



## **APPLICATION OF THEORY OF REASONED ACTION IN PREDICTING THE CONSUMER BEHAVIOR TO BUY THE TOYOTA AVANZA VELOZ AT PT. PUTERA AUTO PERKASA MEDAN**

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### **ABSTRACT**

*The purpose of this study is to analyze the application of theory of reasoned action in predicting consumer behavior to buy a Toyota Avanza Veloz at PT. Putra Auto Perkasa Medan. The population of this study is all of consumers who purchased Toyota Avanza Veloz at PT. Putra Auto Perkasa as many as 251 persons. The sample was taken for 72 persons. The data were collected through questionnaire and documentation method. The data was analyzed by descriptive method. Based on the discussion it found that the behavior of consumer to buy a Toyota Avanza Veloz is influenced by consumer attitude for 54.98 percent of 45.02 percent in the subjective norm. The suggestion for the management of company is to provide the consumer with attention and required attribute to buy the Toyota Avanza Veloz, to provide the sales person with bonus and improve the service for the existing consumer so they can influence their family members to buy offered car.*

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**Keywords:** Theory of reasoned action and consumer behavior.

### **Contribution/ Originality**

This study contributes in marketing management by using applied methodology of Theory of Reasoned Action by using formula of intention, consumer behavior and subjective norm to investigate consumer behavior, contribution for researcher and producer. The main objective is to give information to company that consumer behavior has positive attitude toward sales of Toyota Avanza.

## **1. INTRODUCTION**

Competition among the car producers is higher indicated by more of companies offer the same product. To win a competition, a company must study the consumer behavior in order to determine the marketing strategy. By studying consumer behavior, the company will know the preference and the demand of consumer and supply the product that satisfy the demand and deliver it to the

market. Consumer behavior is a direct action to obtain, consume, and use the product or service, including the decision process preceding and following the action. The consumer behavior must be analyzed because it cannot be controlled directly by company. The information about consumer behavior is collected from the sales person and results of market survey.

Generally, the consumers prefer the product with specific characteristic: faster, cheaper and better. The consumer behavior studied what the requirement and preference of consumer. Consumer behavior is influenced by cultural, social, personality and psychological factors. One of the important factor in influencing the consumer behavior is attitude (psychological factor), because by studying the consumer behavior, it studies how far the influence of attitude to the decision of consumer to buy a product. Nevertheless, a decision of consumerism is also influenced by subjective norm. Consumer will choose product with attribute that according to consumer is more relevant to their requirement. The preference of consumer to the product attribute depends on their knowledge on the attribute of products. In order to study the consumer behavior, it applied theory of reasoned action and to consider any available information. According to the theory of reasoned action, a personal behavior depends on interest or intentions, while the interest in behavior depends on the attitude and subjective norm of the behavior. In the other hand, a confidential to a consequence of behavior and consequence evaluation will determine a personal behavior. As well as normative confidential and motivation to follow the preference opinion will determine the subjective norm.

The results of [Marhaini \[1\]](#) concluded that “Variable of subjective norm has a dominant influence than the variable of behavior attitude to the behavior interest of consumer in buying computer mark Acer of the college Student of Economy Faculty of North Sumatera University”. A results of study of [Sigit \[2\]](#) concluded that “consumer attitude has a dominant influence than subjective norm to the purchasing intentions of college student as potential consumer of Toothpaste mark Close Up”.

PT. Putera Auto Perkasa Medan is one of the new Toyota showroom launched on date of 25 January 2013, located at Jl. Flamboyan Raya No. 66 Medan 20134. The company supplies car product such as Avanza, Vios, Altis, Agya, Camry, Yaris, Rush, Kijang Innova, Fortuner, Hilux, Alphard and Land Cruiser. In this study, the writer chooses Toyota Avanza Veloz Manual and Automatic that produced in year of 2013. The selling of Toyota Avanza Veloz since 2013 – 2014 was 254 units. Based on the description, the writer is interested to study the application of Theory of Reasoned Action in predicting the consumer behavior in buying Toyota Avanza Veloz at PT. Putera Auto Perkasa Medan.

## **2. LITERATURE REVIEW**

### **2.1. Definition of Marketing**

Marketing was developed since there was a human need and efforts to satisfy the human need and cause the development of the using of changers tool. By the development, they knew the term of selling and buying. In that time, marketing is a selling and buying transaction activities where all of produced goods can be sold easily. The exchange is occurred if there are not less than two parties, and each party must have anything that is valuable to the other parties, and they can do a

communication and each party agrees to do the approved transaction. Principally, the marketing activity is all of activities aim to smooth the flow of product and service by creating product, determining the price or pricing, promotion and distribution of the product to satisfy the preference and needs of consumer. According to American Marketing Association (AMA) in [Kotler and Keller Kevin \[3\]](#) “Marketing is a function of organization and a process to create, communicate and provide the consumer with value and to manage a relationship of consumer by provide advantages to the organization and stakeholders”.

