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## **ANALYZING THE CONSUMER PURCHASE INTENTION IN SELECTING MOTORCYCLE BRAND USING ANALYTICAL HIERARCHY PROCESS (AHP) APPROACH**

*ANALISIS MINAT BELI KONSUMEN DALAM MEMILIH MEREK SEPEDA MOTOR MENGGUNAKAN PENDEKATAN ANALYTICAL HIERARCHY PROCESS (AHP)*

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### **ABSTRACT**

*Currently, the transportation is becoming a very important to support all the human activities. Many people have private cars and motorcycles, however, the congestion created them to prefer a motorcycle as a daily transportation for the efficient and effective of their activities. This aims to determine which motorcycle brand that are chosen the most and which the criteria that are influence the most. This research used Analytical Hierarchy Process (AHP) to compare each motorcycle brand based on the criteria; product quality, performance, price, advertising, and sales Promotion. This research held from May-June 2016 in Manado City. 50 users of the three motorcycle brand were surveyed as samples. The results show that Product Quality is the most important criteria, followed by Performance, Price, Sales Promotion, and the last Advertising. In the best motorcycle brand result, Yamaha become the best motorcycle brand chosen by respondent, followed by Honda and Suzuki motorcycle.*

*Keywords: Consumer purchase intention, motorcycle brand, analytical hierarchy process*

### **ABSTRAK**

Pada era sekarang ini transportasi menjadi kebutuhan yang sangat penting untuk mendukung semua aktivitas manusia. Hampir semua orang memiliki kendaraan pribadi, yaitu mobil dan motor, tetapi karena kemacetan yang sering terjadi membuat pengendara lebih memilih sepeda motor sebagai sarana transportasi yang tidak mudah terjebak dalam lalu lintas, lebih efisien digunakan, serta konsumsi bensin yang lebih rendah. Tujuan dalam penelitian ini adalah untuk menentukan merek sepeda motor manakah yang paling banyak dipilih dan kriteria manakah yang paling mempengaruhi konsumen dalam memilih sepeda motor. Penelitian ini menggunakan pendekatan Analytical Hierarchy Process (AHP) untuk membandingkan setiap merek sepeda motor yang didasarkan pada kriteria : kualitas produk, kinerja, harga, iklan dan promosi penjualan. Penelitian ini diadakan dari Mei-Juni 2016 di kota Manado. Respondennya adalah 50 orang, dan penelitian ini menggunakan purposive sampling. Responden dari penelitian ini adalah orang-orang yang memiliki pengalaman dalam menggunakan tiga merek sepeda motor tersebut. Hasilnya menunjukkan bahwa kualitas produk merupakan kriteria yang paling penting, diikuti oleh kinerja, harga, promosi penjualan, dan yang terakhir iklan. Hasil terbaik merek sepeda motor, Yamaha menjadi merek sepeda motor yang paling banyak dipilih oleh responden, diikuti oleh Honda dan diposisi terakhir adalah Suzuki.

Kata kunci : minat beli konsumen, merek sepeda motor, analytical hierarchy process

## 1. INTRODUCTION

### Background

In this current era the transportation is becoming a very important need to support all human activities every day. Means of transportation are the result of work and human intention amid the development of science and technology with more sophisticated means of transport, If compared with the era in the past where people still use/empowers the animal power as a means of transportation, to support smooth running of their activities in the move from one place to another place or even in use to transport their goods.

Indonesian society is now increasingly dependent on transportation there are land, sea, and air transport, because of the presence of public transportation makes it easy to move without the need for a long time or even draining a lot. Transportation needs and widely used by public that is land transportation. Land transportation is used to facilitate the day-to-day human activities, whether for work, school, and other activities. Almost all the people of Indonesia have private vehicles such as cars and motorcycles that have an impact on traffic congestion, especially in big cities in Indonesia.

Manado city is one of the cities in Indonesia. This is frequently experience of traffic congestion. Congestion often occurs because of soaring transportation on a highway that is not in the back by an adequate infrastructure. Almost the people of Manado have private vehicles, namely cars and motorcycles, but because of the congestion that often occurs make the riders prefer a motorcycle as a means of transportation that is not easy to get stuck in traffic and more efficient to use.

The motorcycle brands which are well known and popular among motorcycle users in the Manado city include Yamaha, Honda and Suzuki Motorcycle. These three motorcycle brand has an advantages and disadvantages respectively, and even they are vying to produce or create the best products of high quality in order to be competing in the market. Consumer buying intention against this three motorcycle brand is influenced by several factors such as product quality, performance, price, advertising, and sales promotion. Each customer has its own assessment in selecting the three brands of the brand motorcycle.

### Research objective

1. To identify which motorcycle brand that people choose the most.
2. To identify which criteria have influenced the most in selecting a motorcycle brand.

