

## A COMPARATIVE STUDY OF CONSUMER PURCHASE DECISION BETWEEN CONSUMER OF TOYOTA VIOS AND HONDA CITY

*ANALISA PERBANDINGAN KEPUTUSAN BELI KONSUMEN ANTARA KONSUMEN  
TOYOTA VIOS DAN HONDA CITY*

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### **ABSTRACT:**

*Mobility of people has been started since time immemorial; these activities shall be done by a variety of purposes, among others for feeding, housing and so forth. In mobility are often carrying goods or carry people. Transport serves to overcome the gap distance between the origin and destination. This process is used to enable people in everyday activities. Transportation has become a human need today. The objective of this research is to analyze the difference in purchase decision between Toyota Vios and Honda City based on Brand Loyalty, Safety, Features, and Advertisement. The method analysis on this research is Independent T-Test to compare Toyota Vios and Honda City in Manado. The sampling method is purposive sampling as many as 25 respondents who has experience with Toyota Vios and 25 respondents who has experience with Honda City. The result concluded that there is no significant difference in purchase decision on all factors which are brand loyalty, safety, features, and advertisement because there is same in the industry and they have their own loyalty consumer. The research recommends the marketers of both brands, which are Toyota Vios and Honda City, should consider more on the factors that influence the purchase decision.*

**Keywords:** *Sedan Car, Consumer Purchase Decision, Brand Loyalty, Safety, Features, Advertisement*

### **ABSTRAK:**

Mobilitas orang telah dimulai sejak jaman dahulu, kegiatan ini dilakukan oleh berbagai tujuan, antara lain untuk mencari makan, tempat tinggal dan sebagainya. Mobilitas sering membawa barang-barang ke mana-mana. Transportasi berfungsi untuk mengatasi kesenjangan jarak antara asal dan tujuan. Proses ini digunakan untuk memungkinkan orang dalam kegiatan sehari-hari. Transportasi telah menjadi kebutuhan manusia pada saat ini. Tujuan dari penelitian ini adalah untuk menganalisis perbedaan keputusan pembelian antara Toyota Vios dan Honda City berdasarkan Brand Loyalty, Keselamatan, Fitur, dan Iklan. Metode analisis pada penelitian ini adalah Independent T-Test untuk membandingkan Toyota Vios dan Honda City di Manado. Metode pengambilan sampel adalah purposive sampling sebanyak 25 responden yang memiliki pengalaman dengan Toyota Vios dan 25 responden yang memiliki pengalaman dengan Honda City. Hasilnya menyimpulkan bahwa tidak ada perbedaan yang signifikan dalam keputusan pembelian pada semua faktor yaitu loyalitas merek, keselamatan, fitur, dan iklan karena kedua produk berjalan di industry yang sama dan mereka memiliki loyalitas konsumen mereka sendiri. Penelitian merekomendasikan penjual dari kedua merek, yaitu Toyota Vios dan Honda City harus mempertimbangkan lebih banyak lagi pada faktor-faktor yang mempengaruhi keputusan pembelian.

**Kata Kunci:** Sedan, keputusan beli konsumen, loyalitas merek, keamanan, fitur, iklan

## 1. INTRODUCTION

### Research Background

People nowadays need their own private car, especially for those who have enough income to buy a car. In a fast paced and instantly habits make people want to have their own car which make them feel more freely and feel more comfortable to travel everywhere, also it give them more benefit because they do not have to queue and wait for a public transportation.

Economic growth also makes the automotive industry in Manado growth rapidly. Uses of private cars in Manado grow very fast. The growing needs for cars in Manado makes the cars manufactures compete to enter the markets. There are so many car dealers in Manado.

One of the most growing sedan car markets in Manado is Sedan entry. Sedan entry is the most desirable types to use. For example, for sedan entry are Toyota Vios and Honda City. Besides cheaper than the others type, sedan entry with small engine 1500cc is more efficient for fuel to drive every day in city.

In purchase decision, there are some factors that influenced people of purchase decision that are brand loyalty, safety, features, and advertisement. Therefore, the statement above has brought the author to research the study with the tittle “A Comparative Study of Consumer Purchase Decision Between Consumer of Toyota Vios and Honda City.”