[Subroto \[4\]](#) “marketing is defined as a social process in which each individual or group obtain their need and preference by building and exchanging the product and the value with other individual or group”. According to [Kristanto Paulus \[5\]](#) “marketing is a social process in which individual or group obtain what their needs and preferences by creating, offering and exchanging valuable product to the other people independently”. Based on both of definitions, there are three important concepts in marketing, namely: preference, need and exchange. Marketing begins by satisfaction of the human needs and developed to be human preference. The human preference on goods and service withdraws attention of the marketer, so they use any efforts to remind, inform and the important one is to persuade the consumer to do purchasing.

## 2.2. Definition of Consumer Behavior

Consumer behavior involves interaction. Therefore in order to understand consumer and develop marketing strategy, it must understand what the cognition of consumer, what the influence and behavior and where the influence event and what anything be considered, felt and done by consumer. In this sense, it analyzes the effect of the event to the influence, cognition and behavior as well as in market research. But in the evaluation of the consumer behavior, the analysis of the three elements is very useful when understanding and developing marketing strategy. Consumer behavior involves exchange means the consumer behavior is consistent to the marketing definition that focus to the exchange between company and buyers. Marketing has a role to create exchange with consumer by a formulation and implementation of marketing strategy. Efforts in satisfying the need and preference of consumer on each product and service required by consumer are realized by individual with its roles. Nevertheless, for a certain product, the purchasing role is owned by certain parties.

According to [Ginting and Hartimbul \[6\]](#) consumer behavior is personal action in getting, using, making goods and economic service including in making decision before setting action. According to [Sutisna \[7\]](#) consumer behavior is repeat purchicing behavior without looking for more information or evaluation available alternatives.

In the last time, the marketer understands the consumer through daily selling experiences to the consumer. But, the growth of company and market size had separated more of marketing managers have a direct contact to the consumer. Manager depends on the consumer research to obtain the respond on the market builder, buyers, people who involves in purchasing, purchasing time and place of the consumer. To understand the buyer is a model of respond stimulation. The marketing stimulation and environment are included in buyer awareness. Characteristic and decision making of buyer build a certain purchasing decision. The task of manager is to understand anything in

awareness of buyer between the external stimulant and decision of buyer. Marketer must evaluate marketing strategy by considering the respond of consumer to the offered product. The consumer will evaluate their purchasing. If the purchased product satisfies their needs and preference, they will repurchase the product in the future. Even the consumer who satisfied will talk their satisfaction to the other people and this is known as words of mouth communication.

According to [Abdullah and Tantri \[8\]](#) there are five roles considered in decision making, namely:

- a. Initiator
- b. Influence
- c. Decider
- d. Buyer
- e. User

The company must identify these roles because they have implications to the product design, message determination and promotion budget allocation. If a husband decides the mark of purchased car, the company will deliver its advertisement to approach the husband. The company may design a certain car characteristic to attract the wife. The understanding on the main participation and their roles will help the marketer to explain the marketing program.

### **2.3. Purchasing Behavior of Consumer**

Decision making of consumer is various based on the type of purchasing decision. A complex and expensive purchasing involves any consideration of buyer and participant. According to [Abdullah and Tantri \[8\]](#) there are four types of consumer purchasing based on the involvement of buyer and difference level of any trade mark, namely :

1. Complex purchasing behavior
2. Purchasing behavior minimize unsuitability
3. Purchasing behavior conventionally
4. Purchasing behavior requires variation

The company will study purchasing decision process that involves their product categories. They will ask consumer when the first time they know their product category and mark, what their confidential mark, how far their involvement in their product, how they make a choosing of the mark, and what their satisfaction after the purchasing. The number of purchasing consideration and the number of purchasing participation will increase along with the more complex of purchasing situation. The marketer must have various planning for the four types of consumer purchasing behavior.

### **2.4. Factors Influence the Consumer Behavior**

Every day, consumers determine their purchasing alternatives. More of companies study the purchasing decision of consumer in order to study what will be bought by them, when they purchase and why they purchase, how and what the number of product will be bought by them, when they purchase and why they do purchasing. The results of analysis of consumer behavior by

company can used as basic consideration in arrange the marketing strategy. According to [Setiadi Nugroho \[9\]](#) factors influence the consumer behavior are:

1. Cultural factor. Culture is a determinant factor of preference and behavior of anyone. A child who is in growth phase requires value, perception, preference and behavior through a socialization process that involves family and other important social institutions.
2. Social factor. Social factor is influenced by reference group, family, role and status factors.
3. Personality factor. A decision of anyone for purchasing is influenced by personality factor.
4. Psychological factor. Decision of anyone in purchasing is influenced by psychological factor.

Purchasing decision of anyone is a result of a influence and complex correlation between cultural, social, personality and psychological factors. More of these factors are influenced by marketer. But these factors are required in identify the buyer with a high preference to a product.

