THE INFLUENCE OF TRUSTWORTHINESS AND EXPERTISE TO CUSTOMER PURCHASE INTENTION FOR SAMSUNG AND APPLE PRODUCTS IN MANADO CITY

DAMPAK DARI KEPERCAYAAN DAN KELEBIHAN PRODUK TERHADAP DAYA BELI PELANGGAN UNTUK PRODUK SAMSUNG DAN APPLE DI KOTA MANADO

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ABSTRACT

There are some factors on the trustworthiness and expertise to customer purchase intention. This research is design to analyze the influence of trustworthiness and expertise to customer purchase intention for Samsung and Apple products in Manado city. Use the multiple regression analysis method, so the researcher can analyze the influence of the independent variable to dependent variable, which is employee performance. The independent variables in this research are trustworthiness and expertise. Based on the result on the analysis of data using multiple linear regression analysis techniques, the t test, obtained results which indicate that the influence of trustworthiness and expertise to customer purchase intention for Samsung and Apple products in Manado city. This shows that there is no significant difference for trustworthiness between Samsung and Apple smartphone products purchasing intention in Manado. There is no significant difference for expertise between Samsung and Apple smartphone products purchasing intention in Manado city.

Keywords: Trustworthiness, Expertise, Customer Purchase Intention

ABSTRAK

Ada beberapa faktor terhadap kepercayaan dan keahlian untuk daya beli pelanggan. Riset ini didisain untuk meneliti pengaruh kepercayaan dan keahlian terhadap daya beli pelanggan untuk produk samsung dan apple di Kota Manado. Menggunakan metode analisa multiple regresi, sehingga peneliti dapat meneliti pengaruh variabel yang ada. Variabel yang ada di dalam riset ini adalah daya beli pelanggan. Hasil analisa data yang menggunakan berbagai teknik analisa regresi linier,dan t test. Hasil yang diperoleh menunjukkan bahwa pengaruh kepercayaan dan keahlian untuk daya beli pelanggan untuk produk samsung dan apple di Kota Manado. Hasil yang didapat ternyata tidak ada perbedaan penting untuk kepercayaan antara produk samsung dan apple terhadap daya beli di Kota Manado. Hasil yang didapat ternyata tidak ada perbedaan penting untuk keahlian antara produk samsung dan apple terhadap daya beli di Kota Manado.

Kata kunci: kepercayaan, kelebihan, daya beli pelanggan

1. INTRODUCTION

Research Background

In Manado City, smartphone products from both companies have been used by many people and become one trend in the social interaction, after considering the availability of other companies that provides cellular phone products. So, the intention from people in this city to use smartphone products from Samsung and Apple, which is defined as the Customer Purchase Intention for both products, can be impacted by Trustworthiness and Expertise.

Research Objectives

The objectives in the research can be formulated as follows:
1. To determine the difference for the in Customer Purchase Intention based on Trustworthiness between Samsung and Apple products in Manado.
2. To determine the difference for the in Customer Purchase Intention based on Expertise between Samsung and Apple products in Manado.

Theoretical Framework

Trustworthiness

Trustworthiness the social responsibility and the good intentions of the organization are indicative of its trustworthiness in terms of its product(s) and/or service(s). Swift (2001), literature on the concept of trust is under researched and "fragmented across a variety of disciplines". Delgado-Ballester and Munuera-Aleman (2001) explain that most research on the concept of trust was in the field of social psychology in the form of the analysis of personal relationships. Trust is considered to be an inherent characteristic of valuable social interaction. They argue that these studies have resulted in the use of "varied and sometimes confusing terminology" to explain this concept.

Expertise

Erdem and Swait's (2004) Expertise measures consist of such sentences as, "This brand reminds me of someone who is competent and knows what s/he is doing" and "This brand has the ability to deliver what it promises." The credibility of a brand has been shown to be higher for brands with higher marketing-mix consistency over time, because these brands have shown the willingness and expertise of continuously delivering what they pro¬mised (Erdem and Swait, 1998). The organization's level of expertise is illustrated by its brand, culture, product(s) and/or service(s) and efficient messages in this regard.

Customer Purchase Intention

Keller (2001) Purchase intention means a consumer prefers to buy a product or service because he/she finds that he/she needs a particular product or service, or even attitude towards a product and perception of product. In other words, purchase intention means consumer will buy a product once again after she or he evaluates a product and finds out that the product worth buying. While consumers select one particular product, the final decision on accepting a product to buy or rejecting it depends on consumers' intention. Also, a large number of external factors have been recognized, which can affect purchase intention
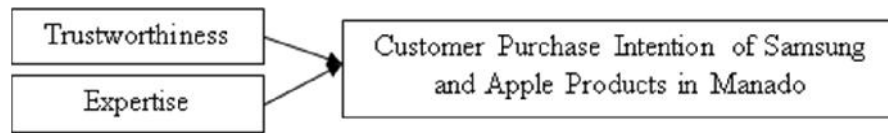
Conceptual Framework

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

2. RESEARCH METHOD

Type of Research

This study is case-oriented research and qualitative methods, by contrast, are most useful when applied to a small number of cases. Because qualitative techniques leverage the researcher's in-depth knowledge of cases, every additional case requires researchers to further divide their attention.

