Consumer Decision Making Model in Choosing Low Cost Green Car (LCGC) of Honda Brio brand

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Abstract:- This study aims to examine and analyze the customer decision making model in choosing *Low Cost Green Car* (LCGC) of Honda Brio brand. The research is using quantitative method and survey. Then, the collected data will be analyzed by conducting validity and reliability test, classic assumption test, and hypothesis test to be able to answer the research problem formulation. Data processing result from 400 research respondents show the result which stated all research variables, including brand image and awareness, product, price, place, and after-sales service both partially and simultaneously have a positive and significant effect on consumer decision making in choosing Honda Brio. Besides, the price became a dominant variable in effecting customer decision making in choosing Honda Brio. As refer to the research result, HPM need to have continuous and simultaneous strategies, in delivering the value of brand, compact marketing mix strategies and the best service in order to get customer's satisfaction and loyalty for Honda brand, especially for Honda Brio.

Keyword:- Brand, Marketing Mix, & After-Sales Service; Customer Decision Making; Low Cost Green Car (LCGC).

I. INTRODUCTION

The strong domination of Japanese car brand reached 98,82% of total Indonesian market share of automobile market in 2013 to 2017 period, including Toyota, Daihatsu, Honda, Suzuki, and the other 10 Japanese car brand manufacturers. Furthermore, one of category that have the fastest growth in the last 5 years is Low Cost Green Car (LCGC) category that achieved 4,16% in their first year and keep growing until reached 15,35% of market share in the last 5 years period (2013 to 2017) (Gaikindo, processed by the authors).

Based on Gaikindo data (2018), the sales number of LCGC category start from 2013 to 2017, shows that Toyota Agya become the highest of sales number compared with the others in average 35,75% of market share. Then, followed by Daihatsu Ayla (26,95%), Honda Brio (22,99%), Suzuki Karimun (8,08%), and Nissan Datsun Go (5,24%). But, the most interesting thing that the authors highlight is Honda Brio become the only one brand of LCGC category that have significant increase year by year in last 5 years (2013 to 2017). Even, Honda Brio come out as the number one of sales number in 2017 compared by the other LCGC brands.

In this study, the authors is trying to observe the variables that may impact to this phenomenon, including the brand aspect, marketing mix strategies, and after-sales service which offered. Related to the brand aspect, there are 2 kind of interesting things that the authors captured, which are based on the preliminary survey result show that the brand image (58%) and brand awareness (50%) of Honda Brio which rated by the respondents, have the best value of brand compared by the other LCGC brands. However, as the manufacturer Honda of Honda Brio does not have higher rate compared by Toyota in brand image (54%) and brand awareness (58%).

Related to marketing mix strategies and after-sales service which offered, Honda Brio become the most superior in product quality and performance. It because Honda Brio has offered the more features and variances compared by the other LCGC brands. However, if we observe in the other marketing mix aspects, especially for the price, Honda Brio become the most expensive LCGC car (IDR 139.000.000,00), even the price gap ratio reached 25,81% more expensive than Datsun Go as the cheapest LCGC car brand.

The other aspect that the authors is trying to observe is the distribution point of Honda is not as wider than Toyota which located in 31 Province with 303 branches, while Honda only spread in 30 Province with 153 branches. Related to promotion which offered, Honda Brio is not offer more than Daihatsu Ayla with additional anti-rust protection promotion and the discount which offered is a 1 million lower than what Toyota Agya offered. And related to after-sales service, Honda Brio has the highest cost in after-sales service, both spare parts (IDR 1.065.000,00) and service's cost (IDR 330.000,00 to IDR 660.000,00) compared by the other LCGC brands.

Based on those explanations, then the authors will examine and analyze the customer decision making model in choosing Low Cost Green Car (LCGC) of Honda Brio. As for, the research will do by examine and analyze the kind of research variables, such as brand image, brand awareness, product, price, place and after-sales service against customer purchase decision.

