

CHAPTER I

INTRODUCTION

1.1 Profile Research Background

PT Kawasaki Motor Indonesia was established on February 18, 1994 as a joint venture between Kawasaki Heavy Industries, Ltd – Japan with one of the companies in Indonesia, PT Sumber Selatan Nusa. The company's business in the field of two-wheeled vehicles under the Kawasaki brand (Kawasaki, 2020).



Figure 1.2 Kawasaki Logo

Source: Kawasaki Motor Indonesia. (2020)

The philosophy of “Marching on the Unlimited Improvement”, the spirit and strong cooperation between management, workers and labor unions PT Kawasaki Motor Indonesia plans to become the best company in quality, productivity and discipline.

The first production began in March 1995, followed by sales of units, spare parts and service facilities. PT Kawasaki Motor Indonesia which is located at Jl. Perintis Kemerdekaan Kelapa Gading, North Jakarta, has two main activities, namely assembling and producing motor components. The production capacity produces 200,000 units per year. But the business unit are automotive industry, motorcycle industry, motorcycle assembly including its components. There are several types of motorcycle in Kawasaki Motor Indonesia such as classic motorcycles, and sport motorcycles. One of sport motorcycles that Kawasaki Motor Indonesia produce is Kawasaki Ninja 250cc.

There are 2 types of Kawasaki Ninja 250cc namely sport bike (a full fairing), and naked bike. It can be seen in the **Figure 1.2** below:



Figure 1.3 Kawasaki Ninja 250cc Sport Bike

Source: Kawasaki Motor Indonesia. (2020)



Figure 1.4 Kawasaki Ninja 250cc Naked Bike

Source: Kawasaki Motor Indonesia. (2020)

1.2 Research Background

Nowadays, the needs of citizen for facilities transportation at this time is very important. There are lots of choices in using transportation, for example using a land transportation, sea, or air. One of land transportation for simplify and speed up the distances is by using motorcycle. Motorcycle is one of alternative vehicle that is become people's choice because it can simplify and speed up the distance so it can make faster to reach the destination. (Ariyono, 2015:2).

Jenis Kendaraan Bermotor							
		2013	2014	2015	2016	2017	2018
Mobil Penumpang	259	11 484 514	12 599 038	13 480 973	14 580 666	15 423 968	16 440 987
Mobil Bis	821	2 286 309	2 398 846	2 420 917	2 486 898	2 509 258	2 538 182
Mobil Barang	061	5 615 494	6 235 136	6 611 028	7 063 433	7 289 910	7 778 544
Sepeda motor	183	84 732 652	92 976 240	98 881 267	105 150 082	111 988 683	120 101 047
Jumlah	324	104 118 969	114 209 260	121 394 185	129 281 079	137 211 818	146 858 759

Figure 1.4 Motorcycle used by Indonesian Citizen

Source: Badan Pusat Statistik Indonesia. (2018)

According to *Badan Pusat Statistik Indonesia (2018)*, it is mentioned that the use of motorcycle in Indonesia has the highest numbers among other transportation which reached to the 120 million units of motorcycles in 2018. The development of the motorcycle industry in Indonesia is influenced by human needs because at this time humans are required to apply efficiency and effectiveness in all its activities, as well as in terms of mobility from one place to another place, this will certainly have an effect on the election of transportation to be used. In current condition, motorcycles are the people's choice because they are considered most effective and efficient, besides being a jam-free vehicle, motorcycles also more efficient in fuel use, more efficient with a travel time as well easy to get by a motorcycle (Fatihudin and Mocklas, 2017).

One of the advances motorcycles is a sport motorcycle like Kawasaki Ninja 250. According to *Asosiasi Industri Sepeda Motor Indonesia (2018)*, start from January to April 2018, Kawasaki Ninja 250cc has the highest sales among the others type of motorcycles, it can be seen on **Table 1.1** below:

Types	Jan – 2018	Feb - 2018	Mar - 2018	April - 2018	Total
Yamaha R25	78	83	207	126	494
Honda CBR250RR	307	201	223	390	1,121
Kawasaki Ninja 250	1,275	2,188	2,687	49	5,814

Table 1.1 Distribution Domestic Motorcycles 250cc Full Fairing January – April 2018

Source: Asosiasi Industri Sepeda Motor Indonesia. (2018)

By looking at the increasing of the needs of using motorcycle this requires motorcycle manufacturers to compete creating a motorcycle that are increasingly practical and more comfortable to ridden. Every motorcycle in Indonesia is competing with each other to meet the consumer demands which are increasingly complex and always changing over time. The competition in the automotive business is currently proven by the increasing number of motorcycle products that has a sprung up and offered various types with a different specification from various brands such as Yamaha, Kawasaki, Hona, Suzuki, and others. Therefore, to purchasing a product, consumers usually do a research information to know about the product, so the consumers can find and get the products that fit with their needs and wants (Rahim, 2016:247)

According to Fatihudin and Mochklas (2017), mentioned the motorcycle are one of the most needed transportation for Indonesians. Motivation ownership and purchase of motorcycles is based on the economic value. All brands motorcycles are competing to create a new innovations, model, and designs are continuously tested and developed according to the consumer preferences. Massive promotion is done in the various media, both print, and electronic. This shows that the demand for motorcycles market is very high. The high demand is not only caused by factor of necessity, but also by other factors, such as income level, product attribute, price, brand, way of service, resale value, reference group and location.

