

**PREFERENSI KONSUMEN TERHADAP KENDARAAN OFF ROAD KABIN GANDA
DI MANADO MENGGUNAKAN METODE AHP (STUDI KASUS: TOYOTA HILUX, ISUZU
D-MAX, DAN MITSUBISHI STRADA TRITON)**

**CONSUMER PREFERENCES OF OFFROAD DOUBLE CABIN VEHICLE IN MANADO USING AHP
METHOD (CASE STUDY: TOYOTA HILUX, ISUZU D-MAX AND MITSUBISHI STRADA TRITON)**

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Abstrak: Tujuan penelitian untuk mengetahui pelanggan dalam memilih dan menentukan kendaraan offroad kabin ganda yang paling disukai di Manado. Penelitian dilakukan di Manado, pada Agustus 2016. Penelitian menggunakan pelanggan yang memiliki pengalaman mengendarai sebagai responden: Toyota Hilux, Isuzu D-Max dan Mitsubishi Strada Triton. Sampling menggunakan purposive sampling dengan 30 responden yang memiliki pengalaman dengan Toyota Hilux, Isuzu D-Max, dan Mitsubishi Strada Triton. Analisis data menggunakan proses hirarki analitik (AHP). Hasil penelitian: preferensi konsumen kendaraan kabin roda dua di Manado, dipengaruhi oleh: atribut kualitas produk, atribut harga, atribut interior, dan atribut kenyamanan. Preferensi konsumen merek kendaraan adalah: Toyota Hilux, Isuzu D-Max, serta Mitsubishi Strada Triton, dengan mayoritas responden adalah pria, 31 sampai 40 tahun, sarjana, dan pendapatan antara Rp 5 juta-7,5 juta. Faktor dominan mempengaruhi preferensi konsumen kendaraan double cabin di Manado adalah atribut harga dan diikuti oleh atribut kenyamanan, atribut interior dan atribut kualitas produk. Preferensi konsumen terhadap merek kendaraan offroad double cabin adalah Toyota Hilux. Rekomendasi: perusahaan otomotif yang mendistribusikan kendaraan off road kabin ganda harus memperhatikan temuan penelitian ini. Temuan ini mengidentifikasi preferensi konsumen yang mengungkapkan pilihan dan memiliki dampak yang besar terhadap kinerja keseluruhan perusahaan, terutama di segmen kendaraan offroad kabin ganda.

Kata Kunci : *preferensi konsumen, proses hirarki analitis, kendaraan offroad kabin ganda*

Abstract: Purpose of this study are to identify the most for customer in selecting and to determine the most preferable double cabin car for customer in selecting off road double cabin vehicles in Manado. This study conducted in Manado City, and held at August 2016. This research use customer have experience riding or driving this three cars as the respondents which are: Toyota Hilux, Isuzu D-Max and Mitsubishi Strada Triton. The sampling design is purposive sampling with 30 respondents who has experience with Toyota Hilux, Isuzu D-Max, and Mitsubishi Strada Triton. Data analysis using analytic hierarchy process (AHP). The results using analytic hierarchy process are consumer preferences of offroad double cabin vehicle in Manado, influenced by: product quality attribute, price attribute, interior attribute, and comfort attribute. Consumer preferences of vehicles brand are: Toyota Hilux, Isuzu D-Max, as well as the Mitsubishi Strada Triton, with majority respondents are men, 31 to 40 years old, university graduate, and income between Rp 5 million to 7.5 million. The dominant factor affecting consumer preferences of double cabin vehicles in Manado is price attribute and followed by comfort attribute, interior attribute and product quality attribute. Consumer preferences towards offroad double cabin vehicles brand is Toyota Hilux. Recommendation of this research are The automotives company that distributes off road double cabin vehicle must pay attention to the findings of this study. It is important because these findings identify consumer preferences that reveal choice and have a great impact on overall performances of the company, especially in the segment of off road double-cabin vehicle.

Keywords: *consumer preferences, analytic hierarcy process, offroad double cabin vehicle*

INTRODUCTION

Research Background

Automotive industry is a symbol of technical marvel by human kind. Being one of the fastest growing sectors in the world its dynamic growth phases are explained by nature of competition, product life cycle and consumer demand (Apak et, al. 2012). Today, the global automotive industry is concerned with consumer demands for styling, safety, and comfort; and with labor relations and manufacturing efficiency. The industry is at the crossroads with global mergers and relocation of production centers to emerging developing economies.

