FAKTOR ANALISIS YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN SEPEDA MOTOR BEKAS KAWASAKI NINJA 250 DI BEKASI

ANALYZING FACTORS AFFECTING THE BUYING DECISION OF USED MOTORCYCLE KAWASAKI NINJA 250 IN BEKASI

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Abstrak

Sepeda Motor bagi sebagian besar masyarakat di Indonesia khususnya di Bekasi adalah transportasi utama, hal ini terjadi karena banyaknya jumlah transportasi yang dibutuhkan untuk menunjang mobilitas, Selain itu sepeda motor juga diklaim lebih cepat dan efisien. Sepeda motor tidak hanya dilihat sebagai kendaraan, tetapi juga sebagai gaya hidup seperti Kawasaki Ninja 250, salah satu produk dari Kawasaki perusahaan. Kawasaki adalah salah satu merek terkemuka PT. Kawasaki Motor Indonesia yang merupakan perusahaan yang bergerak di bidang manufaktur, memasok suku cadang, dan aksesoris dari kendaraan roda dua.

Ada beberapa faktor yang dapat mempengaruhi proses pembelian keputusan, hal ini dapat terjadi karena kemajuan pesat sepeda motor dan teknologi informasi yang menyebabkan persaingan antara pabrik untuk menarik semakin ketat kepentingan konsumen. Oleh karena itu, dalam makalah ini bertujuan untuk mengetahui faktor yang dapat mempengaruhi masyarakat Bekasi dalam proses pengambilan keputusan pembelian Kawasaki Ninja 250. Metode penelitian yang digunakan adalah menggunakan metode analisis faktor dengan teknik pengumpulan data melalui wawancara dan kuesioner. Contoh dalam kajian ini adalah masyarakat yang tinggal di Bekasi dan menggunakan Kawasaki Ninja 250 sebanyak 100 responden dipilih dengan menggunakan metode teknik pengambilan sampel yang bertujuan. Hasil penelitian menunjukkan bahwa variabel kinerja produk, masyarakat, motivasi, dan kompatibilitas memiliki signifikan positif untuk mempengaruhi orang di Bekasi untuk membeli Kawasaki Ninja 250.

Kata kunci: *Keputusan Pembelian, Motor Bekas, Analisis Faktor, Kawasaki*

Abstract

Motorbikes for most of the people in Indonesia especially in Bekasi is the main of transportation, this happens because of the higher number of transportations needs to support the mobility, besides the motorbikes are also claimed to be faster and efficient. Motorbikes not only seen as a vehicle, but also as a lifestyle like Kawasaki Ninja 250, one of products from Kawasaki Company. Kawasaki is one of the leading brands of PT. Kawasaki Motor Indonesia which is a company engaged in manufacturing, supplying spare parts, and accessories from two-wheeled vehicles.

There are several factors that can influence the decision buying process, this can happen because the rapid advancement of motorcycle and information technology that causes competition among factories to attract increasingly stringent consumer interest. Therefore, in this paper aims to find out the factors that could influence people in Bekasi in the decision process of purchasing Kawasaki Ninja 250. The research method used is using Factor Analysis method with data collection techniques through interviews and questionnaires. The sample in this study are people who lives in Bekasi and using Kawasaki Ninja 250 as many as 100 respondents were selected by using purposive sampling technique method. The research results show that variable Product Performance, Society, Motivation, and Compatibility has a positive significant to influence people in Bekasi to buy a Kawasaki Ninja 250.

Keywords: Buying Decision, Used Motorcycle, Analyzing of Factor, Kawasaki

1. Introduction

Kawasaki is one of the leading brands of PT. Kawasaki Motor Indonesia which is a company engaged in manufacturing, supplying spare parts, and accessories from two-wheeled vehicles.

Kawasaki manufactures two-wheeled 250cc vehicles with 2 types of models namely sports bike (full fairing), and naked bike. Difference here is the difference in the use of full fairing body.

Automotive industry development is one of the many industries that are have many experiences strict competition, this shows that the number of business actors more and more business competitors are entering the industry sector. The central Statistics agency states the number of motorists tends to be greatly increased, as it is

one of the indicators of the high Community's need for adequate transportation with the increasing number of inhabitants in the state.

Table 1.1 Badan Pusat Statistik, 2019

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

Source: www.bps.go.id, 2019

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).

