



The Influence Of Motivation, Perception, Attitude Of Consumers On Suzuki Ertiga Car Purchase Decision In East Jakarta

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Abstract

This study aims to analyze the influence of psychological factors on the Ertiga Purchase Decision in East Jakarta. The variables of psychological influence used in this study are Motivation, Perception, and Consumer Attitudes. This research was conducted by distributing questionnaires to 100 consumers of Suzuki Ertiga car users. The analysis tool used to measure the influence of psychological factors on purchasing decisions is multiple linear regression analysis. The results of this study indicate that Motivation, Perception, and Consumer Attitudes affect the Suzuki Ertiga Purchase Decision in East Jakarta. While the most dominant factor influence Purchasing Decisions is Motivation.

Keywords: Psychological Factors, Motivation, Perception, Consumer Attitudes, Purchasing, Decisions

INTRODUCTION

The intense competition between companies makes producers have to think harder to maintain their market share. In this increasingly competitive competition, it is relatively easy for consumers to move to competitors. Moving to a competing company is closely related to the quality of the product offered by the company it self. Because now consumers are getting smarter in choosing the goods they will buy, consumers will buy goods that have good quality at competitive prices. Currently, many car brands have emerged with various models, designs, providing good quality and quite competitive prices. For companies engaged in the automotive sector, this is an opportunity to dominate market share. One of the brands favored by some people is the Suzuki Ertiga brand as an MPV (class vehicle *Multi Purpose Vehicle*). A phenomenon in the past that consumers would buy a car based on the price of the vehicle was the vehicle price in accordance with what the consumer expected. But circumstances Now it has begun to

change if you want to buy a new car, it can be seen from the motivation, perception and attitude of consumers. To clarify the phenomenon that occurs in East Jakarta consumers in buying four-wheeled vehicles, a survey is conducted to see the

Table 1.1
motivation
products
jakarta

NO	MOTIVATION	PERSON	PERCENTAGE
1	Product quality	17	85%
2	Comfortable to use	16	to 80%
3	After-sale guarantee	18	90%
4	Quality of service	15	75%
5	Product Price	18	90%

Customer
about car
ertiga in east

motivation, perceptions and attitudes of consumers in East Jakarta. There are two factors that can influence consumers, namely internal and external factors. Furthermore, a survey conducted on 23-27 March 2020 to 20 Ertiga car consumers in East Jakarta shows the phenomenon that most Ertiga car consumers in East Jakarta state that motivation, perceptions, and consumer attitudes are important to purchasing decisions. Where respondents consisted of 5 women and 15 men, most of them aged 20-55 years with the latest high school education, college students, and self-employed / self-employed. The method used to collect research data is a direct survey of consumers who own an Ertiga car through interviews. The following are the results of interviews with 20 respondents:

Table 1.2 Consumer perceptions about ertiga car products in east jakarta

NO	PERCEPTION	PERSON	PERCENTAGE
1	Vehicle durability	15	75%
2	Engine durability	16	85%
3	Parts quality	17	85%
4	Stable for long distances	16	90%

Table 1.3 Consumer attitudes about Ertiga car products in East Jakarta

NO	CONSUMER ATTITUDE	PERSON	PERCENTAGE
1	Efficient use of fuel	18	90%
2	Family recommendation	14	70%
3	Model vehicles interesting	16	80%
4	Accommodating large crowds	18	90%

With the motivation of Ertiga car consumers, as in the pre-survey results, it states that after the motivation of consumers, of course there is a consumer perception from this pre-survey which states that there are four levels in the perspective, namely the attributes of the endurance of the vehicle, then the endurance of the engine, quality spare parts, and lastly stable when used for long distances. Of the four attributes that have a high percentage in perception, they are stable when used for long distances (90%), then quality spare parts (85%), and engine durability (85%). So that the conclusion from the results of this pre-survey shows Ertiga consumers interpret four-wheeled vehicle products based on what consumers expect with the existing reality before deciding to buy a vehicle. With the consumer attitudes of Suzuki Ertiga consumers, as in the pre-survey results, it shows that there are four levels in consumer attitudes, namely attributes of efficiency in fuel use, then recommendations from family, attractive vehicle models, and finally can accommodate large crowds (7 people). Of the four attributes that have the greatest percentage are being able to accommodate large numbers of people (90%) and efficient use of fuel (90%) So that the conclusion from the pre-survey results can be said that consumers in East Jakarta are looking for a private vehicle that suits their needs before decided to buy the vehicle. These things are a phenomenon concerning the motivation, perceptions and attitudes of consumers who will buy Suzuki Ertiga car products in East Jakarta. The results of the interview above indicate that consumer perceptions, motivations and attitudes are important variables in influencing their purchasing decisions in purchasing Suzuki Ertiga car products in East Jakarta. So the authors are interested in researching "Analysis of the Influence of Motivation, Perceptions, and Attitudes of Consumers on Purchasing Decisions of Suzuki Ertiga Cars in East Jakarta"