Indonesia is one of an automotive sector that has experienced positive growth, a trend that was clearly demonstrated in the period between 2010 and 2015. Over the same time span, domestic vehicle sales increased by a compound annual growth rate (CAGR) of 11.1 percent, and this was mainly driven by the sales of commercial vehicles and passenger cars. Vehicle production also increased by a CAGR of 11.4 percent between 2010 and 2015. Indonesia has a relatively low vehicle ownership rate, but its high population means the overall market volume is significant (Falatehan, 2005).

Low interest rates have helped to boost consumption and economic growth over the past few years. As a result, vehicle sales hit a record 1,116,230 units in 2012, a year-on-year increase in sales of 24.9 percent; this is despite government legislation requiring a 30 percent down payment for passenger cars and commercial vehicles. An estimated 70 percent of vehicles in Indonesia are bought on credit. Vehicle sales reached 1,020,389 units during first 10 months of 2013 and are on track to hit 1.2 million units for the full year, representing growth of 7.5 percent. Growth is expected to be driven by growing domestic consumption and aggressive promotional campaigns on the supply side (Falatehan, 2005).

Offroad double cabin vehicle represented a small fraction of the 1.2 million cars sold in Indonesia in 2015, but the segment has grown in importance for car companies as weak middle-class purchasing power pulled down overall sales. Forces are changing the mobility landscape and affording consumers more choices than ever before in meeting their transportation needs. For automotive companies, these shifting consumer demands result in a number of complex questions that may ultimately impact their products and how they engage their customers

This study aimed to analyze the preferences of consumers towards offroad double cabin cars in Manado using AHP analysis, especially on offroad double cabin cars which are: Toyota Hilux, Isuzu D-Max and Mitsubishi Strada Triton. Preferences is directed at four things including product quality, price or resale value, luxurious interiors, and comfort/beauty.

Research Objectives

Regarding the problem which have been formulated and identified that is mentioned in previous section, the research objective are:

- 1 To identify which criteria has influence the most for customer in selecting off road double cabin vehicles in Manado.
- 2 To determine the most preferable double cabin car for consumer preferences in Manado.

THEORITICAL FRAMEWORK

Theory

Marketing

Kotler and Keller, (2011:5) defined marketing is the process by which companies create value for customers and build strong relationships in order to capture value from customers in return. Marketing as an organization functions, not a group of persons or separate entity within the firm (Burns and Bush, 2006:4). Based on this researcher can defined that marketing is the process of giving value to customer and customers return the value.

Consumer Behavior

Kotler & Keller (2011:172) considered that consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Consumer behavior involves services and ideas as well as tangible products. In this process the

consumer evaluates a purchase depicted by the need recognition- realization of the difference between desired situation that serves as a trigger for the entire consumption process (Engel et al. 1995:55). The researcher defined consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, dispose of products, services, experience, or ideas to satisfy need and the impacts that these processes have on the consumer and society.

Consumer Preferences

Ubeja and Jain (2013) defined consumer preferences as the subjective (individual) tastes, as measured by utility, of various bundles of goods. Preference and acceptance can in certain circumstances mean the same thing but it is useful to keep the distinction in mind with preference tending to indicate choice among neutral or more valued options with acceptance indicating a willingness to tolerate the status quo or some less desirable option (Fife, et al. 2007). Based on this researcher can defined consumer preference is the individual personality of goods or services that their like.

Product Quality

Kotler and Armstrong (2013:283), product quality is the ability to demonstrate a product in its function, it includes the overall durability, reliability, accuracy, ease of operation and repair products are also other product attributes. Research defined that quality as the totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs.

Price

Price is that which is given up in an exchange to acquire a goods or service. Price plays two roles in the evolution of product alternatives : as a measure of sacrifice and as an information cue (McDaniel, Lamb, Hair. 2011:629). The researcher found that price is a value that will purchase a finite quantity, weight, or other measure of a good or service.

Interior

Interior vehicle is an important factor for customers' satisfaction. To achieve an optimized product subjective evaluation methods as well as analysis and prediction tools have to be combined to provide reliable information relevant for the judgement of product quality and comfort situation (Krebber et al 2000). Researcher defined interior as the inner or indoor part of something, such as building or vehicle.

