

INFLUENCE OF PRICE, PRODUCT DESIGN AND THE NEED TO FIND VARIETY AGAINST BRAND TRANSFER DECISION (CASE STUDY ON EX SUZUKI MOTORCYCLE USERS IN BANDUNG CITY)

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ABSTRACT

This research aims to determine how prices, product design, variety seeking and brand switching in ex Suzuki motorcycle users in the city of Bandung. The formulation of the problem of this research is how the influence of price, product design, variety seeking to the brand switching both partially and simultaneously. The research method used is a multiple linear analysis method. This research is categorized as a quantitative descriptive method research, where the instrument is in the form of observations, interviews and questionnaires. The population of this research was ex Suzuki motorcycle users in the city of Bandung. Samples taken as many as 100 respondents, the analysis used in this study include the research instrument test, classic assumption test, simple and multiple correlation test, determination test, t test and f test. The result of this research is the price variable (X1) has a positive and significant effect on brand switching (Y). Product design variable (X2) has a positive and significant effect on brand switching (Y). Variable variety seeking (X3) have a positive but not significant effect on brand switching (Y). And price variable (X1), product design (X2), variety seeking (X3) simultaneously influence to brand switching (Y)

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1. INTRODUCTION

The development of the automotive world to date is getting faster, especially motorcycles. In Indonesia there are various motorcycle brands that compete for automotive market share, one example is the Suzuki motorcycle brand. Suzuki motorcycles are manufactured by PT. Suzuki Motor Indonesia, a company that has long been engaged in the automotive industry in Indonesia. For a long time Suzuki has always been able to compete with two other motorcycle brands, namely Honda and Yamaha. Even when the motorcycle industry entered the era of motorcycle sport Suzuki had outperformed its two competitors with their flagship variant, the Suzuki Satria FU. But as the motorcycle industry enters the era of motorcycles slowly Suzuki began to lag behind its competitors. Based on AISI (Indonesian Motorcycle Association) data, it is known that Suzuki motorcycle products in Indonesia have decreased sales every year. As stated by the following table:

Table 1. Motorcycle Sales Data in Indonesia

	Yamaha	Honda	Suzuki	Total
2009	2.6 million	2.7 million	400 thousand	5.7 million
2010	3.3 million	3.4 million	500 thousand	7.2 million
2011	3.1 million	4.2 million	500 thousand	7.8 million
2012	2.4 million	4 million	400 thousand	6.8 million
2013	2.5 million	4.6 million	400 thousand	7.5 million
2014	2.3 million	5 million	200 thousand	7.5 million
2015	1.8 million	4.4 million	100 thousand	5.8 million
2016	1.2 million	4 million	70 thousand	5.45 million

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2017	1.4 million	4.1 million	50K	5.55 million
2018	1.4 million	4.7 million	80 thousand	6.18 million

Source: mariodevan.com

Table 1.1 shows sales data of the three largest motorcycle manufacturers in Indonesia. From the data, Honda always dominates sales every year followed by Yamaha ranked second. As for Suzuki motorcycle sales itself has always been the lowest among the three motorcycle manufacturers. Suzuki motorcycle manufacturer only got an increase in sales in 2010 only and in the following years decreased to a peak in 2017 Suzuki motorcycle sales only reached fifty thousand units. Along with the decline in Suzuki motorcycle sales that occurred in Indonesia, Suzuki motorcycle sales in West Java also experienced the same thing.

Table 2. Motorcycle sales data in West Java

	Honda	Yamaha	Suzuki	Kawasaki
2015	445.385	179.858	10.983	11.495
2016	438.082 ↓	139.402 ↓	5.677 ↓	9.758 ↓
2017	438.583 ↑	134.816 ↓	5.014 ↓	7.859 ↓

