THE EFFECTIVENESS OF PRODUCT ATTRIBUTE TOWARDS CUSTOMER BUYING INTENSE

UNDERGRADUATE THESIS PROPOSAL

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Submitted to fulfill the requirement
of the undergraduate degree program

Department of International Business Administration

Faculty of Business & Social Sciences

BSD City, Serpong, Tangerang, Indonesia

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APPROVAL PAGE

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PREFACE

Thesis is a form of article that revealed how product attribute influence buying intense based on questionnaire respondent. The thesis report is a mandatory part of the completion of the undergraduate degree.

A thesis report is a form of academic writing, which is developed by students following the completion of the undergraduate degree program in IULI. As an academic writing, the thesis report should consist of the guidance, which may cover elements on factual objectivity, the use of systematical research method, and proper technical writing.

To assist me in developing the thesis report, certain guidelines are necessary. It is expected that these guidelines are able to provide the necessary information for me to follow with ease. It is expected that by following these guidelines, I can complete the thesis report on time.

BSD City, Serpong, Tangerang, May 15, 2018

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ABSTRACT

Strategy is a very important element in the company to increase the attractiveness of the company to grow and maintain its existence in getting the buyer's interest in the goods or services they sell. This case study discusses how Honda did the right strategy on the side of its product superiority to create an appeal to buyers in order to have the desire to buy. In this paper will explain how the company Honda to strategize by highlighting the product attributes that can be characteristic of Honda's own product in order to cause a sense of desire to customer.

Keywords: strategy, product, product attribute, customer, customer buying intense

ABSTRAK

Strategi merupakan elemen yang sangat penting dalam perusahaan untuk meningkatkan daya tarik perusahaan untuk tumbuh dan mempertahankan eksistensinya dalam mendapatkan ketertarikan pembeli terhadap barang atau jasa yang mereka jual. Studi kasus ini membahas bagaimana Honda melakukan strategi yang tepat di sisi keunggulan produknya untuk menciptakan daya tarik bagi pembeli agar memiliki keinginan untuk membeli. Dalam tulisan ini akan dijelaskan bagaimana perusahaan Honda melakukan strategi dengan menonjolkan atribut produk yang dapat menjadi ciri khas produk Honda sendiri agar menimbulkan rasa keinginan kepada pelanggan.

Kata Kunci: strategi, produk, atribut produk, pembeli, keinginan beli pembeli

CHAPTER 1: INTRODUCTION

I.1 BACKGROUND

The main purpose of marketing strategies in the business world is as a tactic that is very absolute is needed in order to further support the development of the company. These strategies can cover a lot of aspects to bring benefits for the company, a strategy is about production in order to minimize expenses of the company. Strategy is a comprehensive way and approach that is closely related to the execution of an idea or a plan and execution in an activity that is within a certain period of time. To get a good strategy of course the need for coordination or team work and has a theme to be able to identify the supporting factors that are in conformity with the principle to carry out the opinion to efficient and in gaining tactics to achieve effective goals (Nickols, 2015). In the marketing strategies there are so many categories that can differs the strategy to be more specific, marketing mix as an example that can categorize the strategy into a benchmark of company to know what customers want and distinguish it from others.

Products are all the things that can be offered in the market to satisfy the needs and customer wants. The products can be very broad, in the form of goods, services, experiences, events, places, people, ownership, information, organization, and ideas. Basically, customers buy the benefits and value of a product offered rather than buy goods or services. A product can be a thing, service and other desire to describe something that can fulfill desire. For that every entrepreneur must know the development of customer needs through market research in order to know and can adjust themselves in creating the product. Not only the quality of the product or service provided or the sophistication of the technology, but the unique packaging or wrapping, the exact function according to the needs of the target, and ease of use of the product can be an attraction for consumers (Munir, 2014). The product has a specific life cycle that includes the growth phase, maturity phase and phase of sales decline (maturity phase, sales decline phase). It is important for marketers to reinvent their products to stimulate another demand from the market after reaching a phase of declining sales (Tohir, 2016).

PT Astra Honda Motor (AHM) becomes the largest motorcycle manufacturer in Indonesia. The company was first established under the name of PT Federal Motor on June 11, 1971 with share ownership by PT Astra International. At the beginning of its establishment this company is still a motorcycle component from Japan in the form of CKD (completely knock down). The first product assembled by the company is a business type, the S 90 Z. This motorcycle has 4-stroke engine with a capacity of 90cc. The company's products are accessible to consumers since it was first thrown into the market by 1500 units. The proof, demand is increasing drastically as much as 30

thousand units in the next year. The technological advantages of Honda Motor are recognized worldwide and have been proven on numerous occasions, both on the highway and on the tracks. Honda also developed a technology capable of responding to customer needs that is "recalcitrant" and fuel efficient, thus making it a pioneer two-wheeled vehicles are economical (Astra Honda, 2016).