Comfort

Comfort is influenced by a combination of physical, physiological and psychological factors. Some factors include solar radiation and glazing, inside and outside colours, the size of the vehicle, the clothing type of the passengers seat and passenger capacity of the vehicle cabin (Parson, 2002). It can be defined that the one of the definition of comfort is the condition of mind that expresses satisfaction with the thermal environment.

Multi Criteria Decision Making

Most decision making involves complicated procedures in which decision makers rank the alternatives of a choice according to multiple criteria. There have been many studies that have provided solutions for complicated decision making including multiple criteria. MCDM consists of three components: goal, criteria and alternatives. In making a decision, ranked alternatives are generated by evaluating criteria or subcriteria if there are any. Alternatives will be ranked regarding to the weights of criteria and subcriteria. The rank order can be applied for selecting the best alternative (Saaty, 1990).

Analytical Hierarchy Process (AHP)

The Analytic Hierarchy Process (AHP) is due to Saaty (1990) and is often referred to, eponymously, as the Saaty method. It allows users to assess the relative weight of multiple criteria or multiple options against given criteria in an intuitive manner. In case quantitative ratings are not available, policy makers or assessors can still recognize whether one criterion is more important than another. Therefore, pairwise comparisons are appealing to users. Saaty established a consistent way of converting such pairwise comparisons (X is more important than Y) into a set of numbers representing the relative priority of each of the criteria.

Previous Research**Table 1. Literature Review**

NO	TITLE	AUTHOR/ YEAR	VAR.	MET.	RESULT
1	The Comparative Analysis of Affecting Factors on Purchasing Domestic and Imported Cars in Iran Market - Using AHP Technique	Aghdaie and Yousefi/ 2010	Purchasing cars	AHP	the most important criteria for domestic cars purchasers, includes the technical performance, economic aspect, and after sale services, and for imported cars includes, technical performance ,beauty of the car as well as its safety
2	An analytic hierarchy process approach with a novel framework for luxury car selection	Apak, Gogus, and Karakadilar/ 2012	Luxury car selection	AHP	flexibility and then brand image are the most favorable selection
3	Analytical Hierarchy Process (AHP) Approach on Consumers' Preferences for Selecting Telecom Operators in Bangladesh	Jebran and Hossain/ 2012	Selecting Telecom operators	AHP	the respondents preferred the network criterion as most important criterion for their preferences, and also preferred two telecom operators Grameen Phone and Airtel under different criteria
4	Analytical Hierarchy Process (AHP) Approach On Consumer Preference In Franchise Fast Food Restaurant Selection In Manado City (Study At: Mcdonald's, Kfc, And A&W)	Wibowo/ 2016	Preferences of Franchise fast food	AHP	McDonald's is the most preferred franchise fast food restaurant by the consumer, followed by KFC, and A&W. The result also shows that the criteria with the highest influence on consumer in selecting franchise fast food restaurant is price
5	Analytical Hierarchy Process (AHP) Approach On Consumer Decision Making To Stay In Star Rating Hotel In Manado City	Mokodaser/ 2015r	Decision making to stay in star hotels	AHP	Price is the most preferred criteria followed by location in second position. In best hotel result, Peninsula become the best hotel chose by respondent, followed by Arya Duta and Novotel

Source: Previous Research (2016)

RESEARCH METHOD**Type of Research**

This research used quantitative method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2009:180).The method used in this research is Analytical Hierarchy Process (AHP) especially customer preferences in double cabin vehicle in Manado.

Place and Time of Research

This study is conducted in Manado city. This research will be held at August 2016. This research use customer have experience riding or driving this three cars as the respondents which are: Toyota Hilux, Isuzu D-Max and Mitsubishi Strada Triton.

Population and Sample

The population that is mainly observed in this current research is all people that have experience ride or drive the car (Hilux, D-Max and Strada Triton). The sampling design is purposive sampling to 30 respondents that is the way researcher do the observation and the way of getting the information in effective and efficient way. The samples of this research are 30 respondents who has experience with Toyota Hilux, Isuzu D-Max, and Mitsubishi Strada Triton.

Data Collection Method

In this study primary data is the data that collected from the questionnaire of respondent by direct survey, go to the field an spread the questionnaire.