## 2.5. Definition and Characteristic of Behavior

Historically, the term of ‘attitude’ is used in the first time by Herbert Spencer in 1862 as a mental status of anyone. According to [Peter Paul and Olson Jerry \[10\]](#) ‘attitude’ is a form of evaluation or feeling reaction’. Attitude of anyone to an object is a feeling that supports or takes a side or unsupported feeling or did not take a side to the object. Specifically, the attitude is formulated as positive effect degree or negative effect to a psychological object. According to [Setiadi Nugroho \[9\]](#) “Attitude is a trend to provide respond on an object either liked or disliked consistently”. Based on the definition, attitude is a fixed organization of feeling, confidence, and trend of behavior to the other people, group, idea, or certain object. There are three important things in an attitude that are known as attitude components, i.e.: affection aspect, cognition aspect and conative aspect or behavioral trend (in a reality or trend).

Affection aspect of attitude is related to the subjective emotion to an attitude object. Generally this feeling is equal to the feeling on an object. The cognitive aspect is a component indicates a trend of anyone to have a behavior to an attitude. The cognitive aspect is a component related to the knowledge, opinion and individual perception to an object. This interest is obtained through receiving information processing or through direct interaction to the object. Cognitive component of attitude is confidence. Confidential component on a mark is an attribute or characteristic that is assumed to come from or own the mark. The cognitive aspect is a component indicates a trend to have behavior on an attitude. The basic assumption is the confidential and feeling that is influenced by attitude. It means this component indicates that in anyone, there is motivation to a behavior. The trend of consumer to take action on an object is measured by the interest to do the purchasing. The nonnative component of attitude is a trend to take action.

According to [Umar \[11\]](#) the characteristic of attitude are :

1. Have object or objective. Attitude is related to anyone or certain object. Attitude is a reaction of action of anyone or a condition of certain object. This object build an action such as to determine where a product be purchased.
2. Have direction, degree and intensity. Attitude indicates what is felt by anyone on an object, such as like or dislike the object. Degree indicates how far the people like or dislike the object. While intensity indicates confidential level on an object.

3. Have structure. Attitude is permanent and does not change and is not fast. Attitude is near the center of this structure means it has a higher centrality degree and vice versa. Structure of attitude has three components, i.e.: knowledge, emotion and behavior components.
4. Can be studied. An attitude is a result of learning process of an individual. Attitude comes from personal and collective experiences. One of functions of attitude is adaptation that led to the comfortable object; avoid the uncomfortable object, and attitude adjustment to their perception on a certain object.

Variables of consumer attitude is measured by guarantee, modern design and sporty, machine power, color, shape of lamp, performance, audio system, machine, state room, selling price, after sale price, driving comfortable, maintenance easiness and availability of spare part.

## 2.6. Subjective Norm

Subjective norm is influenced by reference group. According to [Setiadi Nugroho \[9\]](#) a reference group consists of all the groups that have a direct and indirect influence to the attitude or behavior of anyone. One of them is primary group by continuing interaction such as family, friend, neighbor, and college. Secondary group has a formal condition and the interaction is not continuous. A group that will be its member is known as aspiration group. Dissociative group is a group of which the value or its attitude is disliked by individual. The marketer must identify the preference group of the target consumer. Preference group will connect individual to the new life style and behavior. They also influence the attitude and self-concept of anyone because they have adaptation to the group. The influence of consumer preference is changed as a long as development of the life cycle of product. When a product was introduced to the market at the first time, a decision for purchasing is influenced by other people but the choosing of mark is not influenced by the other people. On the market growth, the influence of consumer preference is strong in choosing the product and mark. In the maturity phase, the choosing of mark is only influenced by preference group. And in the declining phase, an influence of group is dim either on choosing of product or mark.

Fishbein also modifies a model that defines confidence as consequence that is felt by action or attribute. Modification of the model was conducted because the confidential and evaluation provide a complex relationship to the behavior. Other elements also influence the behavior because family and group norms are very important in building an attitude. He introduces social influence to the model. Two social elements that classified into model, i.e. normative confidential and pursuance motivation. Motivation to follow the preference of the other people is determined by the power of the preference in which the stronger/weaker of motivation to follow reference, the personal characteristic means that there is readiness of the people to follow the preference on the individual. The subjective norm is influenced by:

1. Normative confidence of preference group

Normative confidence is an idea received from preference group to purchase or not a product.

This opinion is not asked directly to the reference group, but to ask to the individual as respondent. This opinion is only an individual perception about the opinion of the other people, to support or not consumer to buy a product.

2. Motivation of preference group (MC<sub>j</sub>)

Motivation (MC<sub>j</sub>) is a strong drive to follow the influence of preference group to buy a product. In buying of a product, this component is related to the readiness of consumer to follow/not follow the opinion of preference group.

Measurement indicator of the subjective norm is member of family, neighbor, friend, colleague, business partner and sales person.