Place and Time of Research

This research is focused on the Economy and Business Faculty, Sam Ratulangi University between May – July 2015

Population and Sample

Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sugiyono, 2005). The population in this research is all people in Manado city those use smartphone products from Samsung and Apple. The sample of this research is people in Manado city that use smartphone products from Samsung and Apple, which are limited into 100 respondents and divided into 50 people those use smartphone products from Samsung and 50 people those use smartphone products from Apple.

Data Collection Method

Primary data is the researcher also gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. Researcher is gathering secondary data from all the sources mention above and also from textbooks and international literature and articles. Some secondary data also gathered from foreign university student's dissertations published in the internet.

Operational Definition and Measurement of Research Variables

Trustworthiness

This variable, which is the trustworthiness, can be associated with the degree of trust from customers in the marketplace after the frequent utilization of purchased products or chosen services, individually or collectively.

Expertise

This variable, which is the expertise, can be associated with partial or general knowledge and skills that can be obtained from common people in the environment, which are associated with the availability and the usage of products or services in the marketplace.

Customer Purchase Intention

This variable, which is the Costumer Purchase Intention, can be associated with the definite idea from common customers in the marketplace for purchasing products or using services, either those items are suitable for them or not. By using the Likert Scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyze the data. In this kind of scale, variables will be measured on five points of scale (1, 2, 3, 4, and 5) as shows:

Table 1. Grading Point of Decision Making

Statement	Score
Strongly agree	5
Agree	4
Netral	3
Disagree	2
Strongly disagree	1

Source: Processed Data, 2015

Data Analysis Method

Validity Test

As stated by Malhotra and Peterson (2006) the validity of a scale may be defined as the extent to which differences in observed scale score reflect true differences in what is being measured, rather than systematic or random error. A scale with validity would contain no measurement error that is no systematic error and no random error. To analyze the validity of questionnaire, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what ought to be measured. If probability of correlation is more than the R-table then the research instrument is stated as valid.

Reliability Test

Reliability is determined by repeatedly measuring the construct of variable of interest. The higher the degree of associations between the scores derived through this repeated measurement, the more reliable the scale (Malhotra and Peterson, 2006).

Independent Samples T-test

A t-test is any statistical hypothesis test in which the test statistic follows a Student's t distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimate based on the data, the test statistic (under certain conditions) follows a Student's t distribution.

3.   RESULT AND DISCUSSION

Result

Validity Test

This third sub-section will determine the validity level of this research instrument. This test can be conducted by comparing correlation index in Pearson Product Moment with significance level of 5%. If the probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

Table 2. Validity Testing Data for the Customer Purchase Intention of Samsung Smartphone Product

Correlations

		Trustworthiness_Samsung	Expertise_Samsung	Customer_Purchase_Intention_Samsung
Trustworthiness_Samsung	Pearson Correlation	1	.484 **	.417 **
	Sig. (1-tailed)		.000	.001
	N	50	50	50
Expertise_Samsung	Pearson Correlation	.484 **	1	.838 **
	Sig. (1-tailed)	.000		.000
	N	50	50	50
Customer_Purchase_Intention_Samsung	Pearson Correlation	.417 **	.838 **	1
	Sig. (1-tailed)	.001	.000	
	N	50	50	50

**. Correlation is significant at the 0.01 level (1-tailed).

Source: Processed Data, 2015

Table 3. Validity Testing Data for the Customer Purchase Intention of Apple Smartphone Product

Correlations

		Trustworthiness_Apple	Expertise_Apple	Customer_Purchase_Intention_Apple
Trustworthiness_Apple	Pearson Correlation	1	.421 **	.640 **
	Sig. (1-tailed)		.001	.000
	N	50	50	50
Expertise_Apple	Pearson Correlation	.421 **	1	.669 **
	Sig. (1-tailed)	.001		.000
	N	50	50	50
Customer_Purchase_Intention_Apple	Pearson Correlation	.640 **	.669 **	1
	Sig. (1-tailed)	.000	.000	
	N	50	50	50

**. Correlation is significant at the 0.01 level (1-tailed).

Source: Processed Data, 2015

Group Statistics Result

Table 4. Group Statistic Data for the Perception of Trustworthiness, Expertise and the Customer Purchase Intention between Samsung Smartphone Products Users and Apple Smartphone Products Users in Manado city