II. RESEARCH OBJECTIVE

➢ To examine and analyze the effect of brand image against consumer purchase decision to LCGC in Honda Brio brand.
➢ To examine and analyze the effect of brand awareness against consumer purchase decision to LCGC in Honda Brio brand.
➢ To examine and analyze the effect of product against consumer purchase decision to LCGC in Honda Brio brand.
➢ To examine and analyze the effect of price against consumer purchase decision to LCGC in Honda Brio brand.
➢ To examine and analyze the effect of place against consumer purchase decision to LCGC in Honda Brio brand.
➢ To examine and analyze the effect of after-sales service against consumer purchase decision to LCGC in Honda Brio brand.
➢ To examine and analyze simultaneously the effect of brand image, brand awareness, product, price, place and after-sales service against consumer purchase decision to LCGC in Honda Brio brand.

III. LITERATURE REVIEW

➢ *Brand Image*
Keller (2013:77-79) said that to create a difference response that leads to customer-based brand equity, the marketers need to ensure that the strong brand association not only profitable, but also unique and can not be shared with other competing brands. A unique association helps customers choose a brand. In choosing beneficial and unique association to connect strongly with the brand, the marketers should be careful in analyzing consumers and competition to determine the best brand positioning.

➢ *Brand Awareness*
Keller (2013:73-76), stated that customer-based brand equity occurs when the consumers have a high level of awareness and familiarity with a brand and hold several brand associations that are strong, profitable, and unique in their memories. In some cases, brand awareness is enough to create favorable consumer responses. However, in many other cases, the strength, fondness, and uniqueness of brand association play an important role in determining the difference response that formed brand equity.

➢ *Product*
Marketers define a product as the bundle of physical, service, and symbolic attributes designed to satisfy customer's wants and needs. Goods are tangible products customers can see, hear, smell, taste, or touch. Service are tangible tasks that satisfy the needs of customers. Goods represent one edn of a continuum, and services represent the other (Kurtz, 2010:369)

➢ *Price*
Kotler & Amstrong (2009:278) explained that there are 4 indicators in making measurement that characterize the concept of price. The 4 indicators referred to include price, affordability, conformity of price to product quality, suitability of price to benefits and price in accordance with the ability or competitiveness of price.

➢ *Place*
Hult, Pride, and Ferrell (2014:44) explained that the distribution as the component of marketing mix, which focuses on the decisions and activities involved in making products available to customers when an where they want to purchase them. Choosing which channels of distribution to use is a major decision in the development of marketing strategies. These strategies includes the supply chain, operation management, logistic management, supply management, and also supply-chain management.

➢ *After-Sales Service*
There are differences in companies that handle customer service with a very diverse. On the one hand, there are companies that distribute customer calls into the right person or the company with a little follow up. Also, there are companies that try to take customer requests, suggestions, and even complaints and handle them quickly. Kotler and Keller explained that there are five factors of service quality, including, reliability, responsive-ness, assurance, empathy, and form (Kotler and Keller, 2009:63).

➢ *Purchase Decision*
Solomon (2009:350) stated that consumer purchase is a response to a problem where consumers are faced with the need for a product or service, which in this case consist of 5 general stages in the process of purchase decision making by consumers. The 5 stages include problem recognition, information search, evaluation of alternative, product choice, and consumer post-purchase behavior.

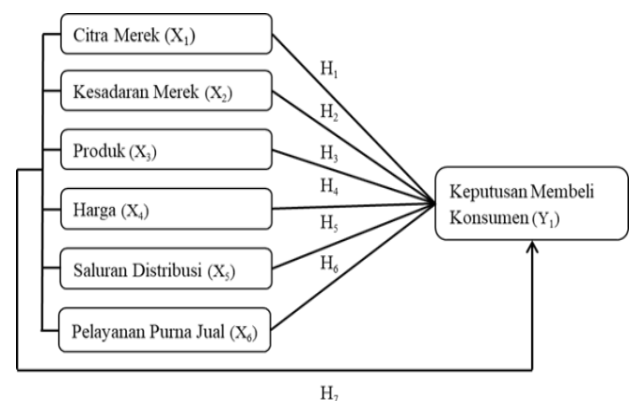➢ *Research Framework*
Herewith the research framework:

Fig 1:- Research Framework, the Authors, 2018.

