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Assessing the Pricing Persceptives of Motorcycle Product Attributes on Customer Behavior

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Abstract

In Indonesia, motorbikes dominated public transit, making motorcycle sales extremely competitive for a number of brands, particularly Honda and Yamaha. The goal of this research is to identify and assess the effects of pricing perspective qualities, brand advantages, media branding, promotions, after-sales guarantee, products, colors, and designs, as well as fuel consumption as motor product items on consumer behavior. Purposive sampling was used in this investigation, with a total sample size of 194 participants. Using SPSS software, descriptive analysis and multiple linear regression analysis were used to analyze the data. The findings show that Honda's products play a larger role in the execution of its marketing plans, accounting for 87.75 percent of the total, with Yamaha's quality accounting for the remaining 79.40 percent influenced by other factors. This shows that respondents choose motorcycles with the following criteria: Engine, Media Branding, Price, Advertising and Fuel Consumption affect consumer behavior to buy both Honda and Yamaha products.

Keywords: Media Branding; Price; Product Attributes; Consumer Behavior

JEL Classifications: M31; M11

Introduction

Psychological factors such as perceptions, motivations, learning, attitudes, and personalities, situational factors such as the state of shopping facilities and infrastructure, shopping time, product use, and purchasing conditions, and social factors such as laws, laws / regulations, family, reference groups, social and cultural classes are the main factors influencing consumer purchasing decisions. There are various stakeholders involved in consumer decision making, including the idea's creator (initiator), product consumers (users), decision makers (deciders), and influencers. The focus of this study will be on factors that may influence a consumer's decision to purchase motorcycle products, particularly product features. Product attributes are elements that are given special attention throughout the production of a product in order for it to be superior or differentiator in the marketplace, allowing it to deliver extra value, benefits, and be considered in purchasing decisions. Consumers and marketers value product features equally. When purchasing a product and comparing competing brands, the customer uses attributes as the basis for evaluating a product since attributes provide the benefits that the consumer desires. Executives must understand the core concepts of marketing science and consumer behavior, notably needs, preferences, and demands, in order to develop effective relationships with customers.

There are four elements that must be addressed in order to create and maintain a good relationship with customers. (1) Consumer Value, (2) Consumer Satisfaction, (3) Consumer Trust, and (4) Customer Loyalty.

1.Consumer value, namely a comparison between perceived benefits and all resources used to obtain the benefits of the product purchased; consumer value is relative and subjective; customer value is very important and must be the company's focus;

2.Satisfaction is a consumer's fundamental perception of product performance (consumer perception of real product performance);

3.Consumer Trust is a consumer's perception of consumer trust, specifically the creation and maintenance of consumer trust, is the foundation for maintaining good long-term relationships; This trust is the firm attitude of consumers in their stance on a product; This trust is the firm attitude of consumers in their stance on a product; they will be steadfast and loyal and will not easily switch to other companies. (Suryadi, 2017) in consumer behavior factors shaping market variability destaron teeth segment I is strong, white, attractive, and protects cavities in segment II DePowergo: packaging, curls, and pricing, and segment III Destyle prevents want and fresh breath;

4.A marketer's purpose is to create and sustain consumer pleasure with attributes such as a buying a large number of products or frequently; being price agnostic; keeping loyal consumers more efficiently than acquiring new customers; promoting positive things purchased. The specific outcomes that a person or institution wishes to achieve in a certain time frame and with the resources at hand. Goals are more defined and easier to quantify than objectives.

The essential instruments that underpin all planning and strategy operations are objectives.

a.Determine how product attribute factors influence customer behavior;

b.Predict the model of product attribute influence on consumer behavior.

Literature Review

Consumer Behavior Theory

Several factors impact why a person purchases a specific product to suit his or her requirements and aspirations. There is a distinction between needs and desires, with needs being instinctual and desires being artificial requirements produced by the environment or the environment of a certain location. Micro theories, psychological theories, sociological theories, and anthropological ideas can all be used to better understand and direct consumer behavior (Swasta and Handoko, 1997). For the purpose of furthering this research, the researcher will use the possibility that the decision to buy is the result of an economical, rational, conscious calculation, where individual buyers try to use the goods that provide the most usefulness (satisfaction), according to their tastes and relative prices, a combination of marketing mix or product mix with the assumption that consumers want to maximize satisfaction within financial constraints, and knowledge of the market.

