

CONSUMER PERCEPTION OF LISTRIK PINTAR PT. PLN (PERSERO) IN MANADO AND TOMOHON

by:
Virginia Tamauka¹
Peggy Mekel²

^{1,2} Faculty of Economics and Business
International Business Administration (IBA) Program
University of Sam Ratulangi Manado
email: ¹virginiamerindah@yahoo.com
²peggyadeline@yahoo.com

ABSTRACT

The Listrik Pintar is a new innovation from PLN that to easier, freedom, and comfortable for the customer that using this new service. Listrik Pintar is a solution that helpful the customer to using electricity more saving and disciplinary. Where in usage this new service the filling and systematization electricity do by itself. The research objective of this research is to analyze the customer perception of Listrik Pintar in Manado and Tomohon. Theory related research are consumer behavior and consumer perception. The population is the customer that already using Listrik Pintar and there are 10 informants that every informants have different perceptions about Listrik Pintar, and also the informants have different background so the perceptions very variation. Researcher used qualitative methods to explain the result of research. Result and conclusion is there are several categorization customer opinion that makes the customer choose and select to using this new service, such as Value, Lifestyle, and Decision Making. So that, before buy or using product or service the usage must to looking out or seek the product or service.

Keywords: *consumer perception, new service*

INTRODUCTION

Research Background

Listrik pintar is a solution that helpful the customers which released by PLN, for customers that burdened with the payment of electricity in every month, with Listrik Pintar the customer will be saving and not lavish in to using electricity because usage the electricity same as filling pulse on cell phone because every customer can control by own to utilization the electricity in accordance with the needs and ability of the customers. If any do arrears electricity payment so PLN will terminate the electricity, but if using Listrik Pintar, the customer do not have to worry about terminate the electricity because customers only recharging to use the electricity again. Listrik Pintar is a new breakthrough of PLN to overcome the power outages that often the customer complaints mainly the bills of big values that becomes a problem occurs and experienced by customers.

Electrical concerns should be high on people list as people looking at potential residences. In order to run the many electrical appliances a typical expat house has, as well as air conditioning for most rooms, people will find the electrical capacity of most houses in Indonesia to be inadequate. Look at the number of electrical appliances and electrical outlets already in the house when people view it. Turn on every light, all the air conditioners, the water pump and other electrical appliances in the house. See if the circuits become overloaded and switch off. An expatriate house with abundant appliances typically needs at least 6,600 watts (R3). This should be confirmed by inspecting the electric meter or asking an electrician. Electricity is a very important needs in human life. Especially in today's modern era. But, the electricity consumption is currently very influential in today's world climate, where it the existence of global warming will affect in the coming age. And also already have so many established housing, stores, hotels, offices, and so on in Manado and Tomohon, which is all that needs electricity. Most people often neglect to used the electricity, so often wasteful used the

electricity. At this time, electricity services not only “kWh meter” or postpaid but PLN also have a new innovation for electricity services that is prepaid or called “Listrik Pintar”.

Electricity usage be adapted with the needs and ability for customers that use this service. But it also, no latest fees and the privacy more preserve because using Listrik Pintar no need to wait and opened the door for employee to recording meter because prepaid meter automatically record your electricity usage accurately and no meter reading errors. To choose Listrik Pintar as field of research that is interesting to discussed because is a new breakthrough and innovation of PLN and also very support by government in to socialization the new service to all people. In this case, will discuss about the customer that using this new service, whether this service is useful or beneficial in needs to housing or building. Listrik Pintar one of service that environmentally friendly where in to using this service the customer more saving and wisely in usage electricity because suitable to needs and ability of what use in housing or building. Than with to using postpaid service or kWh meter which arbitrarily customers use electricity, turn on electronic devices when not in use, so as to avoid waste electricity usage. In Tomohon City the government give appeals and all the people in there must to using Listrik Pintar, although that any pro and cons from in the appeal. Some months the latter, the government from Tomohon city active to give announcement and socialize about Listrik Pintar to customer and the society.

Research Objectives

The research objectives of this research is to analyze the customer perception of Listrik Pintar in Manado and Tomohon.

THEORETICAL FRAMEWORK

Consumer Behavior

Kotler and Armstrong (2001:171) consumer behavior refers to the buying behavior of final consumers individuals and households who buy goods and services for personal consumption. Consumers make many buying decisions everyday. Most large companies research consumer buying decisions in great detail to answer questions about what consumer buy, where they buy, how and how much they buy, when they buy and why they buy. The other reason that describe about the consumer behavior, explained by Solomon (2011:33) that consumer behavior is the study of the process involved when individuals or group select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. So, based on the theory consumer behavior is the behavior of customer in to choose or buying the product or service that will use to satisfy the needs and wants. In other words, Peter and Olson (2005:5) consumer behavior involves the thoughts and feeling people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feeling and actions.