The growth of motorcycles that became the mainstay of transportation for the people of Indonesia and along with the rapidly growing automotive market made a reshuffle in the ownership of the company's shares. With this PT Federal Motor merged with several other subsidiaries in 2000. In the process of this merger was born a new company which was then named PT Astra Honda Motor with 50% ownership of PT Astra International Tbk and its remaining shares by Honda Motor Co. Japan. Although AHM is growing in the midst of other competing motorcycle manufacturers. However, AHM remains a flagship consumer (Setya, 2016).

Assisted by over 18,000 employees, AHM has been innovating by creating superior products in its class, including Absolute Revo, Beat, CBR, New Honda Blade, New Megapro, Scoopy, Spacy Helm in PGM-FI, Supra X, Tiger, Vario, and the latest Verza as well as several other product variants. With the vision of "being a leader in the motorcycle market in Indonesia by making customer dreams come true, creating excitement to customers and contributing to the people of Indonesia" makes AHM a place for its loyal customers (Setya, 2016).

I.2 RESEARCH PROBLEM

Based on the background and purpose above, there are three facets of research problems which are:
- To identify the product attribute affecting customer buying intense.
- To identify how strength product attribute to customers.
- This research attempts to discover how effective products attribute to the intense of buying of customers

I.3 RESEARCH QUESTION

Concerning the above research problems, this study focuses on the following research question:
- Q1: What are Honda product attribute to attract customers to buy?
- Q2: How products attribute impact to customer buying intense?
- Q3: Why customer intense to buy Honda product?

I.4 RESEARCH PURPOSE

This study attempts to examine strategies what PT Astra Honda Motor do to measure how effective product attribute for the buying intense of customers. To ensure that targets are achieved, the following specific purposes are:

- The purpose is to know the product attribute in Honda Motor used to make it customers intense to buy.
- The second is to determine which products attribute that to be the most effective.
- The last is what feature and technology that Honda Motor used to attract the customers.

I.5 REPORT STRUCTURE

This research divided into three main chapters, and each chapter has several sub categories. There are consists of:

1. CHAPTER 1: Introduction, which discuss about the general statement of the background, research problem, research question, and research purpose.

2. CHAPTER 2: Literature Reviews, which focuses on the related references and theories that related to the topic of the research.

3. CHAPTER 3: Research Methodology, which describes about type of data, type of study, population and sample, question design, validity and reliability, and method of analysis.

CHAPTER 2: LITERATURE REVIEW

II.1 PRODUCT ATTRIBUTE

Product Attribute is the result of being development or differentiator, this product provides added value, benefits and considerations in making purchasing decisions. Product attributes have a major effect on the buyer's perception of the product. In addition to distinguishing a product with other products, product attributes must also be able to become an attraction for consumers. This is because the physical attributes of the product brings a variety of benefits needed and buyers desired (Riadi, 2018). According to Budiarto, "Product attributes are something that complements the main benefits of the product so as to better satisfy the consumer". Product attributes include brand, packaging, label, warranty or warranty and additional products (service). Attributes can be viewed objectively (physical products) as well as subjectively (consumer views) (Bonteng, 2015).

According to Kotler and Armstrong, attribute products are grouped into three important elements: product quality, product features, and product design.

1. Product Quality
   Product quality is the ability of a product in providing performance in accordance with its function. Excellent quality will build consumer confidence so that is supporting consumer satisfaction. Product quality is important to increase competitive advantage in the improvement or improvement of quality; product quality shows a product perform its function (Sadianty, 2018).

2. Product Features
   Product features is a product that can be offered with a wide range of features. Companies can create models with a higher level by adding some features. Features are competing tools for differentiating a company's product from a competitor's product (Bonteng, 2015).

3. Product Design
   Product design is a process of creating new products that the company will sell to its customers. Product design is a very broad concept, basically the generation and development of effective and efficient ideas through a process that leads to new products (Dewe, 2017). Industrial product design links the knowledge of technology and the visual arts with the knowledge of humans (Creohouse, 2016).