Operational Definition and Measurement of Research Variables

This research defines the variables into:

1. Consumer Preference which are how a consumer ranks a various double cabin car or prefer one collection over another.
2. Offroad double cabin vehicle selection criteria which are factors of offroad double cabin car that influencing people or reason why people want to buy a double cabin car. Product quality, Price, Interior, Comfortable
3. Alternative car: alternative offroad double cabin cars: Toyota Hilux, Isuzu D-Max, Mitsubishi Strada Triton

Data Analysis Method

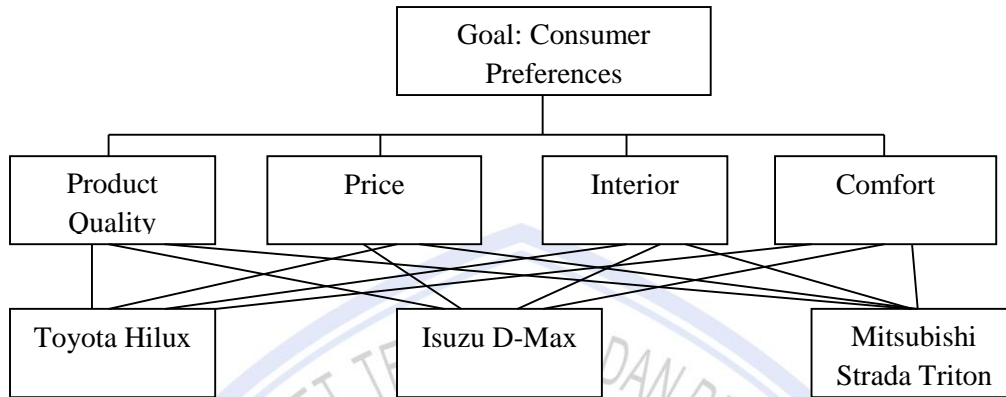
Analytic Hierarchy Process (AHP), develops by Thomas Saaty, as a method for ranking decision alternatives and selecting the best one given multiple criteria. The AHP generates a weight for each evaluation criterion according to the decision maker's pairwise comparisons of the criteria. AHP combines the criteria weights and the options scores, thus determining a global score for each option, and a consequent ranking. The global score for a given option is a weighted sum of the scores obtained with respect to all the criteria (Saaty, 1990).

RESULT AND DISCUSSION

Result

The structural hierarchy of problems formed in Figure 1.

Figure 1. Problem Hierarchy Structure



In a hierarchical structure formed in Figure 1., the purpose or goal of this hierarchy analysis is to determine consumer preferences towards offroad double cabin vehicle in Manado (first level). Then on the second level there are four choice variables include the name of product quality, price, interior, and comfortable. Then on the third level of the variable options are Toyota Hilux, Isuzu D-Max, and Mitsubishi Strada Triton. Respondents were used as a sample in the study were 30 respondents in Manado. Calculation results of AHP analysis using Expert Choice application.

Pairwise Comparative Analysis

Table 2, is a matrix of pairwise comparison of research findings on clothing selection decisions based on product quality, price, interior, and comfort.

Table 2. Pairwise Comparative Matrix Based on Survey

Goal	Product Quality	Price	Interior	Comfort
Product Quality	1	1/4	1/3	1/4
Price	4	1	4	1
Interior	3	1/4	1	1/3
Comfort	4	1	3	1
TOTAL	12	2.50	8.33	2.58

(Source: Data Processed, 2016)

Explanation of Table 4.5 as follows: a comparison between product quality and price is 4, which means that the value of the factor a little more important than any other factor which the tendency of respondents to the price. Comparison between the interior and the product quality is 3, which means that the value of the factors that a little more important than any other factor which the tendency of respondents is the interior. Comparison between the comfortable and the product quality is 4, which means that the value of the factor a little more important than any other factor which the tendency of respondents to the comfortable.

Comparison of price and the interior is 4, which means that the value of the factor a little more important than any other factor which the tendency of respondents to the price. Comparison between price and comfortable is 1, which means that both factors are equally important for respondents who means no more dominant chosen by the respondent or both are a priority for the respondents to price and comfortable.

Level Two Priority Analysis Analisis Prioritas Level Two

In Table 3. below is a priority level two alternatives to consumer preferences.