Source: motorbloginfo.wordpress.com

From the data shown by table 1.1 and table 1.2 shows that the sales value experienced by Suzuki manufacturers has decreased from year to year, only Honda motorcycle manufacturers have increased. This phenomenon of declining sales could have occurred due to the transfer of brand consumption as indicated by the results of previous research conducted by Rizki Viana in 2016 entitled "The Influence of Product Attributes, Advertisements, and Reference Groups on the Decision of Merek Dari Sepeda Motor Merek Lain to Merek Honda". The results showed that many of the users of other motorcycle brands including Suzuki motorcycle brand users who switched to using the Honda motorcycle brand. Speaking of brand consumption transfer, this is very likely to happen if several factors cannot meet the desires or expectations of consumers who already use and feel a product. If the company is not able to meet the needs and desires of consumers, it will have an impact on decreasing the level of consumer loyalty which leads to brand consumption regulation behavior (Widiyanto, 2012: 83).

Brand switching is a buying pattern characterized by changes or changes from one brand to another (Peter and Olson 2014: 522). One factor that can make consumers move brands is price. According to Kotler & Armstrong (2016: 324) Harga is a sum of money spent on a product or service, or a certain amount of value exchanged by consumers for benefits or ownership or use of a product or service. Price is one of the most important parts of marketing a product because price is one of the four marketing mixes (4P = product, price, place, promotion / product, price, distribution, promotion). For the selling price of Suzuki motorcycles are still very capable to compete with other motorcycle manufacturers. But for the price of spare parts and parts offered by Suzuki motorcycle manufacturers are quite expensive. This reason may be able to make consumers who already use Suzuki motorcycles switch to other motorcycle brands.

In this era of motorcycles, motorcycle manufacturers are competing to create increasingly diverse and high-tech designs, but also the designs created are very concerned about consumer comfort factors. This product design factor could be another consideration for consumers to decide whether to stick with the products they have used or switch to another motorcycle brand that has a better design. Product design or design can be the attraction of a product because it involves our sense of sight. Kotler and Keller (2016: 396) stated that product design is the totality of features that affect the appearance, taste, and function of products based on customer needs. It is not impossible for consumers who in the era of duck motorcycles already use Suzuki motorcycle products to change brands because when entering the era of motorcycles, Suzuki motorcycle manufacturers lose to compete in terms of design with other motorcycle manufacturers that have various variants or types of motorcycles.

Another factor that can make consumers switch brands is the need to find variety. According to research conducted by Linda Gusmadara in 2013 with the title "The Influence of Consumer Dissatisfaction and the Need to Find Variations on Brand Transfer Behavior in Sympathy simcard users in Padang City". The results showed that the need to look for variety had an effect on brand transfer decisions. The need to find variety is a cognitive commitment to buying different brands for a variety of different reasons of new desire or the onset of boredom at something that has long been consumed (Peter and Olson 2013: 76). At

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this time, konsumen are faced with a variety of products with various types of brands, these circumstances can affect consumers to try various products and brands so that consumers are not completely loyal to a brand.

2. METHOD

2.1 Research Objectives

The purpose of this study is to find out:

1. Price, product design, the need to find variety and brand transfer decisions on former Suzuki motorcycle users in the city of Bandung.
2. The influence of price, product design, and the need to find variations on brand transfer decisions on former Suzuki motorcycle users in the city of Bandung both partially and simultaneously.