➢ *Research Hypothesis*
Herewith the research hypothesis:

- H_1: Brand Image (X_1) influences purchase decision (Y_1) of Low Cost Green Car (LCGC) in Honda Brio.
- H_2: Brand Awareness (X_2) influences purchase decision (Y_1) of Low Cost Green Car (LCGC) in Honda Brio.
- H_3: Product (X_3) influences purchase decision (Y_1) of Low Cost Green Car (LCGC) in Honda Brio.
- H_4: Price (X_4) influences purchase decision (Y_1) of Low Cost Green Car (LCGC) in Honda Brio.
- H_5: Place (X_5) influences purchase decision (Y_1) of Low Cost Green Car (LCGC) in Honda Brio.
- H_6: After-Sales Service (X_8) influences purchase decision (Y_1) of Low Cost Green Car (LCGC) in Honda Brio.
- H_7: Brand Image, Brand Awareness, Product, Price, Place and After-Sales Service simultaneously influences purchase decision (Y_1) of Low Cost Green Car (LCGC) in Honda Brio.

IV. RESEARCH METHOD

➢ *Research Method*
The method that will be used by the authors in this research is quantitative research methods. According to Bahri & Zamzam (2015:5) quantitative methods rely on the philosophy of positivism, aimed at researching on research instruments. Data analysis is quantitative or statistical in order to test and analyze the research hypothesis. The philosophy of positivism views that relativity / symptoms / phenomena can be classified, relatively permanent, concrete, observable, measurable and the causal relationship is symptomatic.

➢ *Research Variables*
Bungin (2017:103) describes the research variables as variable symptoms which are factors that can change or can be changed for the research purposes. The variables in this study consisted of multivariate variable relationships between 6 (six) independent variables, including brand image (X1), brand awareness (X2), product (X3), price (X4), distribution channel (X5), and after sales service (X6) of see the effect against to 1 dependent variable, namely consumer purchasing decisions (Y1).

➢ *Population dan Sample*
Population according to Sugiyono (2012:80) is a generalization area that consists of objects and / or subjects that have certain qualities and characteristics determined by the authors to be studied and then conclusions drawn. The population in this study consisted of 138,351 as the Honda Brio's owner population based on Honda Brio car sales from 2013 to 2017 period (Gaikindo, 2018).

Sampling technique is a sampling technique to determine the sample that will be used in the research. There are various sampling techniques that can be used (Sugiyono, 2012:81). The sampling technique that will be used in this study is Simple Random Sampling because the population are considered homogeneous. The number of samples is determined by the Slovin formula with a total sample of 400 respondents.

➢ *Data Collection Method*
Measuring instruments in the research is usually called as research instruments which used to measure natural and social phenomena that will be observed. Specifically, all of these phenomena are called research variables (Sugiyono, 2012: 102). Technically, in this study the authors will use data collection methods in the form of a questionnaire (questionnaire), interview and study documentation.

➢ *Data Analyze Method*
Data processing techniques used as an effort by the authors to simplify and present data by grouping them in a meaningful form, so that they are easy to understand and interpret by the reader. The collected data will be processed through the process of checking data, coding, and simplifying the research data.

Data analysis techniques are carried out in various stages, such as validity and reliability testing of research instruments to ensure that research instruments are a valid and reliable data. The data that collected will be tested for classical assumptions with several stages, namely tests for normality, multicollinearity, autocorrelation, and heteroscedasticity. Then, the data analysis techniques will be tested the research hypothesis with several stages, such as multiple linear regression analysis, the coefficient of determination test, f test statistics, and t-test statistics. All those methods were carried out through Statistical Program for Social Science (SPSS) software.