THEORETICAL BASIS

Consumer behavior is defined as "behavior that consumers show in finding, buying, using, evaluating, and spending products and services that they hope will satisfy their needs." (Kanuk & Schiffman, 2010, p. 23). According to Kotler & Armstrong (2001, p. 172), "there are several factors that influence consumer behavior." These factors include:

Cultural Factors (Cultural factors)

- *Culture* (Culture)

Culture is "the most basic thing that shapes a person's desires and behavior. Every community group has a culture, and this culture has an influence on different buying behavior.

- *Subculture* (Sub Culture)

Subculture consists of ethnicity, religion, race, geographical area. The number of subcultures encourages a marketer to frequently create a product design and marketing program to meet needs these diverse. Subculture is defined as "the differentiation of existing cultural groups as segments that cannot be identified in a larger and complex society.

- *Social Class* (Social Class)

Social Class is a division of society that has the same values, interests, and behavior. Social class or community level shows the use of different products and brands at many levels of society, for example, such as clothing, household appliances, and daily activities.

Social Factors (Social Factor)

- *Reference Group A*

Reference Group or reference group is any group that has direct or indirect influence on a person's behavior. Groups that have direct influence are also called membership groups.

- *Family* (Family) The family is the most important social group in a society. Family members are often the most influential factors in influencing a person's behavior.
- *Role and status* (Role and Status)

The position of a person in each community group can be explained in terms of role and status. Each role carries a status that reflects the general appreciation given by society according to its role. In relation to purchasing behavior, a person often chooses products that express their role and status in society.

Personal Factors (Factors Personal)

- *Age and Stage in the Life Cycle* (Age and Life Cycle Stage) Someone will buy a variety of goods and services for the rest of his life, and certainly these kinds of goods and services affected by the person's age.
- *Occupation and Economic* A person's job also affects consumption patterns marketers can identify groups related to work that have a similar interest in a product or service.
- *Personality and Self-Concept* (Personality)

Everyone has a personal character that will influence their buying behavior. Personality refers to unique psychological characteristics and creates a relatively constant response to the environment.

- *Life Style and Values* Lifestyle

is a person's lifestyle that is expressed through their activities, pleasures and opinions, so this lifestyle is a portrait of a person's interaction with their environment.

Psychological Factors (Psychological Factors)

- *Motivation* (Motivation)

Motivation is a drive in a person that produces an action. This impulse results from a desire that is in a person which arises because of an unfulfilled need. Basically, psychologically, humans have desires that they want to achieve. But not all of these desires can be directed to other interests beyond his desire. To direct it, there needs to be a motivation. Motivation is a psychological process that reflects the interactions between attitudes, needs, perceptions, and decisions that occur within a person.

- *Perception* (Perception)

Perception is the process by which individuals choose, organize, and interpret information input to create a picture of life.

- *Learning* (Learning)

"The learning process includes changes in a person that develop from experience. This learning includes stages: drive stimuli, cues, discrimination. Drive is a strong internal stimulation in someone doing something. Cues are small stimuli that determine when, where and how a person responds. Discrimination means that we have learned to recognize the difference from similar stimuli and can adjust responses accordingly. In the marketing viewpoint, learning is defined as the process by which a person gains knowledge and experience which is applied to subsequent behavior.

- *Beliefs and Attitudes* (Beliefs and Behaviors)

Beliefs are descriptive thoughts that a person believes in something. Trust in a product will influence someone's opinion to buy the product. Attitude is also as important as trust because behavior will show whether consumers like a product or not

Purchasing Decisions

Purchasing decisions according to Schiffman, Kanuk (2004, p.547) (Sugiyanto, et al, 2019) is the selection of two or more alternative purchasing decisions, meaning that someone can make a decision, there must be several alternative choices. The decision to buy can lead to how the process of making that decision is carried out. The form of the decision making process can be classified as follows:

1. *Fully Planned Purchase*, both products and brands have been pre-selected. Usually