### Research Objective

The objectives of this research are to analyze the significant difference between:

1. Consumer purchase decision between consumer of Toyota Vios and Honda City based on brand loyalty.
2. Consumer purchase decision between consumer of Toyota Vios and Honda City based on safety.
3. Consumer purchase decision between consumer of Toyota Vios and Honda City based features.
4. Consumer purchase decision between consumer of Toyota Vios and Honda City based advertisement

### Theoretical Framework

#### Marketing

Kotler and Armstrong (2010) broadly defined marketing as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. In a narrower business context, marketing involves building profitable, value laden exchange relationship with customers.

#### Consumer Behavior

Consumer behavior is defined as the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products and service that they expect will satisfy their needs. Consumer behavior focuses on how individual make decisions to spend their available resource (time, money, effort) on consumption related items ( Schiffman and Kanuk, 2004).

**Consumer Purchase Decision**

In addition, rather than purchasing, the consumer may make a decision to modify, postpone, or avoid purchase based on an inhibitor to purchase or perceived risk. The perceived risk literature emphasizes that consumers generally try to reduce risk in their decision making. This can be done by either reducing the possible negative consequences or by reducing the uncertainty (Peter & Donnelly, 2001).

**Brand Loyalty**

Carroll and Ahuvia (2006) suggested that Brand love, in turn, is associated to higher levels of brand loyalty and positive word-of-mouth.

**Safety**

Safety is relative freedom from danger, risk, or threat of harm, injury, or loss to personnel and/or property, whether caused deliberately or by accident (businessdictionary,2015).

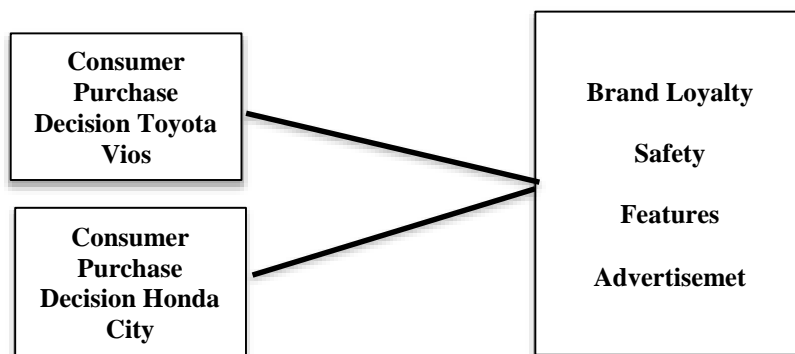
**Features**

Young and Pagoso (2008) said a strategy for feature are specific design characteristics that allow a product to perform certain tasks. Further Young and Pagoso (2008) said the particular product life-cycle strategy has been successfully used by makers of watches, calculators, copying, machines, and consumer electronics.

**Advertisement**

Brasington & Pettit (2000) define “advertising as any paid form of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, service or idea”. “The key differences between advertising and the other promotional tools is that is impersonal and communicates with large number of people through paid media channel”

**Reserach Framework**



**Figure. 1 Research Framework**

### **Research Hypothesis**

1. H<sub>0</sub>: There is no significant difference in consumer purchase decision based on brand loyalty, safety, features, and advertisement.
2. H<sub>1</sub>: There is a significant difference in consumer purchase decision based on brand loyalty between consumer of Toyota Vios and Honda City.
3. H<sub>2</sub>: There is a significant difference in consumer purchase decision based on safety between consumer of Toyota Vios and Honda City.
4. H<sub>3</sub>: There is a significant difference in consumer purchase decision based on features between consumer of Toyota Vios and Honda City.
5. H<sub>4</sub>: There is a significant difference in consumer purchase decision based on advertisement between consumer of Toyota Vios and Honda City.

## **2. RESEARCH METHOD**

### **Type of Research**

This research is comparison type. This research is a quantitative method since using questionnaire as a tool to gather data and analysis.

### **Place and Time of Research**

The study was conducted in Manado between two months from August - September 2016.

### **Population and Sample**

The population in this research are consumer who has experience with Toyota Vios and Honda City. The sampling design of this research is purposive sampling that is considered as the best way of getting some information quickly and efficient. The sample of this research is 25 respondents consumer who has experience with Toyota Vios and 25 respondents who has experience with Honda City

### **Data Collection Method**

#### **Primary Data**

According to Sekaran and Bougie (2009), data collected first-hand for subsequent analysis to find solutions to the problem research. In this study, the primary data is the questionnaire data from the respondents. Questionnaires are distributed to respondents so they can respond directly on the questionnaire.