Table 3. Alternative Priority Level Consumer Preferences

No.	Consumer Preferences	Level 2 Priority	CR
1	Price	0,406	
2.	Comfortable	0,370	0,05
3.	Interior	0,147	
4.	Product Quality	0,078	

(Source: Data Processed, 2016)

From Table 3 shows that the price variable is the variable that most high value of 0.406, or 40.6%, followed by comfortable variable of 0.370 or 37%, in the third interior of 0.147 or 14.7%, followed by the product quality of 0.078 or 7.8%. It was concluded that the most dominant variable in a two level hierarchical structure is variable price as the main variable in the consumer preferences of offroad double cabin vehicle in Manado, followed by comfortable, interior, and final product quality.

From Table 3 ratio values obtained the inconsistencies or CR (Critical Ratio) gained by 0.05, or 5% which meets the consistency ratio value that need to be less than 10% ($CR \leq 0.1$) (Saaty, 1993). For alternative level in two respondents had inconsistencies of 5% which means that the respondent has a consistency of 95% in understanding the questions on the questionnaire.

Level Three Analysis Priority

Table 4. below is the third alternative level priority of consumer preferences.

Table 4. Third/Global Alternative Level Priority of Consumer Preferences Double Cabin Vehicles

No.	Consumer Preferences of Double Cabin Vehicles	Level Three Priority	CR
1	Toyota Hilux	0.630	
2.	Isuzu D-Max	0.255	0.10
3.	Mitsubishi Strada Triton	0.115	

(Source: Data Processed, 2016)

From Table 4. shows that the Toyota Hilux is the variable that most high value of 0.630, or 60.3%, followed by Isuzu D-Max amounted to 0.255 or 25.5%, and the latest Mitsubishi Strada Triton by 0,115 or 11.5%. It was concluded that the most dominant variable in a hierarchy of three or global level is the Toyota Hilux. With a value of 0.630 or 60.3%. From Table 4. ratio values of CR (Critical Ratio) obtained by 0.1, or 10%. The result value meets the consistency ratio value of less than 10% ($CR \leq 0.1$) (Saaty, 1993). For the third alternatives level respondents has a inconsistency of 10% which means that respondents have a consistency of 90% in understanding the questions on the questionnaire.

Level Three Priority Analysis To Level Two

This analysis is a comparison matrix between elements of level three / alternatives with regard association with level two, at this stage there are four matrix comparisons are made because the element level three alternatives Toyota Hilux, Isuzu D-Max, as well as the Mitsubishi Strada Triton will be compared to the level two criteria: product quality, price, interior, and comfortable, to know the priority attribute to consumer preferences.

In Table 5. is a priority to product quality alternative to consumer preferences of double cabin vehicles in Manado, namely Toyota Hilux, Isuzu D-Max, as well as the Mitsubishi Strada Triton.

Table 5. Product Quality Priority Through Alternative

Attribute	Preferences	Level Three Priority	CR
Product Quality	Toyota Hilux	0.571	
	Isuzu D-Max	0.286	0.03
	Mitsubishi Strada Triton	0.143	

(Source: Data Processed, 2016)

Table 5. it is known that if product quality is a priority then the choice will fall on the Toyota Hilux as it is for the Toyota Hilux, product quality is one determinant of consumer preferences of double cabin vehicles. Isuzu D-Max into a second alternative as a priority under the weight of the Toyota Hilux, followed by Mitsubishi Strada Triton which weights the priorities under the Isuzu D-Max. Inconsistency ratio (CR) of 0.03 or 3%, which means that the respondents had the consistency of 97% in understanding the question when comparing elements with regard to levels three links with two-level element.

In Table 6. is a priority of the alternative consumer price preferences of double cabin vehicles in Manado, namely Toyota Hilux, Isuzu D-Max, as well as the Mitsubishi Strada Triton.

Table 6. Price Priority Through Alternative

Attribute	Preferences	Level Three Priority	CR
Price	Toyota Hilux	0.643	0.010
	Isuzu D-Max	0.255	
	Mitsubishi Strada Triton	0.101	

(Source: Data Processed, 2016)

From Table 6. it is known that if the price is a priority then the choice will fall on the Toyota Hilux as it is for the Toyota Hilux, price is one of the determinants of consumer preferences of double cabin vehicles. Isuzu D-Max into a second alternative as a priority under the weight of the Toyota Hilux, followed by Mitsubishi Strada Triton which weights the priorities under the Isuzu D-Max. Inconsistency ratio (CR) of 0.010 or 1% which means that the respondents had the consistency by 99% in understanding the question when comparing elements with regard to levels three links with two-level element.

In Table 7. an interior priority to the alternative of consumer preferences in Manado double cabin vehicles are the Toyota Hilux, Isuzu D-Max, as well as the Mitsubishi Strada Triton.