Marketing has a very important role in the company's success, especially in the face of competition, maintaining excellence, and developing efforts to achieve profit. The increasingly sophisticated automotive industry competition raises very strict competition especially for motorcycle industry.

Motorcycle Industry from year to year certainly issued a new model that has its own advantages. However, the more human needs are growing. Then, it comes a second option that is useful to reduce spending but it can fulfill the needs of buying used goods, which price is more affordable with good quality. Used motorcycle sales in Indonesia can be found directly to the showroom or sale and purchase of used motorcycles.

According to oto.detik.com says that motorcycles are viewed not only means of transport, but now considered a lifestyle requirement. One of them is Kawasaki Ninja 250. This motorcycle is the pioneer of the first 2-cylinder 250cc in 2012, the 250 Ninja carries a look that resembles a big bike like ZX-6R with 600cc.

According to motorblitz.com used motorcycles from the past until now still a lot of buyers sought, at least there are some reasons why people prefer to buy used motorcycles than on new motors. One factor is the price. The first reason why people prefer used bikes because of the cost is more efficient than buying new items. According to otomotif.kompas.com, with its many interests Kawasaki motor here is a comparison of new prices with the price of Kawasaki Motor secondhand with its competitors.

Table 1.2 Distribution Domestic Motorcycle 250cc Full Fairing January-April 2018

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

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 oto.detik.com profit for someone who bought a used ninja 250 is in addition to the skewed price, another advantage of buying used Ninja 250 is because this motor enters the hobby motorcycle segment, so rarely have owners who use it as a vehicle daily. That is, kilometers or the mileage of a motorcycle must not be too far.

The Kawasaki motorcycle is unique because the Kawasaki Ninja 250 has a slipper clutch feature. According to gridoto.com mention that the Slipper clutch feature is a feature embedded in the transmission system. The main function of slipper clutch is to reduce the symptoms of severe crackdown that can occur when the engine brake. Working with Slipper clutch, when high speed then lowers the tooth suddenly, the back tire is not locked. This technology features Slipper clutch has been implemented to motor racing.

1.2 Research Objectives

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.

2. Literature Review

There are several literature review regarding to the variables that author use to become the research variables.

2.1 Marketing

Marketing is not only an activity that selling and promoting. In this case, marketing manager must be aware of each other dependence between the number of activities, for example between the sales activities and promotion in order to make a create effective marketing (Morissan, 2010). Meanwhile according to Hery (2019), marketing is very important and crucial for many leading companies.

2.2 Marketing Mix

According to Kotler and Keller (2016), marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. Marketing facilitates the process of exchange and relationship building with a consumer by scrutinizing their needs and wants consumers who are continued by developing a product which satisfy the consumer needs and offer the products at an affordable price and distribute it. So, that it is available in a place which is the market for the product concerned (Morissan, 2014).

2.3 Consumer Behavior Model

According to Kotler and Keller (2016) understanding consumer behaviour is a model of stimulation and response as shown in the view where marketing and environmental stimuli begin to enter the buyer's consciousness. Buyer characteristics and decision making process result in certain purchase decisions.

2.3.1 Culture Factor

Cultural factors have the most widespread and profound influence on slide behaviour. Then the marketers are allowed the role of culture, subculture, and social class.

2.3.2 Social Factor

Social factors have the important role from group, family, role and statuses.

2.3.3 Personal Factor

Personal factors have the most influence like age and lifecycle, job, economic statuses, lifestyle, personality and self-concept.

2.3.4 Psychological Factor

According to Kotler Armstrong (2018:177) a person's process or purchasing options are further influenced by four major psychological factors: motivation, perception, learning, and confidence and attitude.

2.4 Buying Decision

According to Sangadji and Sopiah (2013:121) the essence of consumer decision making is the integration process that combines the knowledge to evaluate two or more alternative behaviours and choose one of them. The result of this integration process is the choice presented in a cognitive way as a desire to behave.

2.5 Price

According to Kotler and Amstrong (2016:324) says that Price is the amount of fees incurred for a product or service. Price is the sum of all the value the customer is given to benefit from owning or using a product or service and has certainly been a major factor affecting the choice of buyers.

2.6 Lifestyle

According to Bernard T. Widjaja (2008), the definition of lifestyle is the individual behavior manifested in the form of activity, interests and individual views to actualize his personality due to the influence of interaction with his environment.