Consumer Perception

The reason that describe about the consumer perception, like explained by George and Jones (2005:105) Perception is the process by which individuals select, organize and interpret the input from their sense (visions, hearing, touch, smell and taste) to give meaning and order to the world around them. Through the perception, people try to make sense of their environment and the objects, events and other people in it. Robbins and Judge (2011:202) said that perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. And another of theories to identify the perception explained by Hawkins et al (1995:237) perception is the critical activity that links the individual consumer to group, situation and marketer influences. Based on the theory, can be interpreted that perception is a process which various of stimuli to select, organize, and interpret become information meaningful with by what reality is, not on reality itself.

Previous Research

Patterson and Kwan Tai (1991) that the consumer perceptions were used to partition the countries analysed into two distinct groups. Sachdev (2011) endeavors to explore why people do not bad environmentally friendly products by finding out which are the main constraints impeding them to translate their green intentions into actual purchase behavior. Silva et al. (2012) revealed that irrespective of the product, price plays the most significant role on consumer decision making process followed.

RESEARCH METHOD

Type of Research

This research uses qualitative research methods that will describe and investigate the phenomenon that happened related with the title and purpose of the research that is the Analysis of consumer perception of Listrik Pintar in Manado and Tomohon.

Place and Time of Research

The place of research in residential housing, , building and other place that using this *Listrik Pintar* in Manado and Tomohon. The time of research during the research finish. The research conducted from June until July 2013.

Population and Sample

The population is the customer that already using Listrik Pintar and there are 10 informants. In this research, the sample is the customers of Listrik Pintar in Manado and Tomohon that already using this new service.

Data Collection Method

Hancock (1998) stated about qualitative data collection as raw qualitative data cannot be analyzed statistically. There are several methods to collect data, the data include the primary data and secondary data. Primary data is the information that comes directly from the parties or informant that related with the research. To collect the primary data methods are: (1) Interview to get the data, the researcher did the interview with some informant. With this method the researcher collecting the information and opinion regarding of this research matter; (2) Observation to get some data and have direct experience to see activities in the company; and (3) Focus Group Discussion to discuss about consumer perception, to see the differences of opinion and solve the problem related with the issues. Secondary data is collecting some existing data that related with the concept of Consumer Perception. The data is from some of resources such as journals, books, relevant literature from library, internet, etc.

Operational Definition of Research Variables

The operational definition is Customer Perception, it describes all the customer that already using this service. For in this case customer perception help for this reserch to want know what the perception of customer during to using Listrik Pintar as needs life especially in electricity. Measurement of research variables, In qualitative research point of view, the problem is holistic (through and cannot be separated) that is why, qualitative researcher will not set the research only based on the variable set of research but based on the social situation the being researched involved place, the actor and the activities that interacting synergistically. Boundary problem in qualitative research called problem focus that is still described generally. In qualitative research, there are three possibilities towards the "problem" that would be brought by the researcher in the research. First, the problem that had been taken by researcher do not changed from the beginning until the end of the research. Thus, the title of the report and research remain the same. Second, the problem after research problem after entering the stage of research will be developed which is more expand or deepen the problems that have been prepared and do not need too many changes. Hence, the title of research just need to be refined. Third, the problem after entering the stage of research will be replaced due to the data before research and after research are totally different.

1. Consumer Behavior describes all the emotional and physical that people during purchase and selection of product and services that satisfy the needs and desires.
2. Customer Perception describes the selection and organize the sensation of product or service that already using.
3. Listrik Pintar describes the new product that can help and make the customer more saving and easier to use.

Data Analysis Method

Validity and Reability Test

Validity and reability in qualitative research is important to proves that all the result that explain and discuss in this research is true and has a credibility. In the qualitative research, some that doubted of the researcher of qualitative research because low realibility, lack of generalizability and the data resources is incredible. To check the validity of the research, it really need:

1. **Credibility:** to describe or understand the phenomena of interest from the participants are the only ones who can legitimately judge the credibility of the results.
2. **Transferability:** it is the extent to which the irrelevant in qualitative research because the researcher wants to describe the particular phenomenon.
3. **Dependability:** to describe and confirm the research affected with the researcher.
4. **Confirmability:** to conclude and interpreted directly about the data to established the decision trial between credibility, transferability, and dependability.