2.7. Model of Theory of Reasoned Action

According to [Setiadi Nugroho \[9\]](#) ‘in order to know how the attitude can predict the consumer behavior it use the theory of Reasoned Action from Fishbein’. Theory of reasoned action indicates a total integration of attitude component in structure designed to obtain a best prediction and description of behavior. This model assumes the individual behavior as a function of his intention to have a certain behavior and other support variable. Intention of anyone to buy a product (BI) is influenced by his attitude to the behavior or action of the buyer (AB) and his subjective norm (SN) in which a perception of anyone that another people is important for him will take action on the behavior. This model is shown in Figure 2.1.

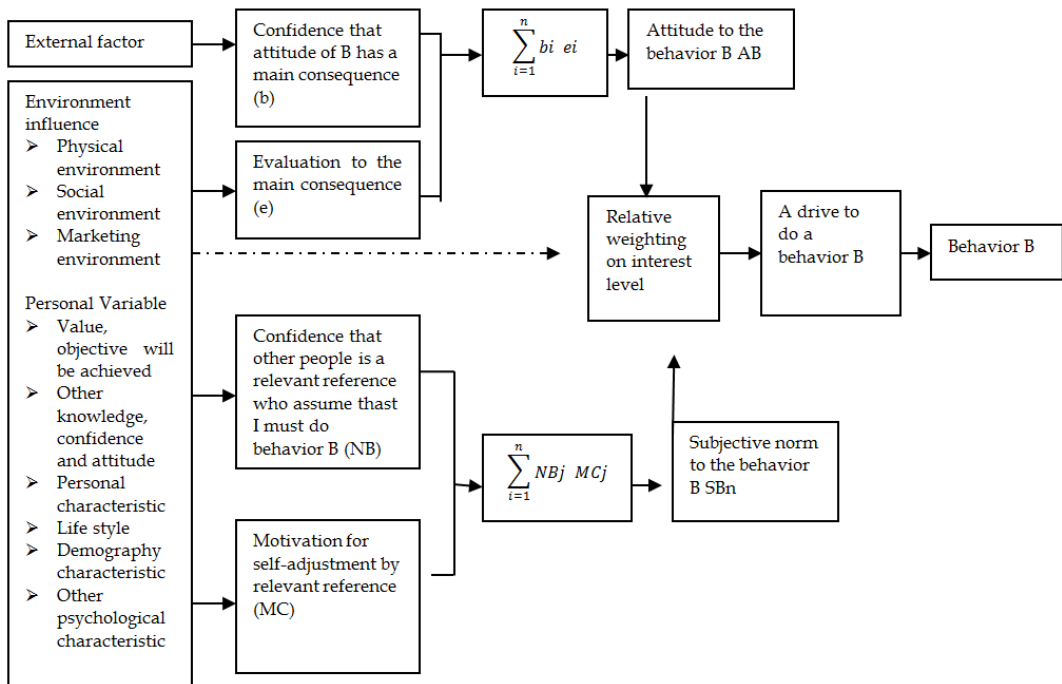


Figure-2.1. Theory of Reasoned Action

Source: Peter and Olson, Consumer Behavior. Consumer Behavior and Marketing Strategy [10]

Theory of Reasoned action will predict the purposes and behavior that can be translated into mathematic equation as follows [9]:

$$A_{act} = \sum_{i=1}^N bi . ei$$

Note :

$$A_{act} = \text{attitude to a behavior}$$

$b_i$  = confidence that build a behavior with consequence  $i$

$e_i$  = Evaluation on attribute  $i$

$N$  = Number of confidence

The model of Reasoned Action emphasize to the measurement of attitude focus to the purposes of the behavior. Evaluations of confidence on Reasoned Action model is evaluation of consumer confidence that builds a behavior because consider the consequence of the action. Motivation of anyone to follow the preference of the other people is determined by the power of the preference means that the higher or weaker motivation to follow the reference, the personal characteristic can be defined as readiness of anyone to follow the opinion of preference on the individual personality. According to [Setiadi Nugroho \[9\]](#) subjective norm (SN) can be calculated by formula :

$$SN = \sum_{i=1}^n (NB_j)(MC_j)$$

Where:

SN = subjective Norm that requires a certain behavior

$NB_j$  = Normative confidence of the influence of preference group

$MC_j$  = Motivation according to preference.

$n$  = number of respondent (sample)

One of theory that explain a correlation between attitude, interest and behavior is a theory of reasoned action that developed by Fishbein. According to Reasoned Action theory, that behavior of anyone is depend on the intention, while intention for a behavior is depend on the attitude and subjective norm of the behavior. In the other hand, a confidence on a behavior and evaluation of consequence determine the behavior of anyone. As well as normative confidence and motivation that follows the opinion of the other people will determine the subjective norm. Generally it concluded that interest for a behavior is influenced by internal and external (social environment) factors. Internal factor is manifested by attitude and external factor is manifested by the influence of the other people to decision behavior. According to [Peter Paul and Olson Jerry \[10\]](#) “Theory of reasoned actions) assume that consumer is aware in considering the alternative consequence of behavior and chooses one of alternative with desired consequence.”. Action of anyone to an object must not be stronger and systematic related to their behavior. In contrary, the direct determinant of the involvement of the consumer in a behavior is determined by their desire to be involved in the behavior.