2.7 Demographic

According to Kotler and Amstrong (2016:99) says that demographic is a study of human populations in terms of size, density, location, age, gender, race, and occupation. The demographic environment is a major interest for marketers because it engages people, and companies.

2.8 Product

According to Limakrisna and Purba (2017:75) says that The term product is so much that it is interpreted and designates something biased offered to the market by an organization or individual to satisfy its needs or desires. Products include goods and services such as, event, people, places, organization, information, and idea.

2.9 Promotion

According to Limakrisna and Purba (2017:134) says that marketing Communication aims to provide information, educate and often persuade the target market about the desired behaviour.

2.10 Advertising

Sangadji and Sopiah (2013:225) says that advertising is one of those types of promotions that marketers use to direct convincing communications to potential consumers.

2.11 Performance

According to (Tamin, 2000; Nuriyanti, 2016) in the journal Aprilianus and Radam (2018) said that based on the performance of motorcycles, there are five factors to choose a motorcycle.

2.6 Research Framework

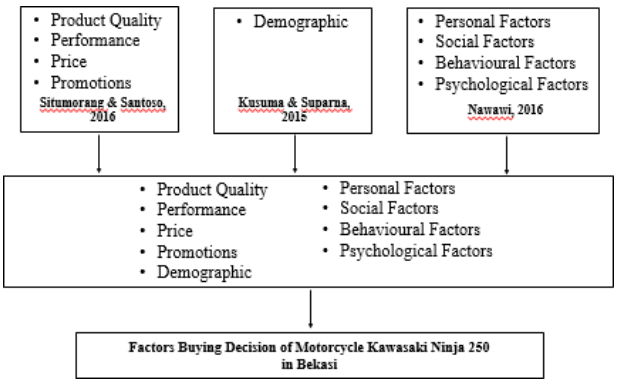

Figure 2.1 Research Framework
Source: Processed by Author

3. Research Methodology and Data Analysis

3.1 Sample

According to Sugiyono (2012:81) says that the sample is part of the number and characteristics owned by the population when large populations and researchers are unlikely to learn all that is in the population. In this study a non-probability sampling technique that took samples in which consumers who had bought used motorcycle Kawasaki Ninja 250 were used and did not know the sample capacity, because it used the formula Bernouli. In this study used a significant level (α) of 5%, confidence level of 95% or Z = 1.96. Fault tolerance is determined by 10%. According to Suharyadi and Purwanto, S. K. (2004) Error rate of 10% is usually used for social sciences. Meanwhile, the proportion of the number of legitimate or unauthorized questionnaires was 0.5. By entering the equation formula above, the minimum number of samples is obtained:

$$n \geq \frac{Z^2.p.q}{e^2}$$

n = Sample
Z = The value of normal distribution
p = Questionnaires proportion considered true
q = (1-p) Questionnaires proportion considered false
e = error rate

This research uses both data sources from primary data sources and secondary data sources. The primary data source was collected from 100 survey sample respondents in collecting information through the questionnaire about the decision factor of the former Kawasaki Ninja 250 motorcycle. Secondary data sources are gathered from information directly from motor users, internet, books, and others that can help writers find relevant data

3.2 Data Analysis Technique

According to (Simamora, 2005:108). This research uses the main component analysis (PCA) in conducting data analysis. The main component analysis is one of the methods of analysis of factors that use total variances in their analyses. This method generates the most specific factor of variances and error variances. If there are several factors produced, the first factor produced is one that has the largest general variance, as well as the specific and smallest variance of the fault. According to Simamora (2005:123) makes assumptions in factor analysis. The process of factor analysis depends on variable correlation. To get it, use a matrix correlation between variables that are one with another variable. To test the accuracy of the factors formed using the Barletts statistical test Sphericity with a significant value of the < 0.05 and KMO to know the feasibility of the analysis factor. If the index ranges from 0.5 sampai1, the analysis factor is decent. But conversely, if the value of KMO under 0.5 factor analysis can not be done.

4. Result and Discussion

4.1 Research Result

In order to completing the research, there are 3 methods that used in this research. Those methods in an order are Cluster Analysis, Multidimensional Scaling and interview as the complementary for the research.