II.2 BUYING INTENSE

Buying intense is a sense of a person's desire to buy an item based on the effect that the product offers such as a very attractive packaging that makes customers curious and finally buy the product. Basically, buying intense and buying decision is almost the same, but has a difference where buying intense itself is the emergence of a sense of desire buyers to buy a product caused by factors that make it interesting and have a broad scope to conduct the survey because all circles can be asked. Whereas, buying decision is to find out the reasons why customers decide to buy the product and have a smaller scope for the survey compared to buying intense because the buying decision can only ask customers who has bought the product before (Rahmani, 2017).

1. Experience
   Experience transforms an ordinary product into a personalized memorable event for the consumer. Thus, the surrounding environment conveys a consistent message. The key to the success of brand experience is the depth of consumer engagement. The more consumers are involved, the deeper the perceived experience. It is one of them by observing the unification of the atmosphere of the experience with the human senses that include the eyes, nose, mouth, ears, and skin. The more of the five senses are involved in the experience, the more consumers are bound by the experience and the more personal effects they will feel (Ramos, 2015).

2. Needs
   Customer needs can be defined as the goods or services it needs to achieve certain goals. Customers have different levels of demand and customer expectations are typically influenced by cultural values, advertising, marketing, and other forms of communication, both from suppliers and other sources (Setiawan, 2016).

3. Trust
   According to Sunarto, Trust is all knowledge possessed by consumers and all conclusions made by consumers about the objects, attributes, and benefits. Objects can be products, people, companies, and everything else, where people have trust and attitude. While Attributes are characteristics or features that may or may not belong to the object. While Benefit is a positive result given attribute to the consumer. Managers must recognize that belief in objects, attributes, and benefits indicates consumer perceptions, and

therefore, the general belief of a consumer is different from that of other consumers (Fian, 2016).

II.3 VALUE BASED MANAGEMENT

Thinking measurement of financial performance that is to overcome the various problems that arise in the measurement of financial performance based on accounting data. These measurements can serve as the basis for the management of the company in its capital management, financing plan, communication vehicle with shareholders and can be used as a basis in determining incentives for employees (Damanik, 2016).

1. Margin
   The amount of money or achievement that was earned compared to the value of the expenses incurred to make a profit (Herlita, 2016).
2. Pullover
   Reducing pay the taxes of the companies but still in legal way.

II.4 PREVIOUS STUDIES

Figure1: Previous Studies

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
Quality attributes of a high specification product for evidences from the specialty coffee business (Carvalho, 2016)	Concept of Quality: • Manufacturing perspective • User-based approach High specification product: • Effective quality management • Coordinate efforts • Technology application • Risk management • Reliability improvement	• Concept of quality is related to a manufacturing perspective and it is defined as conformance to specifications • A user-based approach and it considers the fit between the characteristics of a product and the customer's needs
Impacts of product attribute, price, and	Buying Decision: • Needs introduction	• Product attributes, pricing, and

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
promotion strategy towards consumer buying decision of Toyota Vios in PT. Hasjrat Abadi Manado (Tawas, 2013)	• Search information • Alternative evaluation • Post-purchase behavior Product Attribute: • Quality • Feature • Design • Brand • Guarantee Price: • Pricing • Price conformity with quality • Price between competitors • Price according to the benefits received • Price stability Promotion Strategy: • Advertisement • Selling promotion • Direct marketing • Personal selling • Discount	promotional strategies together allegedly affect the decision consumer purchases • Product attribute affect consumer buying decisions • Price affect consumer buying decisions • Promotion strategy affect consumer buying decisions
Analysis the impact of product attributes on customers loyalty (Taufan, 2014)	Customer loyalty: • Customer satisfaction • Trust • Compatibility • Product attribute: • Product quality • Product features • Product design	• 50,3% customer loyalty is affected by variable product quality, product features, and product design • 49,7% is influenced by other variables that are not addressed in that study • Product quality have a positive effect significant to loyalty customers

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
		• Product features are influential positive and significant to customer loyalty • Product features are influential positive and significant to customer loyalty
The effect of product attributes and halal label as moderating variables on purchase decisions cosmetic Wardah products in Semarang city (Rahmawati, 2014)	Product attribute: • Brand reputation • Brand name • User guide • Contains vitamin The halal label: • Picture • Writing • Combination between picture and writing • Stick to packaging Purchase decisions: • Needs • Experiences • Many alternative • Trust • Compatibility and incompatibility	• Product attributes have a significant direct effect on buying decision • Halal label can strengthen the direct relationship between the effect of product attributes against the buying decision
The effect of product attributes towards customer satisfaction teabag Sosro and 2 Tang products (Utama, 2013)	Product attribute: • Product quality • Product feature • Product design • Product brand • Product packaging • Services • Guarantee • Size	• Positive influence between product attributes on customer satisfaction • Consumer satisfaction is influenced by the identification of product attributes either by product delivery, product or service

| Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
	• Rewards Customer satisfaction: • Expectation • Reality	performance, corporate image or product or brand, the price value associated with the value received by consumers