V. RESEARCH RESULT AND DISCUSSION

➢ *Validity and Reliability Test*
  Herewith the instruments validity test result:

Variables	Indicators	R Count	R Table	Conc.
Brand Image	CM_1	0.743	0.3610	Valid
	CM_2	0.763	0.3610	Valid
	CM_3	0.819	0.3610	Valid
	CM_4	0.471	0.3610	Valid
	CM_5	0.660	0.3610	Valid
	CM_6	0.787	0.3610	Valid
Brand Aware-ness	KM_1	0.801	0.3610	Valid
	KM_2	0.777	0.3610	Valid
	KM_3	0.589	0.3610	Valid
	KM_4	0.771	0.3610	Valid
Product	PR_1	0.515	0.3610	Valid
	PR_2	0.708	0.3610	Valid
	PR_3	0.575	0.3610	Valid
	PR_4	0.572	0.3610	Valid
	PR_5	0.685	0.3610	Valid
	PR_6	0.421	0.3610	Valid
	PR_7	0.468	0.3610	Valid
	PR_8	0.674	0.3610	Valid
Price	PC_1	0.873	0.3610	Valid
	PC_2	0.848	0.3610	Valid
	PC_3	0.860	0.3610	Valid
	PC_4	0.814	0.3610	Valid
	PC_5	0.890	0.3610	Valid
	PC_6	0.867	0.3610	Valid
Place	PL_1	0.881	0.3610	Valid
	PL_2	0.888	0.3610	Valid
	PL_3	0.500	0.3610	Valid
	PL_4	0.591	0.3610	Valid
	PL_5	0.598	0.3610	Valid
	PL_6	0.620	0.3610	Valid
	PL_7	0.638	0.3610	Valid
	PL_8	0.780	0.3610	Valid
After Sales Service	PJ_1	0.781	0.3610	Valid
	PJ_2	0.691	0.3610	Valid
	PJ_3	0.814	0.3610	Valid
	PJ_4	0.943	0.3610	Valid
	PJ_5	0.892	0.3610	Valid
	PJ_6	0.846	0.3610	Valid
	PJ_7	0.736	0.3610	Valid
	PJ_8	0.670	0.3610	Valid
	PJ_9	0.842	0.3610	Valid
	PJ_{10}	0.853	0.3610	Valid
	PJ_{11}	0.787	0.3610	Valid
	PJ_{12}	0.892	0.3610	Valid
	PJ_{13}	0.818	0.3610	Valid
	PJ_{14}	0.794	0.3610	Valid
Purchase Decision	KP_1	0.770	0.3610	Valid
	KP_2	0.485	0.3610	Valid
	KP_3	0.691	0.3610	Valid
	KP_4	0.731	0.3610	Valid
	KP_5	0.784	0.3610	Valid
	KP_6	0.691	0.3610	Valid
	KP_7	0.717	0.3610	Valid
	KP_8	0.768	0.3610	Valid
	KP_9	0.620	0.3610	Valid

KP_{10}	0.413	0.3610	Valid
KP_{11}	0.733	0.3610	Valid

Table 1:- Validity Test Result of the Research Instruments (Continuation)
Source: Primary dat processed by authors, 2019.

Herewith the instruments reliability test:

Variables	CA	Criteria	Conc.
Brand Image	0.804	> 0.600	Reliable
Brand Awareness	0.692	> 0.600	Reliable
Product	0.713	> 0.600	Reliable
Price	0.926	> 0.600	Reliable
Place	0.840	> 0.600	Reliable
After Sales Service	0.959	> 0.600	Reliable
Purchase Decision	0.870	> 0.600	Reliable

Table 2:- Reliability Test Result of the Research Instruments
Source: Primary data processed by the authors, 2019.

The research instruments from each item are valid because the correlation coefficient r value from each item is greater than the r table value (0.3610). The value of r table in is determined based on the value listed in r table with the amount of data as much as 30 (df = N-2) with a significance level of 5% (0.05) for a two-way test, so the r table value is determined at 0.3610. Then the reliability test results are also said to be reliable or consistent because 7 research variables give Cronbach Alpha values is greater than 0.600 on the test results, so that the research instrument is reliable and can be processed to the next stage.