RESULT AND DISCUSSION

Result

This research the researcher interview the customer that use Listrik Pintar in Manado and Tomohon, where want to know and analysis the customer perception of Listrik Pintar. From ten informants that were interviewed, basically have benefits and advantages of using the Listrik Pintar. There are feel more saving and more efficient in to using the Listrik Pintar, and some are still not comfortable and familiar in using the Listrik Pintar. From the ten informants that were interviewed, the majority of work, and the aged 20 years above.

Informant 1

The Listrik Pintar is a great innovation from PLN because its use can be arranged by itself. So if using the Listrik Pintar to set its own is not wasteful because the usage in set by itself. When using the old service of PLN the consumption can not in control because usage the electricity arbitrarily. When using the Listrik Pintar electricity consumption more saving because the usage in control by itself. Informant 1, using the Listrik Pintar about five months ago and since using Listrik Pintar has its benefit can be felt as if the informant1 late pay is not afraid of the severance electricity, due to the charging of the pulse by itself. So far, product of Listrik Pintar has never been interference or damage, the situation still safety in use. Only if informant 1 forget to fill voucher so loss of pulse in the product so the electricity off, so it must be there when it is close to inventory runs out the voucher.

Informant 2

Informant 2, choose to use Listrik Pintar because the hoouseholder have to work and also the children have to school, so there no one was in the house, so informant 2 choose to using Listrik Pintar so if informant 2 want to use the electricity the product in to set so that escape from house fire. Using this the Listrik Pintar not too long about three months ago, during use this service there is no disruption or so. Since using the Listrik Pintar more saving because informant 2 control by itself, so not wasteful in usage the electricity and also informant 2 already know how much per month use electricity so that informant 2 before the pulse run out, informant 2 already prepared the voucher for reload the pulse. When still use old service of PLN informant 2 often if late pay the bill directly severance the electricity, but since using Listrik Pintar informant do not need to worry the severance electricity because usage it in set by itself. After informant 2 using Listrik Pintar the financial in house more well organized because already know usage the electricity that using, not to worry with house fire in the house, and also in using Listrik Pintar more practically.

Informant 3

Informant 3, she said using Listrik Pintar about six month ago, in use this new innovation from PLN that is Listrik Pintar, use this new service more saving dan well-organized than to use the old service, no need to worry with the severance electricity or retraction electricity and also no need to worry to get amercement

because the usage is set by itself. So far, informant 3 using Listrik Pintar there is no interference and breakdown during use this service. In using Listrik Pintar more easy same like use handphone because way filling the pulse and purchase the pulse same like use hand phone. The strength that feel during using Listrik Pintar more saving in usage, not difficult, and can set by itself. The way to get the pulse for filling very easy to reach because in the area residence already that sell and also can doing by ATM. Informant 3 choose to use Listrik Pintar because get the information from PLN when informant 3 doing payment and also recommended to use Listrik Pintar, because this service a new innovation from PLN to simplify to all the customer that use Listrik Pintar. Informant 3, already feel comfort to use Listrik Pintar as needs of everyday life.

Informant 4

Informant 4, usage the Listrik Pintar about one month ago, during use a month that great there is no trouble at all. Filling the pulse it's easy to reach dan get. Actually, usage the Listrik Pintar recommended by the government so that to change in Listrik Pintar. So far, using the Listrik Pintar more saving than the old service because set by itself, when use old service the payment per month one hundred and fourthy thousand, after using the Listrik Pintar only fill the pulse one hundred, so that more saving and more cheap than the old service. If using Listrik Pintar must saving because not same with using the old service arbitrarily to use electricity, tide the lamp full day still can, but If use Listrik Pintar must know and self conscious to using electricity, for example when leave home full day until night, the lamp still left outages. If the old service, tide the lamp until a weeks not problem because set by meter. For retard the payment, different with the old service, informant 4 no need to worry about the severance electricity and revocation electricity because Listrik Pintar the usage doing by itself. Listrik Pintar, if already run out the pulse there have warning sign for do filling the pulse, fill the pulse give time during three days, if until three days not do filling the pulse that the electricity will die out until informant 4 fill back the pulse. Depend informant 4 want to fill or not. Actually, use Listrik Pintar not too feel comfort because already habitual with the old service, but inevitably must to change because recommended by the government.