#### **Secondary Data**

Secondary data is the data that have already been gathered by researchers, data published in statistical and other journals, and information available from any published or unpublished source available either within or outside the organization, all of which might be useful to the researcher (Sekaran and Bougie, 2009). The secondary data are taken from journals, textbook and relevant literature from Internet.

## Operational Definition and Measurement of Research Variables

**Table 1. Operational Definition**

No.	Variable	Definition
1	<b>Consumer Purchase Decision</b>	Consumer purchase decision describe the customer starts analyzing critically and responding over different attributes of the alternatives and their advantages and disadvantages of choosing Toyota Vios or Honda City
2	<b>Brand Loyalty</b>	The situation in which a consumer generally buys the same manufacturer originated product or service repeatedly over time rather than buying from multiple suppliers within the category of Toyota Yaris and Honda City
3	<b>Safety</b>	The designer and manufacturer of a product have a moral obligation to make sure that a customer / consumer is not injured by it when used Honda City and Toyota Vios
4	<b>Features</b>	product features are specific design characteristics that allow a product to perform certain tasks of Honda City and Toyota Vios
5	<b>Advertisement</b>	Advertising becomes crucial in making consumers aware of the existence and characteristics of Honda City and Toyota Vios

*Source: Data Processed (2016)*

### Data Analysis Method

#### Validity Test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure (Sekaran and Bougie, 2009). In other words, this test is actually to look at the feasibility of the questions in the questionnaire item can define a variable or not.

#### Reliability Test

The reliability of measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach's alpha is reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009).

#### Independent t-test

The independent-samples t test evaluates the differences between the means of two independent or unrelated groups. That is evaluating whether the means for two independent groups are significantly different from each other. The independent-sample t test is commonly referred to as a between groups design, and can also be used to analyze a control and experimental group.

### 3. RESULT AND DISCUSSION

#### Result

#### Validity Test

All the total values for each independent variables and dependent variable are above 0.3. It means all the indicators are valid.

**Table 2. Validity Test**

No	Variable	Indicator	Statement	Prob. Value	Alpha	Status
1	Buying Decision Toyota Vios Consumers	Brand Loyalty	Remember the band of the product	0,000	0,05	Valid
			Using the brand	0,000	0,05	Valid
			Will not be affected by other brand	0,000	0,05	Valid
			Will recommendation to other people	0,000	0,05	Valid
			U will buy the product and not will be affected by price	0,000	0,05	Valid
		Safety	High safety level of product	0,021	0,05	Valid
			Safety guarantee of the product	0,002	0,05	Valid
			Good safety standard	0,001	0,05	Valid
			Feels safety when using the product	0,009	0,05	Valid
			The safety has been recognized	0,021	0,05	Valid
		Features	Features of seats feels comfortable	0,002	0,05	Valid
			There is features as air conditioner	0,022	0,05	Valid
			There is features as music player	0,002	0,05	Valid
			There is features as seat belt	0,000	0,05	Valid
			There is not found at other product	0,006	0,05	Valid
		Advertise ment	Aware from printing media	0,002	0,05	Valid
			Aware from electronics media	0,000	0,05	Valid
			Aware from social media	0,009	0,05	Valid
			Aware from friend or others	0,008	0,05	Valid
			Aware from brochures and billboards	0,008	0,05	Valid
2	Buying Decision Honda City Consumers	Brand Loyalty	Remember the band of the product	0,010	0,05	Valid
			Using the brand	0,009	0,05	Valid
			Will not be affected by other brand	0,003	0,05	Valid
			Will recommendation to other people	0,022	0,05	Valid
			U will buy the product and not will be affected by price	0,005	0,05	Valid
		Safety	High safety level of product	0,002	0,05	Valid

