

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

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

a. Lilliefors Significance Correction

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.

Table 4. Homogneity

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

Source : SPSS 2015

The value comparison in Table 4, will partially determine the best hypothesis that can be accepted for the understanding of Culture Factor between All New Jazz user group and All New Yaris user group to Consumer Buying Decision in Manado.

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 H_0 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.

Table 5. Independent Sample T-test

	t-test for Equity of Means				
	t	**df**	**sig.(2-tailed)**	**Mean Difference**	**Std.eror difference**
Culture	1.870	58	0.67	1.200	.642
	1.870	53.495	0.67	1.200	.642
Social	-.477	58	6.36	-.333	.700
	-.477	57.441	6.36	-.333	.700
Personal	-2.514	58	0.15	-1.667	.663
	-2.514	47.538	0.15	-1.667	.663
Psychological	2.669	58	0.10	1.700	.637
	2.669	52.938	0.10	1.700	.637

Source: spss 2015

Table 5 informs about the difference of consumer buying decision between All New Jazz user group and All New Yaris user group measured by four of variables there are Culture, Social, Personal, Psychological (X_1-X_4).

Discussion

Culture factor there is no difference between cultural factors in influencing consumer buying decision. This indicates that the wishes and basic behavior of someone who buys All New Jazz and All New Yaris same. People in Manado who buy All New Jazz and the All New Yaris has a value, perception, wants, and behaviors. Because at the same coming from Manado so that there are no differences between the effect of Culture Factor on the Consumer Buying Decision of All New Jazz And the All New Yaris. According Kotler (2005:224) culture is the most fundamental determinant of desire and behavior consumer. Social Factors based on research results and also note that the people who buy All New Jazz as well as the All New Yaris is equally as influenced by social factors in which Social Factors also have the same variations. Meaning that people who buy All New Jazz as well as the All New Yaris is influenced by small consumers, group, family, and social roles and status. There is a differences of opinion between previous research that was said of Pebriannti (2013:16) concludes that social influence a significant and positive impact on consumer purchasing decision smartphone blackberry.

Also affected on Personal Factors buyers decision to buy or not a product. In this research shown that Personal Factors have variances were different and differently also affects people who buy All New Jazz and the All New Yaris means: buyers age and lifecycle stage, occupation, economic situation, lifestyle, personality and self-concept and people who choose to buy All New Jazz and or All New Yaris is different. This can be input to the company in devising marketing strategy as the same two products at competing in Manado. According to Hutagalung, and Aisha researcher (2008) the personal factor variables influence positively on consumer buying decision is significant.

Psychological Factors as the factors previously, Psychological Factors also influence but despite having the same variance but there is a difference between the All New Jazz user group and the All New Yaris user group who choose to buy a product based on Factors Psychological meaning that people who choose to buy All New Jazz or the All New Yaris has motivations, perceptions, beliefs and attitude are different. In the marketing strategy of management tasks is to seek to know the reason why customers choose to buy products from competitors or to choose products offered that can be translated into strategies that can make the company superior to competitors. According to Frederecca and Chairy (2010) suggests that psychological factors influence the consumer's decision consumers towards the purchase is significant.

CONCLUSION AND RECOMMENDATION

Conclusion

The result of Researcher:

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 marketers of Dealer Center in Manado, 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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