Factors that influence consumer behavior

External influences; Cultural factors: everything learned from normative behavioral patterns, including thinking, feeling, and acting; b) Social class: a group of homogeneous religions that last a long time in a society, arranged hierarchically, and whose members have the same values of interest and behavior (Kotler, 1993); c) Family, which is a form of nuclear family (father, mother, and child) and extended family (Kotler, 1993); d) Reference groups and social groups are groups that shape a person's personality and behavior; this group's conduct, style, and self-concept are constantly changing, which might influence a person's product and brand selection (Kotler, 1993) where humans are born with a basic urge or want to be one with other humans (in society) and to compete with the natural world, depending on the social group.

Internal Factor: Individuals are motivated to achieve a goal by an internal factor. Motivation is defined as "an impetus of individual needs and desires directed toward the objective of obtaining fulfillment" (Swastha and Handoko, 1997). Without motivation, a person will not be motivated to pursue self-satisfaction. Many motivational theories exist, including Freyd's theory, Maslow's theory, and Herzberg's theory (Kotler, 1993). The theory of Zaltman and Wallendorf, according to which motivation is separated into two types: cognitive motives and effective motives, guides researchers from diverse perspectives on the resemblance and realism of the study of product qualities to customer pleasure.

The researcher uses:

1. Cognitive Motives, which are themes that emphasize the process of one's information, to test the hypothesis. The consistency motive causes consumers to accept a positive relationship between price and quality; b. Attributes that focus on the orientation of consumers towards external make in their environment, namely about what causes it to happen, the causes of the happening are important; c. Categorization: namely a complex environment, the impetus is to facilitate his observations by categorizing the experiences; d. Objectivization: namely a complex environment, the impetus is to categorize the experiences; If a consumer receives a low-quality product, he or she will shift his or her attention to other products or locations in order to obtain more high-quality products for the sake of good and in accordance with the desired situation; h. Utilitarian is a motive of consumers who have the ability to encourage the dissemination of useful information, and this ability is used to combat life's challenges.

2. Effective Motives, or motifs that emphasize one's feelings, can be explained as follows: a. Information reduction is a movement to motivate consumers to obtain a balance of reduction for satisfaction, and information is something that does not please or reduces the information that it faces so that there is a balance in itself; b. Expression is the state of consumer behavior that is shown through the condition of their faces, meaning that to know consumer sa f. Affiliation is a motive that is the foundation for social ties with people for groups; the items and services received are a representation of the satisfaction of the motive assertion's success; This motive is a desire or need to reach an agreement with others in order to form interpersonal relationships; g. Identification is the desire of consumers to obtain satisfaction, to feel accepted by the environment, and to feel needed by the environment; h. Modeling is the desire of consumers to take actions that are similar to those required by others.

Shape and change of attitude

Attitudes are formed in response to stimuli molded by the social and cultural environment, including family, conventions, practices, and people. There will always be a tendency to cultivate directors who have a favorable and impressive influence on themselves both inside and outside of the company. On a social level, this mentality will grow and flourish in the economics, politics, and other areas. Variances in the environment that exist and are accepted are what cause differences in attitudes between dominating individuals, and attitudes will not be established without human interaction with particular items. (Partini, 1989) Among the factors that can produce a shift in attitude are (Partini, 1989). Danan (2014) emphasized two factors, namely External influences are those that exist outside of the individual, specifically from the environment in which he or she has grown up. Internal factors include factors originating from the individual self, as well as the ability to select or interpret external stimuli, such as attitudes of interest and attention.

Research and Methodology

This research is a descriptive study that collects data to be tested in order to generate a description of customer behavior. Answering questions regarding the current state of research subjects or hypotheses. (Kuncoro et al., 2003) dividing the two advantages, (1) for studies in the business sector that are mostly used as a basis for business decision making, and (2) descriptive studies are required to recognize the distribution and behavior of the data contained.