Table 7. Interior Priority Through Alternative

Attribute	Preferences	Level Three Priority	CR
Interior	Toyota Hilux	0.643	0.040
	Isuzu D-Max	0.255	
	Mitsubishi Strada Triton	0.101	

(Source: Data Processed, 2016)

From Table 7. it is known that when the interior given as a priority then the choice will fall on the Toyota Hilux as it is for the Toyota Hilux is one determinant of consumer preferences of double cabin vehicles. Isuzu D-Max into a second alternative as a priority under the weight of the Toyota Hilux, followed by Mitsubishi Strada Triton clothing that weighs priorities under the Isuzu D-Max. Inconsistency ratio (CR) of 0.040 or 4% which means that the respondents had the consistency by 96% in understanding the question when comparing elements with regard to levels three links with two-level element.

In Table 8. a priority comfortable alternative to the consumer preferences of double cabin vehicles in Manado, namely Toyota Hilux, Isuzu D-Max, as well as the Mitsubishi Strada Triton.

Tabel 8. Comfort Priority Through Alternative

Attribute	Preferences	Level Three Priority	CR
Comfort	Toyota Hilux	0.622	0.030
	Isuzu D-Max	0.247	
	Mitsubishi Strada Triton	0.131	

(Source: Data Processed, 2016)

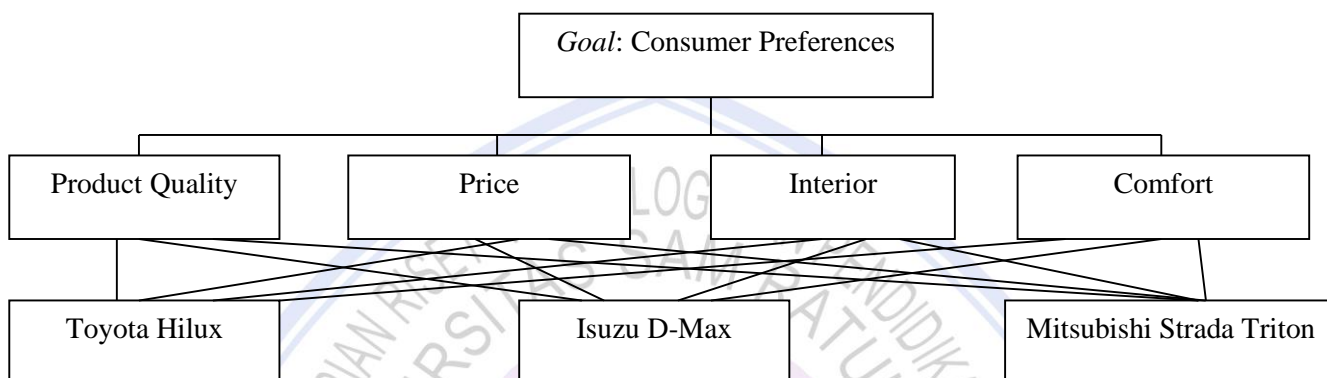
Table 8. it is known that if comfort is a priority then the choice will fall on the Toyota Hilux as it is for the Toyota Hilux, comfort is one of the determinants of consumer preferences of double cabin vehicles. Isuzu D-Max into a second alternative as a priority under the weight of the Toyota Hilux, followed by Mitsubishi Strada Triton which weights the priorities under the Isuzu D-Max. Inconsistency ratio (CR) of 0.030 or 3%

which means that the respondents had the consistency by 97% in understanding the question when comparing elements with regard to levels three links with two-level element.

Analytical Hierarchy Process Analysis

Figure 2. is a summary of the hierarchy of consumer preferences of offroad double cabin vehicles as presented previously. Based on Figure 4.2 on the third level, it can be seen that the most dominant alternative of consumer preferences of offroad double cabin vehicle is Toyota Hilux for 63%, followed by Isuzu D-Max by 25.5%, and the last Mitsubishi Strada Triton by 11.5%. Furthermore, on two levels on the selection of alternative attributes the most dominant attribute price is 40.6%, followed by comfortable attributes by 37%, then the interior attributes of 14.7%, and the final product quality attributes by 7.8%.