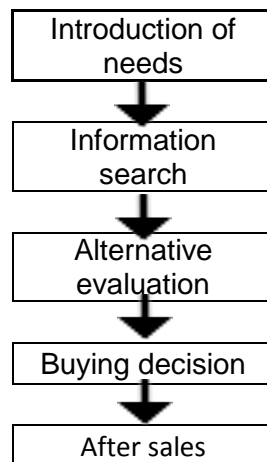
occurs when involvement with a product is high (automotive goods) but it can also occur with low involvement in purchases (household needs). Planned purchases can be diverted by marketing tactics such as reducing prices, coupons, or other promotional activities

2. Partially Planned Purchase, intends to buy existing products but the brand selection is postponed until the time of learning. The final decision can be influenced by discount prices, or product displays
3. Unplanned Purchase, both products and brands are selected at the place of purchase. Consumers often take advantage of catalogs and display products in place of shopping lists. In other words, a display can remind someone of a need and trigger a purchase (Engel,) F. James, et.al, 2001, pp. 127- 128).

The Concept of Purchasing Decisions

Setiadi (2003) explains how a person makes decisions in purchasing a product. Purchasing decisions made by consumers go through several stages, namely: the need recognition stage, the information search stage, the alternative evaluation stage, the purchase decision, and finally the post-purchase behavior stage.

Figure 2.1 Purchasing Decision Process Model

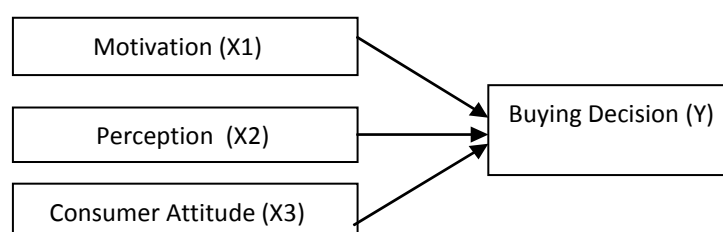


Conceptual Framework

Based on the literature review that has been described, a model for this study is shown in Figure

2.2. The model consists of three independent variables including consumer motivation, perceptions, and consumer attitudes and one dependent variable, namely purchasing decisions.

Figure 2.2



Hypothesis

Hypothesis is a proposition or assumption that may be true and is often used as a basis for decision making and problem solving or for the basis of further research (Supranto, 2000). The hypothesis in this study can be described as follows:

- a) Hypothesis 1
Consumer motivation has a significant effect on the decision to buy a Suzuki Ertiga car in East Jakarta.
- b) Hypothesis 2
Consumer perceptions have a significant effect on purchasing decisions Suzuki Ertiga in East Jakarta.
- c) Hypothesis 3
Consumer attitudes have a significant effect on purchasing decisions Suzuki Ertiga in East Jakarta.

RESEARCH METHODOLOGY

The method used in this research is a causal quantitative method in which the independent variables in this study are the factors of consumer behavior consisting of (1) motivation (2) perception (3) consumer attitudes, while the dependent variable is the purchase decision.

The research object is the consumer of the Suzuki Ertiga car. The population in this study includes consumers who use the Suzuki Ertiga in East Jakarta.

Discussion

Motivation for Purchasing Decisions

Based on the results of the study, it shows that the motivation variable has a significant relationship with the Suzuki Ertiga car purchase decision in East Jakarta. This means that consumers who are research respondents consider motivation as a factor that determines the purchase decision of the Suzuki Ertiga in East Jakarta. These results are consistent with research by Dewi Urip Wahyuni who concluded that there is a positive influence on motivation on purchasing decisions. Purchasing products based on a stronger motivation by consumers leads to more significant purchasing decisions. This also means that if consumer motivation is higher, it will result in higher consumer willingness to purchase Suzuki Ertiga car products. In this study, the indicators used to measure consumer motivation are product quality, driving comfort, promising after-sales prices, good service quality and product prices.

In this case, motivation is an element that can influence consumers in the purchase decision of the Suzuki Ertiga in East Jakarta. If you look at the items from the motivation variable, the majority of consumers choose a vehicle that is comfortable to use. This means that the more comfortable the car is to use, the more significant the purchase decision will be for the Suzuki Ertiga in East Jakarta.