➤ *Classic Assumption Test*

• *Normality Test*
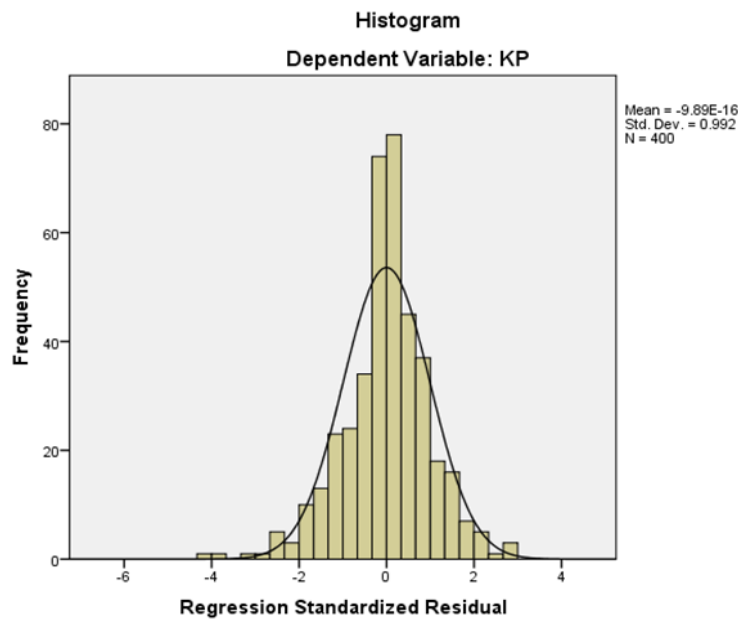Herewith the normality test result:

Fig 2:- Histogram Graph of Normality Test Result, primary data processed, 2019.

Histogram graph of the normality test results in Figure 2 about the histogram of the normality test results above, it can be concluded that the data are normally distributed. This is because the spread of data in the histogram forms a normal curve and most of bars are under the curve.

- *Multicollinearity Test*
  Herewith the multicollinearity test result:

Variables	t	Crit.	VIF	Crit.	Conc.
Brand Image (X_1)	.405	>0.10	2.469	<10	There is no multi-collinearity
Brand Aware-ness (X_2)	.507	>0.10	1.972	<10	There is no multi-collinearity
Product (X_3)	.406	>0.10	2.465	<10	There is no multi-collinearity
Price (X_4)	.524	>0.10	1.908	<10	There is no multi-collinearity
Place (X_5)	.319	>0.10	3.137	<10	There is no multi-collinearity
After Sales Service (X_6)	.338	>0.10	2.962	<10	There is no multi-collinearity

Table 3:- The Multicollinearity Test
Source: Primary data processed by the authors, 2019.

Multicollinearity test results showed that the regression model did not experience multicollinearity disorders. This can be proven by calculating the tolerance value for the six independent variables having values greater than 0.1. Meanwhile, the test results of the Variance Inflation Factor (VIF) value of each independent variable also showed a smaller number than the number 10 in accordance with the criteria of there is no multicollinearity.

➢ *Uji Autocorrelation*
  Herewith the autocorrelation test result:

dU	4-dU	Durbin-Watson (d)	Criteria	Conclusion
1,804	2,196	1.832	dU < d < 4-dU	There is no autocorrelation

Table 4:- The Autocorrelation Test Result
Source: Primary data processed by the authors, 2019.

The autocorrelation test results explained that Durbin-Watson value 1,832 or above DU value 1,804 or below 4-dU (2,196) or can be described in equation 1.804 (dU) <1,832 (d) <2,196 (4-dU). Thus, it can be concluded that there are no problems or symptoms of autocorrelation.