Informant 5

Informant 5, from the experience during use Listrik Pintar, informant 5 feel there are easier dan efficient in to use service from PLN. Where using the electricity set by informant 5 itself and more saving especially in the usage. Because the informant run a business in the house so all the electronic tools that informant 5 use by itself in the usage, so using the electricity in the house of informant 5, already know anything the electronic tools that use, so filling the pulse already estimated how much that must to fill. Actually, why informant 5 choose to use Listrik Pintar because there appeals and recommended by the government in the area to use the service because in the area Tomohon must already be supposed to use and change from the old service to Listrik Pintar services, because Listrik Pintar is a new innovation of PLN that give easier and comfortable to all the customer that use the Listrik Pintar, so that from informant 5 change from the old service to Listrik Pintar services that already use current. Using this service about two months ago, so far in to using there is no difficulty, disruption and damage in the service, still in good condition and situation so far. But, there are difficulties in power, because the power that give be based the rules that is no more than 2200, so if informant 5 want to increase the power must be managed in PLN office so that cab increase the power. Informant 5 hoping that in change the service there is no trouble or disruption to use this service.

Informant 6

Informant 6, using this service Listrik Pintar about two weeks ago. Informant 6 use this service because the requirement from the government. And be based the appeal and announcement that give by government that already there will be no meter bill, so that it must to change the old service to Listrik Pintar service that already informant 6 use during two weeks ago. And also the appeals from government if not immediately change to Listrik Pintar service there are no out bill the old service, so that immediate informant 6 change because if informant 6 change by itself to PLN will payment expensive in to usage this service, if still in program from government there is no any charge (free). Actually, informant 6 do not want change electricity service because already comfort with the old service, because do not to worry lamp off directly in the midnight, if Listrik Pintar that not to filling the pulse and run out in the midnight sure the lamp off and will busy find the pulse in the

midnight. But, already must familiarized with use this new service, so the informant 6 already prepared voucher the pulse if in the midnight the pulse run out, can directly filling back. So far, in informant 6 use this service still there are no disruption or constraints. For the strength that get during using this service, there is no because informant 6 still difficulty to measure usage, maybe because new in to use Listrik Pintar. And also in using Listrik Pintar service must more economical, so that it depend from how with clever informant 6 use electricity in everyday of life. And also still many rejection from the customers about Listrik Pintar service, but the government in the area very actively promote Listrik Pintar service to the society in the area.

Informant 7

Informant 7, first time to using the Listrik Pintar about one month ago, informant 7 choose to use this service because the appeals and recommended from the government in the area for use and must to change the old service with the new service that is Listrik Pintar as needs of everyday in life. So far, in to use this new service is very useful and effective where using this service set and manage by itself in the usage, because informant 7 is a housewife so the activity more in the house so that the using in the house knowing the usage in everyday so in filling the pulse informant 7 know how much that will to fill and must be prepared the voucher to fill back the pulse if directly the pulse in Listrik Pintar run out, can directly fill immediate so there no extinction the lamp in the midnight. During using this service there are no disruption and trouble that feel because using this service about one month, so still not feel the disruption and damage that meaning in to use this service, hopefully for the future in to use this service there is no trouble, disruption or damage so informant 7 as the customer will not difficulties or problem in to use this service. Listrik Pintar different with the old service, because in payment trouble in set and do by itself, if retardation payment and revocation electricity do not to worry because already there are no the things, all in set by itself, and also in to use this service more saving in to use this electricity because all the electronic tools that informant 7 use must use if needs, whereas if still using the old service arbitrary to use the electricity, electronic tools that must not to turned on often turned on arbitrary that important the electricity would not turned off. After use this service, informant 7 more and more know the way to using the electricity that right like what and more self conscious to using all the items.

Informant 8

Informant 8, choose to using this new service from PLN that is Listrik Pintar because now in Tomohon city already and must to using Listrik Pintar, change from the old service to the new service to satisfy electricity needs of everyday. The government give the appeals and recommended to change Listrik Pintar service until the officers go down in directly in to socialize this service to all the society in the area. Informant 8, using Listrik Pintar about three weeks ago, not too long in to use this service. For saving or not in to using this service, any saving also because the informant already know in to filling the pulse how much that must to fill. According to informant 8, service of Listrik Pintar that great because do not to worry with the retardation payment and revocation electricity, do not to worry also with the arrears that make loss, and also to filling the pulse easier reach and get so that there are no difficulties to filling the pulse in Listrik Pintar. Because informant 8 in the house build business so already estimate to usage the electricity per month how much because the activity in the place fairly crowded with mini market and the residence, so the informant 8 already know how much that must to fill, and be prepared voucher fill back the pulse that easy to filling back if directly the service tool run out the pulse. But, the service if run out the pulse so that the tool will give signal, code or sound that the pulse will be run out, so informant 8 will know whether the electricity will turned off or not, so must to filling the pulse back.