Theory of reasoned action assumes a behavior as a function of intention to have behavior in certain condition and other support variable. Intention to buy a product (BI) is influenced by his attitudes ( $A_{act}$ ) and subjective norm (SN) where a perception is influenced by other people to their behavior. Behavior depicts a real action to a product or service, and the prediction of behavior intention use the formula:

$$(B \sim BI) = A_{act} (W1) + SN(W2)$$

Where

$B \sim BI$  = Intention of consumer to involved in the behavior

$A_{act}$  = attitude of consumer to involved in the behavior

SN = the subjective norm that requires certain behavior

$W1, W2$  = Weight that depict a relative influence of component  $A_{act}$  and



### SN on BI

Theory of Reasoned Action is successful when applied on behavior under individual control. If the behavior is not under individual control, although it motivated by attitude and subjective norm, he cannot perform the behavior.

## 3. METHODOLOGY

### 3.1. Population and Sample

Population of a research is all of consumers who buy Toyota Avanza Veloz at PT. Putera Auto Perkasa Medan for 251 persons. In order to determine the number of sample of the population, it uses the Slovin formula (Sugiyono [12]) i.e :

$$n = \frac{N}{1+Ne^2}$$

Where: n = number of sample, N = number of population, e = tolerated error percentage. Based on the aforementioned formula, the sample of research is 72 persons. The sampling method is incidental sampling as method of sampling based on incidental, i.e. anyone who meets to researcher incidentally.

### 3.2. Variable Operational

Variable operational is a limitation of the discussion of study. The variable will be studied in this research are:

1. Consumer attitude (Ab) is a trend of consumer to have a behavior continuously on comfortable or uncomfortable situation to buy Toyota Avanza Veloz. The consumer attitude is measured by:
  - a. Confidence (bI) is an idea of a consumer to buy Toyota Avanza Veloz will get an advantage of a certain attribute.
  - b. Consequence evaluation (ei) is evaluation of consumer to the confidence attribute to decide to buy Toyota Avanza Veloz.  
The measurement indicator is guarantee, modern and sporty design, machine power, color, shape of lamp, machine performance, audio system, state room, selling price, after sale price, driving comfortable, maintenance easiness and availability of spare part.
2. Subjective norm (SN) is idea of the other people who desire a consumer to buy Toyota Avanza Veloz. Subjective norm is measured by:
  - a. Normative confidence (NBj) is an idea received from preference group who has opinion that it is suitable or not to buy Toyota Avanza Veloz.
  - b. Motivation (MCj) is a strong drive to follow the influence of preference group to buy Toyota Avanza Veloz.  
Measurement indicator is family members, neighbor, friend, colleague, business partner and sales person.
3. Behavior intention (BI) is attention /trend of anyone to buy Toyota Avanza Veloz. The measurement of research variable refers to the Turnstone scale.

### 3.3. Method of Data Collecting

The method of data collecting is: questionnaire is distributed to the respondent in order to study their opinion about variable operational and documentation method by collect the selling data of Toyota Avanza Veloz ast PT. Putera Auto Perkasa Medan in 2013 – 2014.

### 3.4. Method of Data Analysis

#### a. Validity and Reliability test

Validity test aims to study the accuracy of results of questionnaire. The minimum requirement that fulfills the requirement is  $r = 0.30$ . If a correlation between item and total score less than 0.30, the term of instrument is not valid. Reliability is tested by internal consistency, is to test the instrument in once, and the data was analyzed by certain method". The testing of instrument reliability was conducted by two split method of Spearman Brown. The criteria of variable whether it is reliable or not is:

$\alpha \geq 0.70$  means the instrument is reliable.

$\alpha < 0.70$  means the instrument is not reliable.

The testing was conducted by using SPSS (Statistical Program for Social Science) software version 18.0.

#### b. Descriptive method

Descriptive method is a method by using data, classifying, processing, analyzing and presenting the data that provides complete depiction about the collected facts. The steps of analysis are:

##### a. To calculate the perception measured from the consumer attitude by formula :

$$A_{act} = \sum_{i=1}^N bi \cdot ei$$

Note :

$A_{act}$  = attitude to a behavior

$bi$  = confidence that build a behavior with consequence  $i$

$ei$  = Evaluation on attribute  $i$

$N$  = Number of confidence

##### b. To calculate the preference value of subjective norm (SN) by formula:

$$SN = \sum_{j=1}^n (NBj)(MCj)$$

Where :

$SN$  = subjective Norm that requires a certain behavior

$NBj$  = Normative confidence of the influence of preference group

$MCj$  = Motivation according to preference.