Group Statistics

	Customers Group	N	Mean	Std. Deviation	Std. Error Mean
Trustworthiness_ Samsung_Apple	Samsung Product	50	3.7533	.57857	.08182
	Apple Product	50	3.3733	.69543	.09835
Expertise_Samsung_ Apple	Samsung Product	50	2.9667	.70711	.10000
	Apple Product	50	2.7200	.59613	.08431
Customer_Purchase_ Intention_Samsung_	Samsung Product	50	3.6267	.76677	.10844
	Apple Product	50	3.1733	.68756	.09724

Source: Processed Data, 2015

Levene's Test for Equality of Variances

Table 5. Levene's Test for Equality of Variances for the Perception of Trustworthiness, Expertise and the Customer Purchase Intention between Samsung Smartphone Products Users and Apple Smartphone Products Users in Manado

		Levene's Test for Equality of Variances	
		F	**Sig.**
Trustworthiness, Samsung and Apple	Equal variances assumed	.406	.525
	Equal variances not assumed		
Expertise_Samsung_Apple	Equal variances assumed	6.045	.016
	Equal variances not assumed		
Customer_Purchase_ Intention_Samsung_Apple	Equal variances assumed	4.425	.038
	Equal variances not assumed		

Source: Processed Data, 2015

T-test for Quality of Means

Table 6. Independent Samples for the Perception of Trustworthiness for Smartphone products between Samsung Smartphone Products Users and Apple Smartphone Products Users in Manado

		Trustworthiness Samsung and Apple	
		Equal variances assumed	Equal variances not assumed
t-test for Quality of Means	T	2.970	2.970
	Df	98	94.860
	Sig. (2-tailed)	0.004	0.004
	Mean Difference	0.38000	0.38000
	Std. Error Difference	0.12793	0.12793
	95% Confidence Interval of the Difference		
	Lower	0.12612	0.12601
	Upper	0.63388	0.63399

Source: Processed Data, 2015

Discussion

Right now, it is common to see various electronic devices that can be used by many people in supporting or even completing their activities. So, the current application from the available electronic devices in general life of many people is observable from the usage in the personal activities and the social events. Basically, there is one partial usage of electronic devices in every different environment, which is the usage of the devices for communicating with other people. One distinguished model of this utilization is the availability of cellular phones in the marketplace.

Related with the condition in the previous paragraph, there is one new pattern from many people when using cellular phone, in which the majority of them use Smartphone when communicating and socializing with others in formal or informal occasions. Basically, Smartphone is the enhanced model of cellular phone that can be used, not only for contacting and/or messaging other people, but also for other purposes, such as for browsing information in the Internet, for playing games, for editing photos and for chatting in the online social media. Because of the speedy changing in the technological aspect in the telecommunication industry, it is easy to find smartphone devices from several companies. Recently, there are two respected companies that are recognized as companies with the best smartphone devices, which are Samsung and Apple. Apple has been known by many people for its Ipad products and Samsung has been known by them for its galaxy tab products.

In Indonesia, smartphone products from both companies have been used by many people and become one trend in the social interaction, after considering the availability of other companies that provides cellular phone products. So, the intention from people in this country to use smartphone products from Samsung and Apple, which is defined as the Customer Purchase Intention for both products, can be impacted by Trustworthiness and Expertise. Particularly, Manado City, as one operational area for the selling of products from both companies, is one city with various people that can share the similar or the same idea about the right smartphone devices for them. So, their intention to purchase and to use smartphone products from Samsung and Apple can be changed by the understanding of Trustworthiness and Expertise.

4. CONCLUSION AND RECOMMENDATION

Conclusion

There are two findings that are found from the overall results in this research, which are listed as follow:
1. There is no significant difference for Trustworthiness between Samsung and Apple Smartphone products purchasing intention in Manado city.
2. There is no significant difference for Expertise between Samsung and Apple Smartphone products purchasing intention in Manado city.

Recommendation

There are four important recommendations that can be concluded from the overall result in this research, which are listed as follow:
1. The management parties from Samsung and Apple Smartphone products that are sold in the Manado City and the followed usage from common people in this city must give the in-depth concern about this two factors, which are Trustworthiness and Expertise because the understanding from these factors can become one important point for maintaining or even improving the current sales in the Manado City.

2. The management from Samsung and Apple Smartphone must continue to develop their products in a way continues to improving innovation and specifications to their products, so that customers can trust in the products and make the customer feel comfortable with their products.
3. The management from Samsung and Apple Smartphone also has to clarify the advantages that exist in their smartphones through other public media, so that the customer can obtain clear information about their products.

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