Figure 2. Summary Results of Consumer Preferences Hierarchy of Double Cabin Vehicles



(Source: Data Processed, 2016)

Discussion

Based on the results of data analysis in this study with the criteria of product quality, price, comfort and interior, the order of importance in consumer preferences are price (40.6%), followed by comfortable (37%), interior (14.7%), and final product quality (7.8%). The consumer preferences on double cabin vehicles, price attributes were the most dominant criteria in consumer preferences in Manado. The results are consistent with the characteristics of the residents in Manado that are very concerned with the price (Wibowo, 2016) when choosing a product such as offroad double cabin vehicles. These results also show the importance of collaboration between consumer's income and consumer's need towards offroad double cabin vehicles.

Price as the dominant attributes that preferred by the consumer in this research also consistent with result from Mokodaser (2015). It is accordance in the result that stated consumer in Manado tend to prefer price in term of decision making. Prices is useful to abstract from the concept of money by Keynes (1936) theory of liquidity which gives some reasons for the availability of money, which, after all, cannot be directly consumed, but provides a fungible means of compensation in exchange. In this research the compensation will be along the alternatives.

Furthermore, the consumer preference towards the alternatives of offroad double cabin vehicles in Manado with the study of Toyota Hilux, Isuzu D-Max, as well as the Mitsubishi Strada Triton in Manado, the order of importance starting from the Toyota Hilux (63%), followed by Isuzu D-Max (25.5%), as well as Mitsubishi Strada Triton (11.5%). On the consumer preferences of offroad double cabin vehicles, Toyota Hilux is the most dominant vehicles selected in Manado as an alternative.

This research also consistent with the result of 2015 car brand perception survey that conduct by Consumer Reports that placed Toyota on the top four of the best car brand along with Lexus, Mazda and Audi. Toyota focuses on building solid, reliable cars that are pleasant, comfortable, and very popular according to Consumer Reports (2016)

The results of this study indicate that the majority of respondents in this study, especially the offroad double cabin vehicles are men, aged 31 to 40 years old, have bachelor education, and have income of between Rp 5 million to 7.5 million. Consumers preferences of alternative for double cabin vehicles are Toyota Hilux and the preferences criteria are price, followed by comfort, interior and last but not least is product quality.

Accordance with this research, the result shown in Wibowo (2016) and Mokodaser (2015) also underlined how important price attribute alongside with brand. The influence of pricing power have been

ignored by the model and theories reviewed here. Future studies in consumer behavior as a sustainable competitive advantages need to consider about pricing power in consumer preferences.

Pricing Power is the ability of the business to pass on any cost inflation to the consumer through price increase, letting the business maintains that supernormal profitability through business cycles (Ramraika and Triverdi, 2017). Even the strongest of the consumer preference businesses will almost always have a price point which will cause the consumer to switch to a competing product. It is of utmost importance that the managers of such businesses have a reasonable understanding of where that price point lays and ensure that their product is priced under such a price point and not above it.

The result of the multi criteria decision models undertaken here highlights the complexity of consumer choices for alternatives and criteria that lead to behaviour. A wide range of criteria have been posited across the models, and each has evidence to justify its inclusion in attempts to explain preference.

CONCLUSSION AND RECOMMENDATION

Conclusion

Conclulsion of this research are:

1. Consumer preferences of offroad double cabin vehicle in Manado, influenced by: product quality attribute, price attribute, interior attribute, and comfort attribute. Consumer preferences of vehicles brand are: Toyota Hilux, Isuzu D-Max, as well as the Mitsubishi Strada Triton, with majority respondents are men, 31 to 40 years old, university graduate, and income between Rp 5 million to 7.5 million.
2. The dominant factor affecting consumer preferences of double cabin vehicles in Manado is price attribute and followed by comfort attribute, interior attribute and product quality attribute.
3. Consumer preferences towards offroad double cabin vehicles brand is Toyota Hilux.

Recomendation

Recommendations of this research are:

1. The automotives company that distributes off road double cabin vehicle must pay attention to the findings of this study. It is important because these findings identify consumer preferences that reveal choice and have a great impact on overall performances of the company, especially in the segment of off road double-cabin vehicle.
2. Researchers can also conduct research on the criteria to determine the behaviors or to identify consumer preferences for products or services using AHP analysis.
3. Automotive dealer in the Manado, particularly in the double-cabin market, could use the results as a guideline to help marketers design campaigns that speak to the fundamental concerns and desires of their targeted audiences such as price as the primary focus, followed by comfort, interiors design, and quality.

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