Meanwhile according to Christopherus (2018) retrieving from idntime.com, most people want a sports motorcycle series that is because of its full fairing motor body design looks more dashing and sporty. From the physical appearance, the full fairing motor looks like motor-racing motors used in the Moto GP Arena. Because the design is more complex, without modifications it is cool to make on the road also motorcycles are viewed not only means of transport, but now considered a lifestyle requirement (Arifin, 2019)

Purchase decisions that made by consumers are consider the attributes that offered by the company. The company will succeed if it provides value and satisfaction

to market buyers or consumers (Kotler and Keller, 2016). Many factors can influence consumer purchasing decisions, namely economic, political, technological, and cultural factors. This factor is an unexpected factor that cannot be controlled by the company. Meanwhile the factors that can be controlled by the company are the factors contained in the mix marketing, such as price, product, promotion, and place. An understanding of consumers will also determine the achievement of maximum performance from the company in developing the products provided to consumers (Nelwan, 2015). Therefore, based on the background as described above, this study entitled **“Analysis Factors Determining the Buying of Used Motorcycle Kawasaki Ninja 250 in Bekasi”**

1.3 Problem Formulation

From the background above, the authors can draw a problem to be researched which is the number of factors influencing the decision to buy a motorcycle used Kawasaki Ninja 250, starting from a cheap price compared to the new price with Competitors, with a motor model that makes personality personalities look different.

1.4 Research Question

Based on the problem formulations above, questions of this research are:

1. What factors determine the buying process of the Used Kawasaki Ninja 250?
2. What is the most dominant factor that affects the buying of used Kawasaki Ninja 250?
3. What features affect the purchase of used Kawasaki Ninja 250 motorcycle?

1.5 Usability of Research

The purpose of this study wanted to know:

1. To figure out the factors that determine the purchase of used Kawasaki 250 motorcycle.

2. To know the most dominant factor in determining the decision of purchase of used motorcycle Kawasaki Ninja 250.
3. To know the features that attracted the attention of used motorcycle Kawasaki Ninja 250.

1.6 Research Benefits

From the research done, it is hoped that it can be useful to:

1.6.1 Academic Uses

It is hoped that this research can be a tangible manifestation of contributions in particular as material learning and application of science in the field of information technology business Management related to marketing segmentation analysis, Targeting, and positioning. In addition, the findings of this research are expected to be used as a reference for further research.

1.6.2 User

From this research can choose to make a decision to buy a new motor with a used motor with a certain context. According to oto.detik.com advantage for the user is also very useful because in addition to the skewed price, another advantage of buying Ninja 250 used is because this motor enters the hobby motorcycle segment, so there are rarely owners who use it as a daily vehicle. That is, kilometers or the mileage of a motorcycle must not be too far.

1.7 Scope of Research

In this research for coverage it self is to know the users and enthusiasts Kawasaki Ninja 250 motorcycle where people choose used bikes instead of new motors. Such as in terms of price, modification model, lifestyle, and economic environment. From the coverage of the results can later conclude that the reason for enthusiasts Kawasaki Ninja 250 motorcycle is in the part of the factor

1.8 Writing Systematics

The systematics of the authors of the final duty, which is divided into five chapters is as following:

1. CHAPTER I, Introduction

Explain the general overview of the research object, the background on the reasons for which the research was chosen, the formulation of problems that become subject to discussion, research objectives, and related research uses for companies and writers.

2. CHAPTER II, Literature Review

This chapter clearly renders. Concise, and solid about the results of literature studies related to the topic and the research variables to be used as the basis for the preparation of skeletal thinking and formulation of hypotheses.

3. CHAPTER III, Research Methodology

This chapter confirms the approaches, methods, and techniques used to collect and analyze data that can answer or explain research issues.

4. CHAPTER IV, Discussion

This chapter explains the results of research and discussion with chronologically and systematically outlined in accordance with the formulation of problems and research objectives.

5. CHAPTER V, Conclusion and Suggestion

This chapter explains the conclusion of the observations that have been poured into the previous chapters and suggestions to users who are expected to be useful for the future.

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