The users of Yamaha and Honda motorcycles in East Java make up the population in this study. Consumers who ride Yamaha and Honda motorcycles make up the study's sample, and the sampling method is convenience sampling. Teenagers (male and female) aged 18-22 years are the respondent character in purpose sampling. Malhotra in Septiani (2009) determined that the minimal sample size is four times the number of attribute variables determined. The sample size is set at 120 people (if the sample size is less than 50 people, don't do factor analysis (Simamora, 2005).

Data collection method: Primary Data: A survey was done to acquire primary data by sending questionnaires to respondents, especially youths in tertiary education who had used both motorbike products, using research techniques such as unstructured interviews and questionnaires. Secondary Data: Secondary data has been collected by others in the form that it already exists, such as the findings of earlier study that has been published, such as literary studies, literature related conversations on qualities, and consumer behavior.

(1) The interdependence technique is a multivariate statistical technique that assigns meaning to a set of variables or a group of items without distinguishing between dependent and independent variables. (2) A multivariate statistical technique that explains or predicts a dependent variable is known as the dependency technique.

The Technique Used; (1) Qualitative Data Analysis: This sort of research is descriptive in character, distributing 120 motorbike user questionnaires, and quantitative data in order to be quantitative on a tiered scale (Nazir in Inzar, 2000). (2) Quantitative Data Analysis: Researchers employed two approaches to data analysis in this study.

Factor Analysis is a technique for studying the interdependence of multiple variables at the same time with the goal of simplifying the shape of links between many variables into a small number of factors. The Fisbein Model and Factor Analysis were used in this study's analysis. Multiple regression analysis is a type of association analysis that investigates two or more independent variables on a single interval scale variable at the same time.

Variables in Operational Research: (1) Product Characteristics, Product attributes are defined as the development of a product or service that involves the benefits that the product or service will offer (Tjiptono, 2010), while Kotler and Armstrong (2012) define product attributes as the development of a product or service that involves the benefits that the product or service will offer. The components of product attributes can be divided into three categories: a. product quality, b. product features, and c. product design. (2) Consumer Attitudes according to Prasetijo and Ihalauw (2005), consumer behavior is a three-stage process that includes acquisition, consumption, and post-purchase action (disposition). The phases of acquisition include the processes of searching and purchasing, while the stages of consuming include the processes of using and assessing. From this description, it can be determined that consumer behavior examines the activities of each individual, household, or organization prior to making a purchase, as well as their actions following the acquisition and consumption of a product, service, or idea; (3) Structural Attitude Model, according to Shiffinan and Kanuk in Wijoyo (2005), the three component attitude model: a) is the perception and knowledge possessed from a combination of direct experience of objects when buying and various variations of information (cognitive), b) a feeling / emotion related to the brand or product (affective), and c) a tendency or likelihood that the consumer will take a specific action or act in a particular way by looking at the object of attitude; A multi-attribute attitude model consists of a) The attribute-to-object model, which is used to measure customer attitudes toward a product category or brand in particular (function of attendance and evaluation). b) The Attitude - toward - behavior model is a theory of measuring the right attitude based on the act of buying or using the brand of the product itself (when purchasing on site); c) The Theory foreasoned-action model is a theory of measuring the right attitude based on the act of buying or using the brand of the product itself (when purchasing on site) (the act of buying and using and determining satisfaction).

Findings

Statistical Descriptive Analysis

Table 1: Descriptive Analysis

Responden			194
Sum of Question			25
Responden Square	Man (31%)	Women (69%)	Total (100%)
	All Product	Yamaha	Honda
	60,57%	54,60%	64,54%
Discription	Atribute (Loading)	Atribute (Loading)	Atribute (Loading)
Optimalization Factor	Merk (X7)	Engine (X1)	Engine (X1)
	Engine (X1)	Price (X4)	Variant (X2)
	Design Body (X3)	Advertisement (X6)	Fuel Consumption (X8)
	Variant (X2)		Advertisement (X6)
	Price (X4)		
	Fuel Consumption (X8)		
	Media (X6)		
	Advertisement (X6)		

Hypothesis

Table 2: Result Hypothesis

Batle's Test	517,756
Dk	28
Sig	0
Sampling Size	0,863
KMO (Kaiser-Meye-Oklin)	> 0,5
Initial Eigvalues Total	1,081
Sum of Componen	6