$n$  = number of respondent (sample)

##### c. To calculate the equation of consumer behavior by formula :

$$B \approx BI = W1(A_{act}) + W2(SN)$$

$$GMA_{act} = \frac{\text{Total } bi + \text{Total } ei}{2 \times \text{Number of attribute}} \text{ where } GMA_{act} = \text{Grand mean } A_{act}$$

$$GMSN = \frac{\text{Total } Nb_j + \text{Total } MC_j}{2 \times \text{number of attribute}} \text{ where } GMSN = \text{grand mean SN}$$

$$W1 = \frac{GMA_{act}}{GMA_{act} + GMSN}$$

$$W2 = \frac{GSMN}{GMA_{act} + GMSN}$$

Where :

$B \approx BI$  = a desire of consumer to involved in the behavior

$A_{act}$  = attitude of consumer to involved in the behavior

SN = subjective norm that require certain behavior

W1, W2 = Weight or score that manifest the relative influence of components of  $A_{act}$  and SN on BI

The criteria of score testing of attitude, subjective norm to the consumer behavior for purchasing is use the Henerson range as follows:

$1.8 < Ab / SN \leq 3, 0$  : Very strong (positive)

$0,6 < Ab / SN \leq 1,8$  : Strong (positive)

$-0.6 < Ab / SN \leq 0.6$  : Strong enough (positive/ negative)

$-1.8 < Ab / SN \leq -0.6$  : Lower (negative)

$-3.0 < Ab / SN \leq -1.8$  : Very lower (negative)

## 4. RESULTS OF RESEARCH

### 4.1. Results of Research

#### a. Identity of Respondent

Identity of respondent is based on gender, age, educational level and occupation. The numbers of respondent of male is 75 percent and female is 25 percent. Based on age, the respondents whose age under 30 years old is 17 percent, from 31 to 45 years old is 53 percent, and from 46 to 60 years old is 28 percent and over 60 years old is 3 percent. The respondent with elementary/ junior high school education is 7 percent, senior high school is 29 percent, diploma is 19 percent and scholar/master is 44 percent. Based on occupation, the entrepreneur is 44 percent, civil servant is 17 percent, private is 29 percent and other profession such as farmer, army/police is 10 percent.

#### b. Validity and Reliability Test

Based on print output of SPSS version 18.0, the results of validity and reliability test show that all of normative confidence and motivation indicator is valid because  $r_{calculated} > 0.30$  , and reliable because the score of Cronbach's alpha if item  $> 0.70$ .

#### c. Behavior Confidence (bi) and Evaluation of Consequence (ei)

Behavior confidence is an idea of consumer to buy Toyota Avanza Veloz who obtains advantages of certain attribute. Based on appendix 2, the attribute value of the consumer confidence variable is calculated and shown in Table 4.1.

The average of score of respond of respondent is calculated by divided the number of score and the number of sub-variable. The balanced score is calculated by multiplied the total respond of the respondent for each attribute to the score of each respond alternative. For example, the balanced average (RRT) score of respond of respondent about the machine guarantee (b1) is

$$RRT = \frac{(7 \times 3) + (31 \times 2) + (17 \times 1) + (10 \times -1) + (4 \times -2) + (3 \times -3)}{72} = 1.01$$

**Table-4.1.** The Score of Attribute of Behavior Confidence Variable (bi)

Research indicator	SS	S	AS	ATS	TS	STS	Balanced average	Evaluation
	3	2	1	-1	-2	-3		
Machine guarantee (b1)	7	31	17	10	4	3	1.01	Positive
Modern and sporty design (b2)	1	38	22	2	8	1	1.11	Positive
Machine power (b3)	3	36	26	4	1	2	1.32	Positive
Available color (b4)	2	30	26	12	1	1	1.04	Positive
Shape of lamp (b5)	4	23	28	14	1	2	0.89	Positive
Machine performance (b6)	4	26	26	14	1	1	0.99	Positive
Audio system (b7)	2	41	26	0	2	1	1.49	Positive
State room (b8)	9	27	26	6	2	2	1.26	Positive
Selling price (b9)	2	33	26	9	1	1	1.17	Positive
After sale price (b10)	8	36	20	2	5	1	1.40	Positive
Driving Comfortable (b11)	4	41	10	10	5	2	1.08	Positive
Maintenance easiness (b12)	3	28	25	11	3	2	0.93	Positive
Availability of spare parts(b13)	6	41	17	5	1	2	1.44	Positive
Total							15.14	
Average							1.16	Positive

Source: Processed data from the results of research (2014)

Based on the aforementioned description it indicates that the dominant factor influences the consumer behavior confidence to buy Toyota Avanza Veloz is machine power, audio system, the higher after sale price and availability of spare part. The average score of behavior confidence variable is 1.16. It means that consumer has a positive (stronger) confidence to buy Toyota Avanza Veloz. Evaluation of the consequence is evaluation of consumer to the confidence attribute to decide to buy Toyota Avanza Veloz. Based on appendix 2, the score of attribute of evaluation variable can be calculated and shown in table 4.2.