II.5 DIFFERENCES

Basically my paper with previous studies is almost the same, all the previous studies is explain about product attribute but the use of product attribute of my paper is different with the previous studies. This paper, explain about product attribute towards customer buying intense, then the five previous studies are talking about product attribute towards customer satisfaction and buying decision. Customer satisfaction itself is an introduction to consumer buybacks, customer loyalty, and enduring customers that ultimately benefit the company. Consumer satisfaction provides many benefits for the company where one of the most important is to enable the achievement of customer loyalty. Satisfaction is a function of perceived expectations and performances. If the performance of the product or service is lower than expected, consumers will feel dissatisfied. If the performance of the product or service is as expected then the customer will feel satisfied, and if the performance of the product or service exceeds expectations then the consumer will feel delighted (Aryani, 2017). Buying decision are actions that consumers make to purchase a product. Therefore, consumer purchase decision is a process of selecting one of several alternative problems solving with real follow-up. After that the consumer can do an evaluation of options and then can determine the attitude to be taken next (Rahman, 2013).

II.6 RESEARCH MODEL AND HYPOTHESIS

II.6.1 RESEARCH MODEL

Figure 2: Research Model
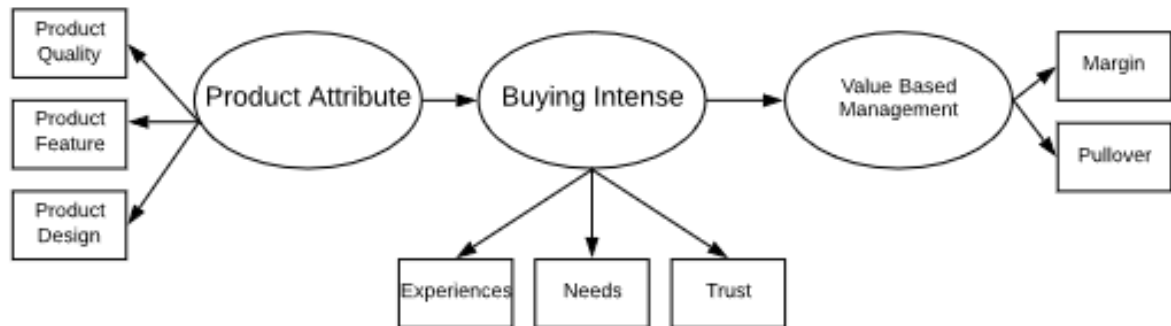
II.6.2 HYPOTHESIS

Referring to the above research model, the hypotheses are formulated as follows;

Hypothesis # 1:
Hypothesis 1.0:   Product attribute have a strong influence toward buying intense
Hypothesis 1.1:   Product attribute does not have a strong influence toward buying intense

Hypothesis # 2:
Hypothesis 2.0:   Buying intense have a strong influence toward company value based management
Hypothesis 2.1:   Buying intense does not have a strong influence toward company value based management
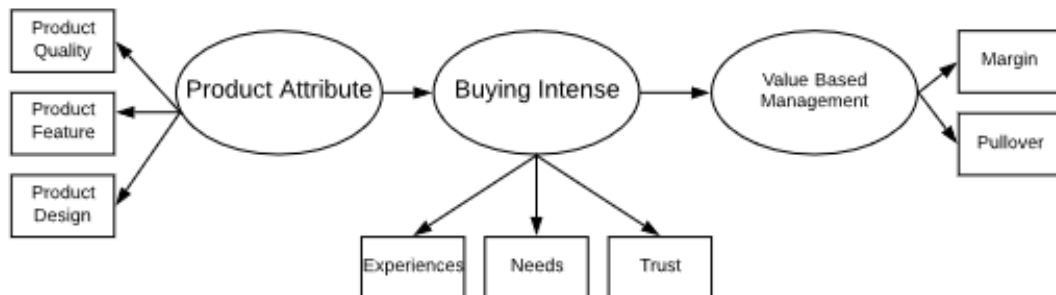
Hypothesis # 3:
Hypothesis 3.0:   Product attribute have a strong influence toward company value based management
Hypothesis 3.1: Product attribute does not have a strong influence toward company value based management

CHAPTER 3: RESEARCH METHODOLOGY

III.1 RESEARCH MODEL AND TYPE OF RESEARCH

Figure 3: Research Model

III.2 TYPE OF STUDY

The purpose of this thesis is to analyze the effectiveness product attribute towards customer buying intense. The method used in this research is descriptive research method.