Informant 9

Informant 9, using Listrik Pintar about three months ago, maybe in manado few that to using Listrik Pintar because from the government still less socialized the service to the society that to change the old service to service of Listrik Pintar. Informant 9 choose to change and use this service because the usage is efficient, moreover informant 9 only live alone so usage the electricity more good if informant 9 filling and manage by itself the usage that more efficient and saving in to use electricity. All the electronic tools that to use not much also because only informant 9 that using , so he knows how much the cost that must he pay to filling the pulse. Than the old service that use after using this new service, the different more saving and well-organized in to use electricity in accordance with the needs that will do. If informant not be in the house the tool of Listrik Pintar

turned off so all the electronic tool in off situation or turned off, so if informant 9 in the house the electronic tool that informant 9 want to use that turned on. So far, informant 9 using this service, there are no disruption or trouble, still in the good situation during use this service. When still use the old service, if informant 9 late payment the bill so that severance and revocation electricity from the officers that come and also the arrears that must pay and settled. After use this service of Listrik Pintar all the things would not feel, because the electricity that to use by the informant 9 in set and made ny itself. So the usage electricity now depends from itself and self conscious to filling back the pulse or not to use the electricity.

Infromant 10

Informant 10, choose to use Listrik Pintar because the householder have to work and also the children have to school, so there no one was in the house, so informant 10 choose to using Listrik Pintar so if informant 10 want to use the electricity the product in to set so that escape from house fire. Using this the Listrik Pintar not too long about three months ago, during use this service there is no disruption or so. Since using the Listrik Pintar more saving because informant 10 control by itself, so not wasteful in usage the electricity and also informant 10 already know how much per month use electricity so that informant 10 before the pulse run out, informant 10 already prepared the voucher for reload the pulse. When still use old service of PLN informant 10 often if late pay the bill directly severance the electricity, but since using Listrik Pintar informant do not need to worry the severance electricity because usage it in set by itself. After informant 10 using Listrik Pintar the financial in house more well organized because already know usage the electricity that using, not to worry with house fire in the house, and also in using Listrik Pintar more practically.

Discussion

In general , the use of Listrik Pintar in Manado and Tomohon is still not spread because some customers who use the service are still using the old service as their electricity needs . In outline , Listrik Pintar has advantages and weaknesses, in a product or service that does not have no weaknesses. For Listrik Pintar based on the research that customer perception of Listrik Pintar obtained that these services make it easy and simple to use because usage the electricity arranged or conducted by itself so, the use of electricity can be controlled accord the need , compared with the postpaid that without controlling because the payment do it in every month. In the research that do, why the customer choose to change into Listrik Pintar, because there is easiness that will get and because of the appeal from the government around to change into the Listrik Pintar. so far, the informants in use listrik pintar not get some trouble or problem which means so that still to use Listrik Pintar. In listrik pintar actually there are the pros and cons, because still many the society that constantly choose to use the postpaid as a electricity services for their house. But all submitted to the customer to choose and determine the product or service that will their use to daily needs as lond as the fairness.

Result the comparison of other research by Dhuhuriawan (2012) the phenomenon since it was launched the Listrik Pintar program that happened many surge will demand new pairs the Listrik Pintar. The portion of customers not well served a result of surge in demand for new pairs. So that the side of PLN make some waiting list that the customer can be served well. And from another research Dhias (2012) also concluded that Listrik Pintar still deemed not properly embedded in the minds of society or customer, so that its effects are still many who use the Listrik Pintar. And also can be concluded that the customer of the postpaid still more than Listrik pintar. Accordingly, discussion of the results of the study were divided into two, the discussion of the result postpaid users and Listrik Pintar users. Where the Listrik Pintar is the new service that the society still not quite know that the postpays. Views of the entire existing research that the Listrik Pintar is service that interested by the customer that already using this service but also not too enthused by the customer that who have not used this service.