2.2 Research Paradigm

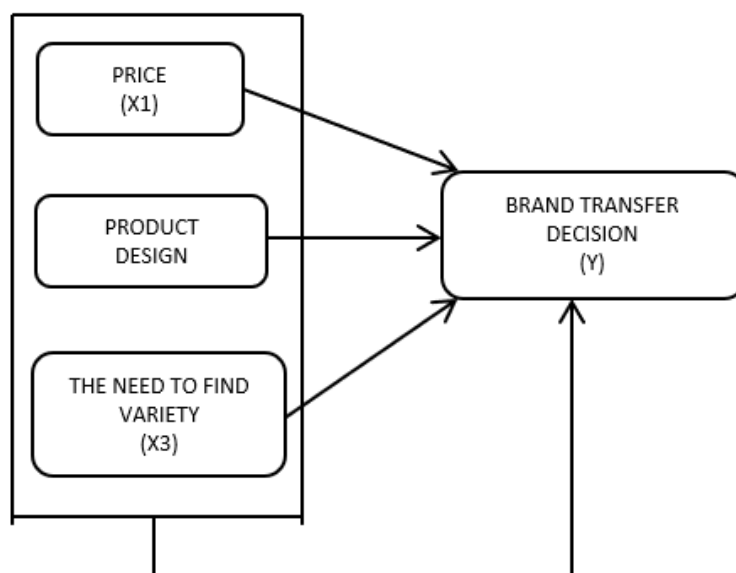


Figure 1. Research paradigm

2.3 Hypothesis

Based on the research paradigm and model figure 1.1, the authors conclude the following hypothesis:

- [1]. H1 : The price had a positive and significant effect on the decision to move the Suzuki motorcycle brand in the city of Bandung partially.
- [2]. H2 : Product design had a positive and significant effect on the decision to move the Suzuki motorcycle brand in the city of Bandung partially.
- [3]. H3 : The need to find variety has a positive and significant effect on the decision to move the Suzuki motorcycle brand in the city of Bandung partially.
- [4]. H4 : Price, product design, and the need to find variety together have a positive and significant effect on the decision to move the brand to former Suzuki motorcycle users in the city of Bandung.

Research is basically to show the truth and problem solving of what is being studied. To achieve this goal, a method that is appropriate and relevant for the purpose being studied. Understanding research methods according to Sugiyono (2014: 2) is a research method interpreted as a scientific way to obtain data with certain purposes and uses. The research method that the authors use in this study is associative descriptive research with a survey approach. Survey research methods are used to obtain data from certain places that are natural (not artificial), but researchers do several ways in collecting data, for example by circulating questionnaires, structured interviews, and so on. Understanding descriptive methods according to Sugiyono (2014: 53) is a formula of problems related to the question of the existence of independent

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variables, either only on one or more variables (independent variables are stand-alone variables, not independent variables, because independent variables are always paired with dependent variables).

2.4 Population And Sample

According to Sugiyono (2014: 80) population is a generalization area, objects / subjects that have certain qualities and characteristics set by researchers to be studied and then concluded. The population in this study is the former Suzuki motorcycle user in the city of Bandung which amounts to 150 people. According to Sugiyono (2014: 81) argues that the sample is "Part of the number and characteristics possessed by the population". Then with the sample random sampling (SRS) approach was randomly selected as many as 100 respondents by paying attention to the minimum sample size, according to stratum the part that in the population members can represent the population in the sense that all population characteristics should be reflected in the sample taken.

The formula used to determine the sample of the existing population can be used riduwan & akdon formula (2013) as follows:

$$n = \frac{N}{N(d)^2 + 1} = \frac{208}{N(0.05)^2 + 1} = 100,25$$

Rounded out to 100 respondents.

2.5 Data Source

1. Primary data is data obtained directly from respondents. This data is obtained through questionnaires and structured interviews in the form of respondents' identities.
1. Secondary data is a source of data whose subjects are not directly related to the source of the research, but are only helpful in nature and can provide information for research materials. Secondary data is obtained by reading documents that have to do with the problem to be researched in the preparation of the thesis. In addition, data is obtained from written sources that exist in the research object.

2.6 Data Collection Techniques

1. Menurut Interview Technique (Sugiyono, 2013: 231) "An interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a particular topic".
2. Observation Technique, Sugiyono (2013: 145) "suggests that observation is a complex process, a process composed of biological and psychological processes. Two of the most important are the processes of observation and memory."
1. "Questionnaire technique is an information gathering technique that allows analysis to study the attitudes, beliefs, behaviors, and characteristics of some of the main people in the organization who could be affected by the proposed system or by the existing system" (Syofian Siregar, 2010: 132). This questionnaire is distributed to employees of PT. San Star Manunggal Sumedang Regency to find out serponden responses about compensation, work environment, job satisfaction, and employee performance. Questionnaires can be closed or open questions or statements.