III.3 TYPE OF DATA

In this research, there are two types of data used. They are primary data and secondary data. The primary data is to collect data by asking directly to the company and also interviewing them. Secondary data is the data which are collected from some secondary sources, which are from journal, company website and companies annual report. The data collected consists of quantitative data therefore this research also called quantitative research.

III.4 POPULATION AND SAMPLE
III.4.1 POPULATION
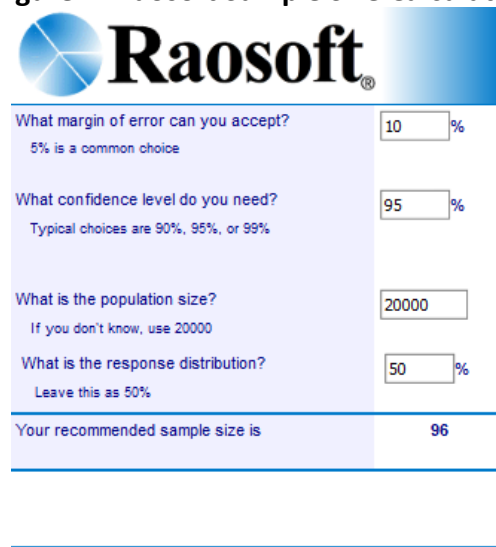
Questionnaire for people who live in Foresta, BSD City is designed to find out their opinion of the effectiveness of product attribute regarding to customer buying intense. This paper I using probability sampling and the method that used in this paper is descriptive research method. The questions of questionnaire are close ended question. For this thesis proposal, I have already distributed questionnaire for people who living in Foresta, BSD City. Data gathered from questionnaire will be analyzed using AMOS and SPSS program for correlation analysis.

III.4.2 SAMPLE SIZE AND PROCESS

The steps listed below are the ones used in Internet Website named Raosoft to Measure sample size:

1. Search Raosoft Sample Size Calculator
2. Choose margin error (common 5-10%)
3. Choose confidence level 95% (common)
4. Fill up the population size with 20000 (If do not know)
5. Leave the column response distribution as 50%
6. The result of sample size will come up
7. Then, see alternative scenarios if the number of sample size is too big

Figure 4: Raosoft Sample Size Calculator

III.5 QUESTION DESIGN

Figure 5: Question Design

Variables	Sub Variables	Questions	Scale
Product Attribute	Product Quality	The quality of Honda motor matic products affects the desire to buy	
	Product Feature	The feature of Honda motor matic products affects the desire to buy	
	Product Design	The design of Honda motor matic products affects the desire to buy	
Buying Intense	Needs	PT. Honda needs to learn	

					and keep innovating, so that its product become the most interesting					
	Experience				Honda motor matic most often seen on the streets					
	Trust				The confidence level in a product greatly affects the desire to buy					
Value Based Management	Margin				The desire to buy of a product is influenced by the needs that the market wants					
	Leverage									

III.6 VALIDITY AND REALIBILITY

III.6.1 VALIDITY

Figure 6: VALIDITY (PRE-TEST)

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
Q1	Pearson Correlation	1	-,204	,299	,181	,244	,171	,392[*]	,424[*]	,465[**]
	Sig. (2-tailed)		,264	,096	,322	,178	,349	,026	,016	,007
	Sum of Squares and Cross-products	,969	-,563	1,250	,813	1,094	,781	1,438	1,438	1,438
	Covariance	,031	-,018	,040	,026	,035	,025	,046	,046	,046
	N	32	32	32	32	32	32	32	32	32
Q2	Pearson Correlation	-,204	1	,294	,517[**]	,289	,159	-,203	-,116	-,128
	Sig. (2-tailed)	,264		,102	,002	,109	,386	,264	,526	,487
	Sum of Squares	-,563	7,875	3,500	6,625	3,688	2,063	-2,125	-1,125	-1,125