Optimalization Factors Loading Last Impressions

Table 3: Optimalization of Motorcycles Use Loading

Level Factor	Atribut	Sub Atribut	Loading
Maing Factor	Variance	Attractive Color	0,790
		Color Optional	0,710
		Suitable Color	0,700
		Aerodinamis	0,750
	Design Body	Sport	0,710
		Modern	0,780
	Price	Competitive Price	0,570
	Advertisement	Interesting Ad	0,600
	Brand	Add Self - image	0,510
	Fuel Consumption	Distance Meassurement	0,710
Second Factor	Price	Have a sale value	0,590
		Have a sale value	0,500
		Usability	0,520
	Brand	After Sales	0,670
Third Factor	Media	Quality	0,570
		Credit Sales	0,730
	Price	Product Display	0,600
Fourth Factor		Cheap Price	0,830
Fifth Factor	Advertisement	Get to know consumers	0,920

Table 4: Rotation Loading and Structural Model

Rotation Sums of Squared Loading				62,690
Model Structural	A	-13,23	-13,08	-10,68
	X1	0,419	0,365	0,400
	X2	-0,032	0,460	-0,070
	X3	0,032	0,116	-0,010
	X4	0,325	0,302	0,320
	X5	0,006	0,004	0,200
	X6	0,361	0,332	0,360
	X7	0,022	-0,129	0,030
Standardized	X8	0,033	0,021	0,020
	X1	0,471	0,457	0,469
	X2	-0,039	0,075	-0,081
	X3	0,300	0,204	-0,001
	X4	0,350	0,383	0,356
	X5	0,060	-0,007	0,018
	X6	0,472	0,530	0,485
	X7	-0,026	-0,190	0,032
Other Factor	X8	0,420	0,350	0,022
	E	0,394	0,450	0,354
		39,43%	45,40%	35,46%

Conclusion

The majority of automatic motor eaters are 69.07 percent, with a 19-20 year age distribution of 27%, Honda Motorbike 55 percent, who always follow changes in the demands and wants of owning a vehicle according to expectations or tastes through the attitudes outlined in this survey. The Bartlett's Sphericity Test is appropriate for determining sample adequacy, and then proceed to the correlation matrix, where the

correlation results are consistent. After being rotated into 6 policies with sub characteristics 22 questions to produce the policy, the product keywords studied were still a number of 8 attributes:

Based on the dependency and interdependence analysis, the adequacy of sampling from the Bartlett's Sphericity Test for factor analysis is appropriate, and the matrix correlation is appropriate, the product results remain 8 before rotation, and there are 6 major attributes as the basis for decision making after rotation. The order in which decisions about characteristics and sub-attributes are made.

1.Primary Policy: 1) Prioritized Color Attributes to Enhance Self-Image; 2) Product Design Attribute Factors Prioritizing Aerodynamics, Sport, and Modern; 3) Price Attribute Factor Prioritized at Competitive Price; 4) Prioritized Media Attributes to Enhance Self-Image; 5) Prioritized Media Attributes Prioritized on Credit Sales and Product Displays 6) Prioritization of consumer identification content in marketing and unsuitable advertisements

2.Main Policies: 1) Price attribute prioritized on value; 2) Fuel Consumption attributes prioritized on distance measuring and after-sales 3) Brands were ranked based on their usability, after-sale service, and quality; 4) Media qualities were emphasized at reduced pricing.

3.Primary Policy 3: Credit sales and goods displays are prioritized by media attributes.

4.Priority Price Attributes at Low Prices (Main Policy 4)

5.Primary Policy 6: Engine Attributes that are emphasized on engine strength and tested

6.Main Policy 5: Ad Attributes that are prioritized on getting to know customers and not outdated

Findings of machine, variant, price, and advertising have a positive influence on major qualities, whereas other factors contribute 35.46 percent. As a result, combining the regression coefficients with factor analysis, which gives all sub-attributes a 73 percent contribution, will result in policies that are in line with customer behavior in each product. Cluster analysis on more particular customer behavior might be used for further investigation.

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