3. RESULT AND DISCUSSION

In the results of the analysis above, it can be concluded that the number of respondents in this study was as many as 100 respondents ex-Suzuki motorcycle users in the city of Bandung. Respondents of motorcycle users who had used Suzuki motorcycle products more men because Suzuki motorcycles that at that time were widely used is a type of 150 cc motorsport that is not too much in demand by women and also most of the respondents are online motorcycle taxis the number is 85 respondents or (85%) and the rest are female respondents as many as 15 people reponden (15%) most of whom are He is a student of Nusantara Islamic University. So the total respondents in this study were 100 people.

Based on the results of analysis of price variable data, product design, the need to find variations and brand transfer decisions have a good level of validity and reliable level, so that research can be continued using other tests. When viewed from the analysis of the classical assumption test, the four variables have a test result value that is more than r table for 100 respondents, which is 0.195 at a significance level of 5% or 0.05. This indicates that the data is valid to be tested in subsequent tests.

Based on the analysis of the score unit of the statement / question data that has been filled in by the respondents, overall the harga variable of suzuki motorcycles perceived by respondents is at a moderate

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level, or by 55%. The overall score of this price variable indicates that the price on Suzuki motorcycles is not in line with consumer expectations. This means that respondents feel that the price offered by Suzuki is not in accordance with the quality of the products offered.

Based on the analysis of the score unit of the statement / question data that has been filled in by the respondents, overall the product design variables of Suzuki motorcycles are perceived by respondents to be at a moderate level, or by 53.60%. This means that respondents feel that the model of motorcycle products offered by Suzuki is still less varied or still inferior to the many variations of competitor motorcycles.

Based on the analysis of the score unit of the statement / question data that has been filled in by the respondents, overall the variable needs to find variations on Suzuki motorcycles perceived by respondents are at a moderate level, or by 58.95%. This means that respondents feel that the quality of Suzuki motorcycle products is no better than competitor motorcycles. Respondents felt that the quality of motorcycles produced by Suzuki competitors was more in line with consumer needs.

Based on the analysis of the unit of score, overall the variable of brand transfer decisions in ex-Suzuki motorcycle users was perceived by respondents to be at a moderate level, or 50.70%. This means that respondents feel reluctant to recommend Suzuki motorcycles to people around them because respondents feel that several factors such as the price and innovation of Suzuki motorcycle products are still inferior to Suzuki competitors' products.

Furthermore, for the data determination coefficient test obtained from the data processing results using SPSS version 20, it can be known that the adjusted determination coefficient value or Adjusted R square is 0.484 (48.4%). These results showed that the influence of variable prices, product design and the need to look for variations on brand transfer decisions combined was 48.4%, while the remaining 51.6% was influenced by other variables not included in the study such as consumer satisfaction, advertising influence and product attributes.

After conducting the determination coefficient test, the next step is to conduct a hypothesis test with the T test and the F test. In the T (partial) test regarding the influence of price on the decision to move the brand used is as follows:

H_0 = price has no effect on brand transfer decisions.

H_1 = price affects brand transfer decisions.

$t_{count} > t_{table}$:

H_0 is rejected, H_1 is accepted.

price affects brand transfer decisions.

H_0 accepted, H_1 rejected. price has no effect on brand transfer decisions.

$t_{count} < t_{table}$:

The calculated t value is $2.044 > t_{table} 1.664$ (H_0 rejected H_1 accepted) with a significance of $0.044 < 0.05$. So it can be concluded that price variables have a positive and significant effect on brand transfer decisions. This result is the same as research conducted by Andika Aprilianto (2015) which stated that price has a positive and significant effect on brand transfer decisions.

In the t (partial) test regarding the influence of product design on the decision to move the brand used is as follows:

H_0 = product design has no effect on brand transfer decisions.

H_1 = product design affects brand transfer decisions.

$t_{numneracy} > t_{tabel}$:

H_0 is rejected, H_1 is accepted.

Product design affects brand transfer decisions.

H_0 accepted, H_1 rejected.

Product design has no effect on brand transfer decisions.