**Table-4.2.** The Score of Attribute of Evaluation of Consequence Variable (ei)

Research indicator	SS	S	AS	ATS	TS	STS	Balanced average	Evaluation
	3	2	1	-1	-2	-3		
Machine guarantee (b1)	6	27	28	9	1	1	1.19	Positive
Modern and sporty design (b2)	5	19	40	5	2	1	1.13	Positive
Machine power (b3)	1	39	20	10	1	1	1.19	Positive
Available color (b4)	2	20	30	19	1	0	0.76	Positive
Shape of lamp (b5)	2	20	29	17	3	1	0.68	Positive
Machine performance (b6)	3	26	38	4	0	1	1.28	Positive
Audio system (b7)	1	23	34	11	2	1	0.90	Positive
State room (b8)	9	33	25	3	2	0	1.54	Positive
Selling price (b9)	3	33	25	4	4	3	1.10	Positive
After sale price (b10)	4	22	31	10	4	1	0.92	Positive
Driving Comfortable (b11)	3	16	25	25	1	2	0.46	Positive
Maintenance easiness (b12)	2	25	31	10	1	2	0.96	Positive
Availability of spare parts(b13)	5	8	31	20	5	3	0.32	Positive
Total							12.43	
Average							0.96	Positive

Based on above description, the dominant factor influence the evaluation of consumer to buy Toyota Avanza Veloz is a wide state room, machine performance, guarantee and machine power. The average score of consequence evaluation variable is 0.96 means that the consumer provides a positive (strong) evaluation to buy Toyota Avanza Veloz.

#### d. Normative Confidence (NBj) and Motivation (MCj)

Normative confidence indicates an idea received from preference group who assume that it is suitable or not to buy Toyota Avanza Veloz. The normative confidence is influenced by member of family, neighbor, friend, colleague, business partner and sales person. Based on appendix 2, the attribute score of normative confidence variable is presented in table 4.3.

**Table-4.3.** The Attribute Score of Normative Confidence Variable (NBj)

Research indicator	SS	S	AS	ATS	TS	STS	Balanced average	Evaluation
	3	2	1	-1	-2	-3		
Family's member (NB1)	10	42	17	3	0	0	1.78	Positive
Neighbor (NB2)	3	24	31	7	4	3	0.89	Positive
Friend (NB3)	1	20	27	16	5	3	0.49	Positive
Colleague (NB4)	6	15	29	15	4	3	0.63	Positive
Business partner (NB5)	0	32	29	7	3	1	1.07	Positive
Sales person (NB6)	3	20	31	14	3	1	0.79	Positive
Total							5.64	
Average							0.94	Positive

**Source:** Processed data from the result of research (2014)

Based on the above description, the dominant variable influence the normative confidence of consumer is member of family and business partner. The average score of normative confidence variable is 0.94 means the consumer can be convinced by preference group to buy Toyota Avanza Veloz. Motivation indicates a strong drive to follow the influence of preference group to buy Toyota Avanza Veloz. Based on appendix 2, the attribute score of motivation variable is calculated as shown in the below table.

**Table-4.4.** Score of Attribute And Motivation Variable (MCj)

Research indicator	SS	S	AS	ATS	TS	STS	Balanced average	Evaluation
	3	2	1	-1	-2	-3		
Family's member (MC1)	5	34	26	4	1	2	1.35	Positive
Neighbor (MC2)	2	19	31	15	2	3	0.65	Positive
Friend (MC3)	1	17	27	18	8	1	0.38	Positive
Colleague (MC4)	3	24	28	11	2	4	0.81	Positive
Business partner (MC5)	3	27	23	13	4	2	0.82	Positive
Sales person (MC6)	8	24	19	16	4	1	0.89	Positive
Total							4.89	
Average							0.81	Positive

**Source:** Processed data from the result of research (2014)

Based on the description, the dominant variable influence the consumer motivation to buy Toyota Avanza Veloz is member of family and sales person. The average score of motivation variable is 0.81 means, the consumer when buy Toyota Avanza Valoz get a positive (strong) motivation of the preference group.

## 5. DISCUSSION

Attitude of consumer ( $Ab$ ) is calculated by multiplied the score of sub variable of consumer confidence ( $bI$ ) and score of sub variable of evaluation of consequence ( $ei$ ). Based on table 3 and 4, the score of consumer attitude is calculated as follow table:

**Table-5.1.** The Score of Attitude of Consumer ( $Ab$ )

Research indicator	Behavior confidence (bi)	Evaluation of consequence (ei)	$Ab = bi \times ei$	Evaluation
Machine guarantee (b1)	1.01	1.19	1.21	Positive
Modern and sporty design (b2)	1.11	1.13	1.25	Positive
Machine power (b3)	1.32	1.19	1.58	Positive
Available color (b4)	1.04	0.76	0.80	Positive
Shape of lamp (b5)	0.89	0.687	0.60	Positive
Machine performance (b6)	0.99	1.28	1.26	Positive
Audio system (b7)	1.49	0.90	1.34	Positive
State room (b8)	1.26	1.54	1.95	Positive
Selling price (b9)	1.17	1.10	1.28	Positive
After sale price (b10)	1.40	0.92	1.29	Positive
Driving Comfortable (b11)	1.08	0.46	0.50	Positive
Maintenance easiness (b12)	0.93	0.96	0.89	Positive
Availability of spare parts(b13)	1.44	0.32	0.56	Positive
Total	15.14	12.43	14.40	
Average	1.16	0.96	1.11	Positive