### Theoretical Framework

#### Marketing

Kotler (2003) "Marketing is the social process by which individuals and group obtains what they needs and what through creating offering, and freely exchanging product and service of value with others."

#### Consumer Behavior

Consumer behavior is the study of individuals, groups, or organizations and the process they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impact that these processes have on the consumer and society. (Hawkins, et, al, 2004).

### **Consumer Purchase Intention**

Belch and Belch (2012) consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

### **Brand**

Brand as a name, term, sign, symbol, or design, or a combination of them intended to identify the goods or services of one seller from among a group of sellers and to differentiate them from those of the competitors. (Shimp, 2003).

### **Product quality**

Product quality is the most important factor for the selection of each motorcycle brand/model especially in a market environment where the level of competition is intense and price-competitive (Shaharudin et al., 2010).

### **Performance**

Performance refers to a level of success in carrying out the task as well as the ability to achieve the goals that have been set. Performance is expressed good and successful, if the desired goals can be achieved with good (Donnelly, Gibson and Ivancevich, 1994).

### **Price**

Gwin and Gwin (2003) Price is regularly taken as a leading factoring guiding choice when it comes to making a buy decision. Price normally has constantly been a determinant factor on consumers' brand choice when choosing a product or service. It is understood that when a consumer is facing a buying decision for product purchase then he/she is research are cost, variety, value and worth of the product.

### **Advertising**

Cannon, Perreault, McCarthy (2008) said Advertising as the impersonal presentation of ideas, goods, or services paid by a sponsor.

### **Sales promotion**

Strang, (1976) said "Sales promotion includes all forms of sponsored communication apart from activities associated with personal selling. It, thus includes trade shows and exhibits, combining, sampling, premiums, trade, allowances, sales and dealer incentives, set of packs, consumer education and demonstration activities, rebates, bonus, packs, point of purchase material and direct mail.

## **2. RESEARCH METHOD**

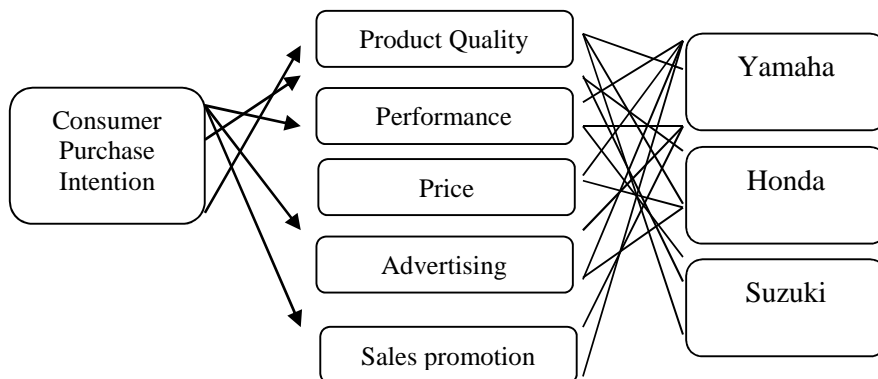
### **Types of research**

This research uses quantitative method.

**Place and Time**

The research takes place in Manado city from May to June 2016.

**Conceptual Framework**



**Picture 1. Conceptual Framework**  
*Source: Teoretical reviwis, 2016*

**Population and Sample**

The Population in this research is people in Manado who have experience riding this three type motorcycle brand Yamaha, Honda, and Suzuki motorcycles. The sample of this research is 50 respondents that have experience riding the motorcycles. The purposive sampling was applied in this research regarding to obtain information according to criteria.

**Data Collection Method**

The primary data used in this research is questionnaire that will be distributed to respondents. Secondary data in this research were used in the research background, literature review and research methodology.

**Operational Definition of Research Variable**

1. Consumer purchase intention (y) is once the consumers decide to purchase the motorcycles in dealers store; they will be driven by their intention.
2. Motorcycle brand criteria (x) mean factors of motorcycle that influencing people or reason why people want to use a motorcycle and why choose the brand.
3. Alternative: (1) Yamaha, (2) Honda, (3) Suzuki

**Data Analysis Method**

The Analytic Hierarchy Process (AHP) is due to Saaty (1980) 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. The global score for a given option is a weighted sum of the scores it obtained with respect to all the criteria. One common scale for AHP (adapted from Saaty) is :

**Table 1. The Saaty Rating Scale**

| <b>Intensity of importance</b> | <b>Definition</b>          | <b>Explanation</b>  |
|--------------------------------|----------------------------|---|
| 1                              | Equal importance           | Two factors contribute equally to the objective   |
| 3                              | Somewhat more Important    | Experience and judgement slightly favour one over the other.  |
| 5                              | Much more Important        | Experience and judgment strongly favour one over the other.   |
| 7                              | Very much more Important   | Experience and judgments very strongly favour one over the other. Its importance is demonstrated in practice. |
| 9                              | Absolutely more important. | The evidence favouring one over the other is of the highest possible validity.                                |
| 2,4,6,8                        | Intermediate Values        | When compromise is needed   |