	and Cross-products									
	Covariance	-,018	,254	,113	,214	,119	,067	-,069	-,036	-,036
	N	32	32	32	32	32	32	32	32	32
Q3	Pearson Correlation	,299	,294	1	,490^{**}	,324	,293	,095	,308	,263
	Sig. (2-tailed)	,096	,102		,004	,071	,104	,605	,087	,147
	Sum of Squares and Cross-products	1,250	3,500	18,000	9,500	6,250	5,750	1,500	4,500	3,500
	Covariance	,040	,113	,581	,306	,202	,185	,048	,145	,113
	N	32	32	32	32	32	32	32	32	32
Q4	Pearson Correlation	,181	,517^{**}	,490^{**}	1	,700^{**}	,458^{**}	,037	,357[*]	,252
	Sig. (2-tailed)	,322	,002	,004		,000	,008	,842	,045	,163
	Sum of Squares and Cross-products	,813	6,625	9,500	20,875	14,563	9,688	,625	5,625	3,625
	Covariance	,026	,214	,306	,673	,470	,313	,020	,181	,117
	N	32	32	32	32	32	32	32	32	32
Q5	Pearson Correlation	,244	,289	,324	,700^{**}	1	,458^{**}	,159	,363[*]	,258
	Sig. (2-tailed)	,178	,109	,071	,000		,008	,386	,041	,154
	Sum of	1,09	3,68	6,25	14,5	20,71	9,656	2,688	5,688	3,688

	Squares and Cross-products	4	8	0	63	9				
	Covariance	,035	,119	,202	,470	,668	,311	,087	,183	,119
	N	32	32	32	32	32	32	32	32	32
Q6	Pearson Correlation	,171	,159	,293	,458**	,458**	1	-,054	,192	,210
	Sig. (2-tailed)	,349	,386	,104	,008	,008		,768	,293	,248
	Sum of Squares and Cross-products	,781	2,063	5,750	9,688	9,656	21,469	-,938	3,063	3,063
	Covariance	,025	,067	,185	,313	,311	,693	-,030	,099	,099
	N	32	32	32	32	32	32	32	32	32
Q7	Pearson Correlation	,392*	-,203	,095	,037	,159	-,054	1	,224	,160
	Sig. (2-tailed)	,026	,264	,605	,842	,386	,768		,218	,381
	Sum of Squares and Cross-products	1,438	-2,125	1,500	,625	2,688	-,938	13,875	2,875	1,875
	Covariance	,046	-,069	,048	,020	,087	-,030	,448	,093	,060
	N	32	32	32	32	32	32	32	32	32
Q8	Pearson Correlation	,424*	-,116	,308	,357*	,363*	,192	,224	1	,543**
	Sig. (2-tailed)	,016	,526	,087	,045	,041	,293	,218		,001

	Sum of Squares and Cross-products	1,438	-1,125	4,500	5,625	5,688	3,063	2,875	11,875	5,875
	Covariance	,046	-,036	,145	,181	,183	,099	,093	,383	,190
	N	32	32	32	32	32	32	32	32	32
Q9	Pearson Correlation	,465[**]	-,128	,263	,252	,258	,210	,160	,543[**]	1
	Sig. (2-tailed)	,007	,487	,147	,163	,154	,248	,381	,001	
	Sum of Squares and Cross-products	1,438	-1,125	3,500	3,625	3,688	3,063	1,875	5,875	9,875
	Covariance	,046	-,036	,113	,117	,119	,099	,060	,190	,319
	N	32	32	32	32	32	32	32	32	32

Source: (SPSS)

III.6.2 REALIBILITY

FIGURE 7: RELIABILITY (PRE TEST)

Reliability Statistics	
Cronbach's Alpha	N of Items
,743	9

Source: (SPSS)

III.7 METHOD OF ANALYSIS

III.7.1 DESCRIPTIVE

The methods that are used in this particular research are using descriptive research method.

FIGURE 8: DESCRIPTIVE METHOD

	N	Sum	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q1	32	63	,177	,031	-5,657	,414	32,000	,809
Q2	32	46	,504	,254	,265	,414	-2,063	,809
Q3	32	136	,762	,581	-,467	,414	-1,093	,809
Q4	32	122	,821	,673	-,377	,414	-,117	,809
Q5	32	131	,818	,668	-,558	,414	-,226	,809
Q6	32	121	,832	,693	-,631	,414	,238	,809
Q7	32	142	,669	,448	-,792	,414	-,391	,809
Q8	32	142	,619	,383	-,619	,414	-,471	,809
Q9	32	142	,564	,319	-,314	,414	-,861	,809
Valid N (listwise)	32							

Source: (SPSS)

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