➢ *Heteroscedasticity Test*
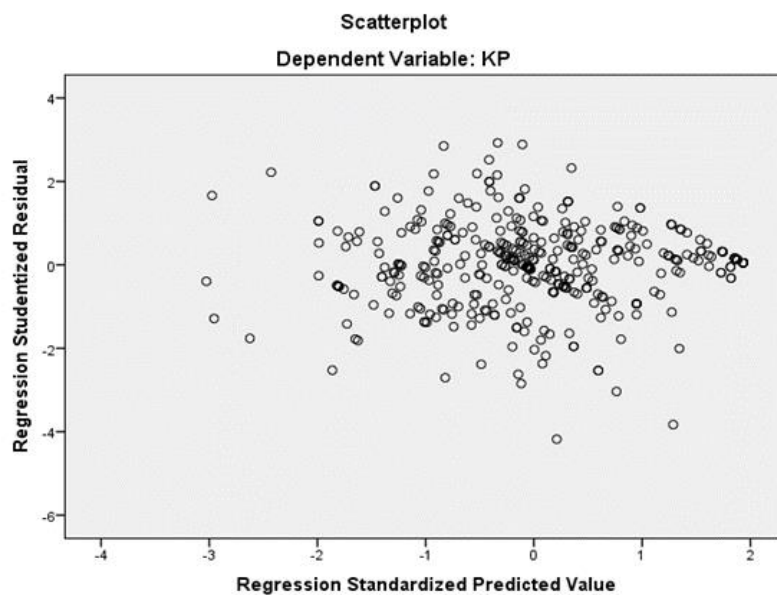 Herewith the heteroscedasticity test result:

Fig 3:- Heteroscedasticity Test Result, Primary Data Processed by the Authors, 2019.

Heteroscedasticity test results show the results that the data distribution points are spread both above and below and around the number 0. Then the data points do not only gather at one point either below or above the 0 point only, and the distribution of points data points do not form certain patterns.

Based on the result of classic assumption test, includes normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test, there is no error found in the data construct. Because of that the research data can be used for next data analysis process.

➢ *Hypothesis Test*
Hypothesis test will do by 4 steps, including multiple linier regression test, coefficient of determination test, statistical F test, and statistical t test. These kind of tests will use to examine and analyze the effect of independent variables (brand image, brand awareness, product, price, place and after sales service) against to the dependent variable (consumer purchase decision).

➢ *Multiple Linier Regression Test*
Herewith the multiple linier regression test result:

Variables	B	Std. Error	Beta	t	Sig.
(Constant)	2.334	1.627		1.434	.152
Brand Image (X_1)	.347	.091	.177	3.825	.000
Brand Aware-ness (X_2)	.363	.117	.128	3.092	.002
Product (X_3)	.125	.060	.096	2.081	.038
Price (X_4)	.279	.063	.182	4.461	.000
Place (X_5)	.304	.069	.230	4.397	.000
After Sales Service (X_6)	.133	.038	.177	3.483	.001

Table 5:- Multiple Linier Regression Test Result
Source: Primary data processed by the authors, 2019.

Then, herewith the regression model of regression equation in this research, as follows:
$$Y = 2,334 - 0,374X_1 + 0,363X_2 + 0,125X_3 + 0,279X_4 + 0,304X_5 + 0,133X_6$$

➢ *Coefficient of Determination Test*
Herewith the coefficient of determination test result:

Predictors	Dependent variable	R	R Square	%
Brand Image, Brand Aware-ness, Product, Price, Place, & After Sales Service	Purchase Decision	.811	.653	65,3%

Table 6:- Coefficient of Determination Test Result
Source: Primary data processed by the authors, 2019.

The results of the coefficient of determination test illustrate that the value of R square is equal to 0.653. It explained that the relationship between variable brand image (X_1), brand awareness (X_2), product (X_3), price (X_4), place (X_5), and after-sales service (X_6) simultaneously effected against to purchase decision variable (Y_1) as many as 65.3% and other influences as many as 34.7% influenced by other variables which is not discussed in this research.

➢ *Statistical F Test*
Herewith the statistical F test result:

Hypothesis	Structural Path	F_{Count}	F_{Table}	Sig.
H_7	Brand Image, Brand Aware-ness, Product, Price, Place & After Sales Service → Purchase Decision	125,981	2,121	0,000

Table 7:- Statistical F Test Result
Source: Primary data processed by the authors, 2019.

Based on the f test result (ANOVA), we can see that the seventh hypothesis (H7) shows the results that the independent variables (brand image, brand awareness, product, price, place and after-sales service) simultaneously have a positive and significant effect on the dependent variable (purchase decision). This can be proven by looking at the test results, where the value of f_{count} is greater than the value of f_{table} (125,981 > 2,121). And the significance value f is smaller than 0.05 (0,000 < 0.050).