$t_{numneracy} < t_{tabel}$:

The calculated t value is $2.483 > t_{table} 1.664$ (H_0 rejected H_1 accepted) with a significance of $0.015 < 0.05$. So it can be concluded that product design variables have a positive and significant effect on brand transfer decisions. This result is the same as research conducted by Alhaqqi Shaum Syalma et al. (2015) which stated that product design has a positive and significant effect on brand transfer decisions.

In the t (partial) test regarding the influence of the need to find variations on the decision to move the brand used is as follows:

H_0 = the need to find variety has no effect on brand transfer decisions.

H_1 = the need to find variety affects brand transfer decisions.

$t_{hitung} > t_{tabel}$:

H_0 is rejected, H_1 is accepted.

The need to find variety affects brand transfer decisions.

H_0 accepted, H_1 rejected.

The need to find variety has no effect on brand transfer decisions.

$t_{hitung} < t_{tabel}$:

The calculated t value is $1.713 > t_{table} 1.664$ (H_0 rejected H_1 is accepted) with a significance of $0.090 > 0.05$. So it can be concluded that variable needs to look for variations have a positive effect on brand transfer decisions but not significantly. This result is the same as research conducted by Muhamad Nurdin (2015) which stated that the need to find variety has a positive effect on brand transfer decisions but is not significant.

The insignificantness of this result is caused by respondents who feel that variation is the third consideration after the price and model or design of the motorcycle product. So that respondents feel that price and product design are the main things they consider first.

Then next is the F test (simultaneous) to show whether all independent variables have a joint influence on dependent variables at a significance level of 5%.

In the F test (simultaneously) regarding the influence of independent variables (price, product design, the need to find variations) affecting together on brand transfer decisions the hypothesis used is as follows: H_0 = price, product design and the need to find variety have no simultaneous effect on brand transfer decisions.

H_1 = price, product design and the need to find variety affect brand transfer decisions.

$F_{hitung} > F_{tabel}$:

H_0 is rejected, H_1 is accepted.

Price, product design and the need to find variations affect brand transfer decisions.

H_0 accepted, H_1 rejected.

Price, product design and the need to find variety have no effect simultaneously on brand transfer decisions.

$F_{hitung} < F_{tabel}$:

Based on the results of the spss 20 test which showed a calculated F value of $31,923 > F_{tabel}$ of 2.70 (H_0 rejected, H_1 received) with a significance of $0.000 < 0.05$ which means that independent variables namely price, product design and the need to find variations have a simultaneous and significant effect on brand transfer decisions.

4. CONCLUSION

Based on data analysis and discussion of the influence of prices, product design, and the need to find variations in brand transfer decisions, the following conclusions can be drawn: The results showed that the overall price variable of Suzuki Motorcycles was perceived by respondents to be at a moderate level or 54.92%. The price statement item offered by Suzuki is in accordance with the quality of its products to get the lowest respondent perception score among other statements or only 52.20%. In the overall product design variable perceived by respondents to be at a moderate level or 53.60%. The motorcycle product model statement items offered by Suzuki varied to get the lowest respondent's perception score among other statements, or only 51.60%. In the variable needs looking for variation as a whole variable the need to look for variations on Suzuki motorcycles perceived by respondents was at a moderate level or by 58.95%. Suzuki motorcycle quality statement items better than its competitors got the lowest respondent

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perception score among other statements, or only 54.80%. And on the overall brand transfer decision variable the brand transfer decision variable in ex-Suzuki motorcycle users was perceived by respondents to be at a moderate level or 50.70%. The respondent's statement item will recommend to those around him to use a Suzuki motorcycle get the lowest respondent's perception score among other statements, or only 50.40%. The results of the t test showed that price variables and product design had a partial and significant effect on brand transfer decisions in former Suzuki motorcycle users in the city of Bandung. As for variable needs to look for variations, it has a partial but insignificant effect on the decision to move the brand on former Suzuki motorcycle users in the city of Bandung. Test F results showed that price variables, product design, and the need to find variations affected the decision to move the brand simultaneously and significantly in former Suzuki motorcycle users in the city of Bandung.

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