CONCLUSION AND RECOMMENDATION

Conclusion

The customer views on Listrik Pintar there are pros and cons, growing perception among the public is they assume that the use Listrik Pintar more complex that used the regular, the complex it means, must buy the pulse first, filling the number and then the customer can enjoy the electricity. Then fear the people that most often is if the electricity pulse suddenly discharged in night and many counter that closed, migration processes that are inconsistent because of the confusing news by word of mouth, evolving issues that uses the Listrik Pintar is more expensive than regular electricity usage. Proportionate inverted with the regular users, the customer of Listrik Pintar said that electricity use is a positive impact to the user, the customer can control their own use of electricity in accordance with needs and desires, then this Listrik Pintar is practical because customers no longer need to pay for the electricity to go out each month, increase personal concern to every customer to always controlling the electric meter runs out before electricity.

Recommendation

Customer perception is where process by people to select and organize what that they feel in to using a product or service. So that, in this research customer perception very needed in to observe how the opinion from the people after using this new service that is Listrik Pintar. After do the research, until now the customer that already using this service experienced felt of benefit and comfortable in using this service. So that, for PLN and government must more to socialize this service and to the society in suggestion to quickly change service Listrik Pintar because using this service more saving and disciplinary in to using electricity and also if saving will be influence in the future.

REFERENCES

- Dhuhuriawan, Friki., 2012. Kualitas Pelayanan Program Listrik Pintar PT. PLN Surabaya Selatan (Studi Tentang Pelayanan Pasang Baru Listrik Prabayar Berdasarkan Indeks Kepuasan Masyarakat). *Undergraduate Thesis, UPN JATIM*. <http://eprints.upnjatim.ac.id/id/eprint/3456> Retrieved on March 20, 2014. Pp.1-23.
- George, Jennifer M., Gareth R, Jones., 2005. *Understanding and Managing Organizational Behavior*. 4th edition. ISBN. 9780131276789. Prentice Hall. New Jersey.
- Hancock, B., 1998. Trent Focus for Research and Development in Primary Health Care: An Introduction to Qualitative Research. *Trent Focus Group*. Retrieved on November 15th 2013. Pp.1-27.
- Hawkins, I., Roger J, Best., Kenneth A, Coney., 1995. *Consumer Behavior-Implications for Marketing Strategy*. 6th edition. ISBN 0256165475. Richard Irwin Inc. United States.
- Kotler, Phillip., Gary, Armstrong., 2001. *Principles of Marketing*. 9th edition. ISBN 9780130283290. Prentice Hall. New Jersey.
- Peter, Paul J., Jerry C, Olson., 2005. *Consumer Behavior & Marketing Strategy*. 7th edition. ISBN 9780072864878. Mc Graw Hill Companies; New York.
- Patterson, Paul., and Siu Kwan, Tai., 1991. Consumer Perceptions of Country of Origin in the Australian Apparel Industry. *Article in Marketing Bulletin Vol 2*. http://marketing-bulletin.massey.ac.nz/V2/MB_V2_A4_Patterson.pdf. Retrieved on June 25th, 2013. Pp.31-40.
- Rahmaputri, Dhias. 2012. Strategi Promosi PT. PLN (PERSERO) Distribusi Jakarta Raya dan Tangerang dalam mendukung Brand Awareness Listrik Pintar. *Undergraduate Thesis, BINUS*. <http://eprints.binus.ac.id/id/eprint/24926>. Retrieved on March 20,2014. Pp.1-140.

- Robbins, Stephen P., Timothy A, Judge., 2011. *Organizational Behavior*. 14th edition. ISBN 9780273755876. Prentice Hall; San Diego.
- Sachdev, Sudhir, 2011. Eco friendly products and consumer perception. *International journal of Multidisciplinary research*. Vol.1 Issue 5, ISSN 2231 5780. http://www.zenithresearch.org.in/images/stories/pdf/2011/Sep/20.Vol_01_Issue_0_5%20S_UDHIR%20SACHDEV%20ECO%20FRIENDLY.pdf. Retrieved on June 25th, 2013. Pp.279-287.
- Silva, W.G.M., J.M.M, Udugama., U.K, Jayasinghe Mudalige., 2012. Consumer perceptions on quality attributes of liquid food products: an emprical analysis based on urban households. *Article in Dept.of Agribusiness Management, Faculty of Agriculture & Plantation Management*. Wayamba University of Sri Lanka, Makandura, Gonawila (NWP), 60170, Sri Lanka. DOI: <http://dx.doi.org/10.4038/jas.v7i2.4409>. Retrieved on June 25th, 2013. Pp. 85-96.
- Solomon, Michael R., 2011. *Consumer Buying, having, and being*. 9th ed. ISBN 9780137034963. Pearson Education. Inc; London.