> *Statistical t Test*
    Herewith the statistical t test result:

Hypothesis	Structural Path	t $_{Count}$	t $_{Table}$	Sig.
H_1	Brand Image → Purchase Decision	3,825	1,966	0,000
H_2	Brand Awareness → Purchase Decision	3,092	1,966	0,002
H_3	Product → Purchase Decision	2,081	1,966	0,038
H_4	Price → Purchase Decision	4,461	1,966	0,000
H_5	Place → Purchase Decision	4,397	1,966	0,000
H_6	After Sales Service → Purchase Decision	3,483	1,966	0,001

Table 8:- Statistical t Test Result
Source: Primary data processed by the authors, 2019.

Based on the t test result shown in the table 7 above of the independent variable, it can be seen on each independent variable partially, including brand image, brand awareness, product, price, place, and after sales service (H1 to H6) has a positive and significant effect on the dependent variable, namely the purchase decision. This is interpreted through the results of t $_{counts}$ which greater than t $_{table}$ (1,966), as well as the significance value of t for each variable that has a value smaller than 0.050.

VI. DISCUSSION

The research test results showed that the variable brand image, brand awareness, product, price, place and after sales service both partially and simultaneously had a positive and significant effect on the consumer purchase decision of Honda Brio.

Partially, this finding also have a same result compared to the previous study which have done by several researches, such as Silcyjeova & Walangitan (2015) which stated brand image has a positive and significant effect on the consumer decision. Then Peng, Jing Li & Zhang also has the same result of the effect from brand awareness against to consumer purchase decision. The high value of brand image and brand awareness of Honda Brio is proven by the achievement of 32 awards that received by Honda Brio from 2012 to 2017 which released by IIMS, AutoBild, Autocar, Automotive, and so on.

In the other side, Seng & Husin (2015), Amir & Asad (2018), Manampiring & Trang (2016), and Yee & Khoon (2014) also found that partially product, price, place and after-sales service has a positive and significant effect to the consumer purchase decision. In terms of marketing mix and service variables, Honda Brio is the most superior related to the product quality, completeness of variants, design, features and the product categories compared by the other LCGC car brand. It can be proven by the mean of respondents' perception that shows the highest score for quality of product performance and the completeness of product variants indicators.

In the other side, the price variable has the highest effect on consumer purchase decision of Honda Brio brand. The interesting thing that the authors captured in this research is the price variable is not limited by expensive or cheap context, but it comes to the suitability of the price

itself to the quality that received and felt by Honda Brio consumers.

On the other hand, the price variable becomes the variable with the highest influence on the purchase decision of a Honda Brio car. However, an interesting thing found in this study, the price aspect in question is not limited to expensive or cheap, but rather refers to the suitability of prices to the quality that received by Honda Brio consumers as it has promised to them.

Furthermore, the aspect of the place becomes important for consumers in reaching the information that they needed and have direct communication and interaction with Honda employees, as well as just to looking at the products that sold by Honda through product display or get an experience by doing test drive in the car showroom Honda. And the aspects of after-sales service refer to how far Honda be able to commit and guarantee the products as it has promised when it sold to consumers and reach consumers to get the services of the vehicle as their needs.

VII. CONCLUSION

> *Conclusion, Suggestion and Research Limitation*
    Based on the explanation above, we knew that that the independent variables, including brand image (X_1), brand awareness (X_2), product (X_3), price (X_4), place (X_5), and after sales service (X_6) both partially and simultaneously have a positive and significant effect on the purchase decision of Honda Brio. The strategy by covering all aspects of the brand aspect, marketing mix aspect and service aspect need to be well planned, executed, and evaluated by PT Honda Prospect Motor continuously and simultaneously in order to provide the best products and services to consumers, especially for Honda Brio car products to get their loyalty to the brand.

Regression model that authors used was a simple model (X to Y), for that to the next researcher, the authors suggests to modifying the current model into the other regression model, such as moderator, intervening, and / or control variable models in the regression model. And the authors also can suggest to modifying the purchase decision variable into an intervening variable on consumer satisfaction or loyalty (dependent) and that is not limited to the automotive field.

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