Source: Processed data from the result of research (2014)

Based on the above description, the average score of consumer attitude variable is 1.11 means the consumer has a positive (strong) attitude to Toyota Avanza Veloz. Subjective Normative (SN) is calculated by multiplied the score of sub variable of normative confidence ( $NBj$ ) and the score of sub variable of motivation ( $MCj$ ). Based on Table 4.3 and table 4.4, the subjective norm score is calculated as below table:

**Table-5.2.** The Score of Subjective Norm (SN)

Research indicator	Normative confidence ( $NBj$ )	Motivation ( $MCj$ )	$SN = NBj \times MCj$	Evaluation
Family's member (SN1)	1.78	1.35	2.40	Positive
Neighbor (SN2)	0.89	0.65	0.58	Positive
Friend (SN3)	0.49	0.38	0.18	Positive
				<i>Continue</i>

Colleague (SN4)	0.63	0.81	0.50	Positive
Business partner (SN5)	1.07	0.82	0.88	Positive
Sales person (SN6)	0.79	0.89	0.70	Positive
Total	5.64	0.81	5.24	Positive
Average	0.94		0.87	Positive

Source: Processed data from the result of research (2014)

Based on the aforementioned description, the average score of subjective norm variable is 0.87 means the consumers buy Toyota Avanza Veloz because of being convinced and got positive (strong) motivation from preference group.

### ➤ Consumer Behavior (BI)

Based on appendix 2, total bi = 1.090, total ei = 916, totl NBj = 406 and total MCj = 352. Therefore, W1 and W2 are calculated as follows :

$$GMA_{act} = \frac{\text{Total bi} + \text{Total ei}}{2 \times \text{Number of attribute}} = \frac{1.090 + 916}{2 \times 13} = 77.15$$

$$GMSN = \frac{\text{Total Nbj} + \text{Total MCj}}{2 \times \text{number of attribute}} = \frac{406 + 352}{2 \times 6} = 63.17$$

$$W1 = \frac{GMA_{act}}{GMA_{act} + GMSN} = \frac{77.15}{77.15 + 63.17} = 0.5498$$

$$W2 = \frac{GSMN}{GMA_{act} + GMSN} = \frac{63.17}{77.15 + 63.17} = 0.4502$$

Therefore, the equation of behavior intention (BI) is

$$\begin{aligned} B = BI &= W1Ab + W2SN \\ &= 0.5498 Ab + 0.4502 SN \end{aligned}$$

Based on the equation it indicates that the consumer behavior to buy Toyota Avanza Veloz is influenced by consumer attitude for 0.5498 (54.98%) than subjective norm for 0.4502 (45.02%). The discussion of research variables that consist of three sub variables are:

- Table 5 shows that the average score of variables of consumer attitude is 1.11 means the consumer has a positive (strong) attitude to Toyota Avanza Veloz.
- Table 6 shows that the average score of variable of subjective norm is 0.87 means the consumer buy Toyota Avanza Veloz because convinced and get positive (strong) motivation from the preference group.
- Based on the equation of behavior intention = BI = 0.5498Ab + 0.4502SN. The consumer behavior to buy Toyota Avanza Veloz is influenced by consumer attitude for 0.5498 (54.98%) than subjective norm for 0.4502 (45.02%).

Based on the description, it concluded that attitude and subjective norm influence the consumer behavior to buy Toyota Avanza Veloz at PT. Putera Auto Perkasa Medan.

## 6. CONCLUSION AND SUGGESTION

Based on a discussion it is concluded that the average score of consumer attitude variable is 1.11 means that the consumer has a positive (strong) attitude to Toyota Avanza Veloz. The average

score of subjective norm variable is 0.87 means that the consumer buys Toyota Avanza Veloz because of being convinced and got positive (strong) motivation from preference group, and the equation of behavior intentions =  $BI = 0.5498Ab + 0.4502SN$ . The Consumer behavior to buy Toyota Avanza Veloz is influenced by consumer attitude for 0.5498 (54.98%) than subjective norm for 0.4503 (45.02%).

The company must increase the machine guarantee, have a sporty design innovation, maintain the machine power, add the color variation, increase the machine performance, minimize the selling price, maintain the maintenance easiness and availability of spare part at the formal workshop. Therefore, the consumer has interest to buy Toyota Avanza Veloz and it is a good idea for company to provide the sales person with bonus and to increase the service for the exciting consumer so they can influence the family's member to buy the offered car.

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