			Safety guarantee of the product	0,007	0,05	Valid
			Good safety standard	0,004	0,05	Valid
			Feels safety when using the product	0,001	0,05	Valid
			The safety has been recognized	0,001	0,05	Valid
		Features	Features of seats feels comfortable	0,003	0,05	Valid
			There is features as air conditioner	0,003	0,05	Valid
			There is features as music player	0,006	0,05	Valid
			There is features as seat belt	0,016	0,05	Valid
			There is not found at other product	0,020	0,05	Valid
		Advertisement	Aware from printing media	0,001	0,05	Valid
			Aware from electronics media	0,001	0,05	Valid
			Aware from social media	0,000	0,05	Valid
			Aware from friend or others	0,002	0,05	Valid
			Aware from brochures and billboards	0,003	0,05	Valid

**Reliability Test**

The reliability test explains that the entire variable is reliable and this research used Cronbach Alpha. If Alpha is less than 0.6 which means the result are unreliable. The interpretation of Alpha Cronbach (Sekaran, 2003) is: < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable, > 0.6 or 0.7 indicates that the data is acceptable, 0.8 indicates good internal consistency or consider that the data resulted is reliable.

**Table 3. Reliability Statistics**

No	Variable	Indicator	Alpha Cronbach Value	Standard	Status
1	Buying Decision Toyota Vios Consumers	Brand Loyalty	0,813	0,6	Reliable
		Safety	0,637	0,6	Reliable
		Features	0,725	0,6	Reliable
		Advertisement	0,612	0,6	Reliable
2	Buying Decision Honda City Consumers	Brand Loyalty	0,669	0,6	Reliable
		Safety	0,605	0,6	Reliable
		Features	0,611	0,6	Reliable
		Advertisement	0,610	0,6	Reliable

Source: Data Processed, 2016

**Group Statistic Result**

**Table 4 Group Statistics**

	Konsumen	N	Mean	Std. Deviation	Std. Error Mean
Brand Loyalty	Toyota Vios	25	19.68	4.240	.848
	Honda City	25	19.32	1.865	.373
Safety	Toyota Vios	25	19.60	2.291	.458
	Honda City	25	19.04	1.369	.274
Features	Toyota Vios	25	19.08	2.040	.408
	Honda City	25	19.96	1.020	.204
Advertisement	Toyota Vios	25	19.56	1.660	.332
	Honda City	25	19.24	1.165	.233

Source: Data Processed 2016

**Independent t-test**

**Table 5. Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Loyalty	Equal variances assumed	11.304	.002	.389	48	.699	.360	.926	-1.503	2.223
	Equal variances not assumed			.389	32.948	.700	.360	.926	-1.525	2.245
Safety	Equal variances assumed	2.958	.092	1.049	48	.299	.560	.534	-.513	1.633
	Equal variances not assumed			1.049	39.193	.301	.560	.534	-.520	1.640
Features	Equal variances assumed	5.129	.028	-1.930	48	.060	-.880	.456	1.797	.037
	Equal variances not assumed			-1.930	35.294	.062	-.880	.456	1.806	.046
Advertisement	Equal variances assumed	2.265	.139	.789	48	.434	.320	.406	-.496	1.136
	Equal variances not assumed			.789	43.017	.434	.320	.406	-.498	1.138

Source: Data Processed 2016



From the table above the result is there is no significant difference on consumer purchase decision between Toyota Vios and Honda city based on brand loyalty, safety, features, and advertisement.

### **Discussion**

The purpose of this research is to find the difference on consumer purchase decision by comparing the consumer of Toyota Vios and Honda City. This research is to analyze about the difference between two object based on four variables, which are Brand Loyalty, Safety, Features, and Advertisement. On analyzing this research it used Independent T-test method as the data analysis. And the research found there is no significant differences on consumer purchase decision between Toyota Vios and Honda city based on the factors.

## **4. CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Here the result of the research that can be drawn as the conclusions:

1. There is no significant difference in consumer purchase decision between Toyota Vios and Honda City in the context of Brand Loyalty.
2. There is no significant difference in consumer purchase decision between Toyota Vios and Honda City in the context of Safety.
3. There is no significant difference in consumer purchase decision between Toyota Vios and Honda City in the context of features.
4. There is no significant difference in consumer purchase decision between Toyota Vios and Honda City in the context of advertisement.

### **Recommendation**

Here the recommendation that can be proposed based on result of the research:

The marketers of both of two brands, which are Toyota Vios and Honda City should more, considering on the factors that influence the purchase decision. And also the company should maintain their marketing and promotion.

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