Perceptions of Purchasing Decisions

Based on the research results, it shows that the perception variable has a significant positive effect on the decision to buy a Suzuki Ertiga car in East Jakarta. This means that consumers who are research respondents perceive perception as a factor that determines the purchase decision of the Suzuki Ertiga in East Jakarta. The results in this study, the indicators used are vehicle endurance in the form of the resistance of the legs of the car, engine endurance, vehicle stability for long-distance trips and have quality spare parts. The things above are efforts to create a strong perception for Suzuki Ertiga consumers that the Suzuki Ertiga is a good product for a family vehicle. So that by creating a good perception of Suzuki Ertiga products, purchasing decisions will be created. The above also supports the theory of

Schiffman and Kanuk where perception will make consumers have a picture of a product or service before a purchase decision occurs.

Consumer Attitudes towards Purchasing Decisions

Based on the results of the study, it shows that the consumer attitude variable has a positive relationship with the Suzuki Ertiga car purchase decision in East Jakarta. This means that consumers who are research respondents consider consumer attitudes as a factor that determines purchasing decisions for the Suzuki Ertiga car in East Jakarta. The results in this study, the indicators used are fuel efficient, there are recommendations from the family, an attractive model, and can accommodate more passengers. The things above are indicators that have received positive responses from respondents, and it can be said that this also means that if consumer attitudes are getting better, it will result in higher consumer willingness to purchase products.

SUGGESTIONS AND CONCLUSIONS

Based on the results obtained through research on the analysis of the influence of the Motivation, Perception, and Consumer Attitudes of Suzuki Ertiga cars on purchasing decisions, there are several conclusions that can be drawn, namely:

1. Motivation, perception, and consumer attitudes have a significant effect on the dependent variable, namely purchasing decisions.
2. The motivation variable in this case has a significant effect on purchasing decisions, proven to be true. Thus, motivation positively influences the Suzuki Ertiga car purchase decision in East Jakarta. Thus H1 is accepted.
3. The perception variable in this case has a significant effect on purchasing decisions, proven to be true. Thus, perception positively affects the decision to buy a Suzuki Ertiga car in East Jakarta. Thus H2 is accepted.
4. The consumer attitude variable in this case has a significant effect on purchasing decisions, it is proven to be true. So, thus, consumer attitudes positively influence the decision to buy a Suzuki Ertiga car in East Jakarta. Thus H3 is accepted.
5. Of the four variables, the motivation variable is the variable that has the most significant or most dominant influence on purchasing decisions.

Suggestion

Based on the results of research that results in the influence of the consumer purchasing decision making process on the Suzuki Ertiga, namely: consumer motivation, consumer attitudes, and perceptions. Some suggestions can be submitted to Suzuki, which are as follows:

Motivation

Based on the mean value of motivation, it is known that consumers still doubt the quality of this Suzuki Ertiga. Some things that can be done to overcome this problem are:

Suzuki can improve the quality of the Suzuki Ertiga for the better by using better materials so that the quality of the vehicle increases.

Then by increasing the elements of after sales service from service and quality of service so that it can make it easier for consumers to maintain their vehicles so that they are always in prime condition.

Increasing the safety element of the Suzuki Ertiga car, for example providing ABS (anti lock brake system) brakes on all four wheels. By increasing this safety element, it can give consumers an impression of a more guaranteed quality for the Suzuki Ertiga to be more positive.

Perception

Based on the mean value of consumer perceptions, it is known that some consumers judge the endurance of a vehicle engine has not been tested for its endurance. Therefore, the

things that can be done to overcome the above problems are: The Perception variable also shows a real influence on the decision make process for the Suzuki Ertiga car purchase. The perception that is created in the minds of consumers is proven to be one of the attractions to buy a product, where the lowest point is on the indicator of vehicle engine durability. My suggestion for Suzuki is to test the endurance of the engine through trials by holding a tour such as the distance between Java-Bali to prove the engine durability of this Suzuki Ertiga car.

Consumer Attitude

Based on the mean value of consumer attitudes, it is known that some consumers consider the Suzuki Ertiga model to be less attractive. Therefore, the things that can be done to overcome the above problems are: Where the consumer attitude variable shows a real attitude towards the Suzuki Ertiga car purchase decision. Therefore, consumer attitudes which are classified as positive towards the Suzuki Ertiga car must be maintained or even improved so that the general impression of consumers, which are aesthetics of the product and the physical quality of the product towards the Suzuki Ertiga car, will become increasingly positive. Interestingly, it is known that the efforts that should be made by Suzuki to improve consumer attitudes towards the Suzuki Ertiga are by providing additional features in the vehicle so that they can further pamper consumers and provided various display support accessories for the Suzuki Ertiga car to make it look nicer and more modern.

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