*Source: Data Processed, 2016*

### 3. RESULT AND DISCUSSION

#### Result

**Table 2. Result of AHP of consumer Purchase Intention in Motorcycle Brand**

| <b>Yamaha</b> | <b>Honda</b> | <b>Suzuki</b> |
|---------------|--------------|---------------|
| 0.4661        | 0.3709       | 0.1634        |

*Source: Data Processed, 2016*

The result shows that consumers choose Yamaha as the most preferred motorcycle brand for among all alternatives. Yamaha have the highest score with score (0.4661), followed by Honda with score (0.3709), and Suzuki with score (0.1634). In general, the degree of consistency is satisfactory (acceptable) if consistency ratio  $\leq 0.10$ . The consistency ratio of this result is 0.08, it means the data comparison in this result is valid and consistent.

**Table 3. Result of the Overall Criteria**

| <b>Product Quality</b> | <b>Performance</b> | <b>Price</b> | <b>Sales Promotion</b> | <b>Advertising</b> |
|------------------------|--------------------|--------------|------------------------|--------------------|
| 0.4290                 | 0.2815             | 0.1807       | 0.0549                 | 0.0537             |

*Source: Data Processed, 2016*

The result shows that the highest score is product quality (0.4290). It means that product quality is the factor that influences the most consumers in selecting motorcycle brand. The second highest influence consumers choice is performance (0.2815), followed by price (0.1807), sales promotion (0.0549), and advertising (0.0537). In general, the degree of consistency is satisfactory (acceptable) if consistency ratio  $\leq 0.10$ . The consistency ratio of this result is 0.09. It means the data comparison in this result is valid and consistent.

#### Discussion

#### Result of AHP of Consumer Purchase Intention Motorcycle Brand

Using all criteria the result of data analysis shows that consumer choose Yamaha as the most preferred motorcycle brand in Manado. The second highest preferred by consumer is Honda and

followed by Suzuki in the last position. The reason why Yamaha is the highest preferred by consumers because Yamaha is the highest score in three criteria all of five criteria.

### **Pairwise comparison for the main criteria analysis**

The result of analysis shows that product quality is the most preferred criteria in selecting motorcycle brand, followed consecutively by performance, price, sales promotion, and advertising. Product quality became the highest influence criteria because people have seeking for a good quality when they want to buy a motorcycle, with a good quality the product will be longer to use.

Second highest influence criteria is performance. When people want to buy a motorcycle they seeking for the performance of its motorcycle. The performance of motorcycle is important because that is about how the motorcycle perform on the road. Consumer has considered the thing such as how does the motorcycle work while on the rocks or uphill road, how the motorcycle work while on the slippery road, and how the motorcycle work when driven a long distance. With a good performance the consumer will feel more safety and comfort when they are driving the motorcycle.

The third position influence criterion is price. Price is the one of benchmark for the consumers to buy a product, when the price in offer is cheap and affordable it will be attract the consumer purchase intention. Consumers will be buying a motorcycle with the right price, in the back of the quality of the motorcycle itself. Because motorcycle is a means transportation that is often used for a long period, of course the consumers will be looking for motorcycle with right price in the back of the quality.

The fourth position followed by sales promotion. Sales promotion is also one of the most important criteria for people when they are seeking for motorcycle, with good sales promotion it can reach more consumers. Sales promotion can influence consumer to buy motorcycle, when the products that is offered with attractive promotion and favorable automatically people will be interested to buy.

In the last position is advertising. Advertising is the one part of promotion. When we want to sell the product, we need advertising to introduce our product so the people will know well and interest about the product. Advertising is also an important criteria that influenced people to buy a motorcycle, many motorcycle companies using famous actress/actors as their commercial star because people will be more interesting if their favorite actress/actor using the same motorcycle.

## **4. CONCLUSION AND RECOMMENDATION**

### **Conclusion**

1. Yamaha is the most preferred motorcycle brand by the consumer, followed by Honda, and Suzuki in the last position.
2. Product quality is the most preferred among five criteria for selecting motorcycle brand followed consecutively by performance, price, sales promotion and advertising.

### **Recommendation**

1. Honda and Suzuki must improve their product motorcycle regarding the criteria which are became their weakness because Yamaha almost dominates the best product in all priority criteria that make this motorcycle brand able to attract more consumer.

2. Product quality has important role in selecting motorcycle brand. Product quality becomes a most dominant criteria that considered by the respondents that influence their selection in choosing motorcycle brand. Consumer will seek for a product quality when they want to buy a motorcycle. For motorcycle brand, good quality of product is crucial part for motorcycle companies to keep their consumer.

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