4.1.2 Kaiser Meyer Olkin (KMO) and Bartlett's Test of Determination

Table 4.1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.926
Bartlett's Test of Sphericity	Approx. Chi-Square	1871.377
	df	276
	Sig.	.000

Source: SPSS Data Processed, 2020

4.1.3 Anti-image matrices

To find out which variables can be processed further and which can be issue is using Anti-Image Matrices table. A variable can be further analyzed if it has a MSA value ≥ 0.5.

Table 4.2 Anti-Image Matrices

Item	MSA Value
PQ1	0.948
PQ2	0.913
PQ3	0.885
PE1	0.935
PE2	0.956
PE3	0.948
PR1	0.920
PR2	0.955
PR3	0.955
PRO1	0.965
PRO2	0.921
PRO3	0.903
PF1	0.911
PF2	0.891
PF3	0.926
SF1	0.882
SF2	0.928
SF3	0.898
PSYF1	0.921
PSYF2	0.937
PSYF3	0.933
D1	0.951
D2	0.903
D3	0.924

Source: SPSS Data Processed, 2020

In the table 4.3 above shows the Anti-Image Matrcies resulting all variables has a MSA number ≥ 0.5. Then, from this result no longer need to be re-tested because the MSA value of each variables is sufficient.

4.1.3 Communalities

According to Sutopo and Slamet (2017:207), another way to providing an assessment of the strength of the relationship between items of a questionnaire is to look at the variance explained in each item, both through variables and existing factors. The greater of communality of variable, the stronger relationship of variable with the factors formed. As the result of the communalities in this study is seen in the Table 4.4 below:

Table 4.3 Communalities

Item	Initial	Extraction
PQ1	1.000	0.725
PQ2	1.000	0.713
PQ3	1.000	0.588
PE1	1.000	0.764
PE2	1.000	0.666
PE3	1.000	0.726
PR1	1.000	0.695
PR2	1.000	0.732

PR3	1.000	0.635
PRO1	1.000	0.680
PRO2	1.000	0.763
PRO3	1.000	0.724
PF1	1.000	0.647
PF2	1.000	0.705
PF3	1.000	0.693
SF1	1.000	0.831
SF2	1.000	0.708
SF3	1.000	0.661
PSYF1	1.000	0.727
PSYF2	1.000	0.653
PSYF3	1.000	0.754
D1	1.000	0.740
D2	1.000	0.708
D3	1.000	0.737

Source: SPSS Data Processed, 2020

The Table 4.4 shows the average of extraction community for all variables shows that the relationship is relatively large between variables and factors. The result illustrate that the variables used to get a factor by showing higher relationship between variables and factors.

4.1.4 Total Variance Explained

According to Santoso (2015:83), total variance explained tables illustrates the number of factors that might have formed. Factors are said to be formed if the eigenvalue > 1. The result table of Total Variance Explained is as follows:

Table 4.4 Total Variance Explained

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative
1	12.924	53.849	53.849	12.924	53.849	53.849
2	1.722	7.177	61.026	1.722	7.177	61.026
3	1.259	5.244	66.270	1.259	5.244	66.270
4	1.071	4.463	70.733	1.071	4.463	70.733
5	.826	3.441	74.174			
6	.692	2.884	77.058			
7	.597	2.487	79.545			
8	.516	2.152	81.697			
9	.457	1.903	83.600			
10	.449	1.827	85.472			
11	.417	1.739	87.210			
12	.392	1.635	88.845			
13	.354	1.476	90.321			
14	.332	1.385	91.705			
15	.316	1.318	93.024			
16	.299	1.246	94.270			
17	.278	1.157	95.426			
18	.222	.927	96.353			
19	.199	.829	97.182			
20	.184	.765	97.947			
21	.157	.655	98.602			
22	.125	.520	99.122			
23	.111	.461	99.583			
24	.100	.417	100.000			

Source: SPSS Data Processed, 2020

The contents of the table above resulting of respondents' data using SPSS 25, which shows the total of four factors can explain 70.733% of 24 items variance of the original variables. From the Table 4.5, it can be concluded that there are 4 factors formed because it has eigenvalues of 12.925, 1.722, 1.259, 1.071 that bigger than one.

4.1.5 Scree Plot

Scree plot diagram is a way to determine the number of factors that will be preserved in addition to using eigenvalue criteria >1 (Sutopo and Slamet, 2017:210). So, the scree plot explains the relationship between numbers of factors formed in the graphs shown in Figure 4.8 below:

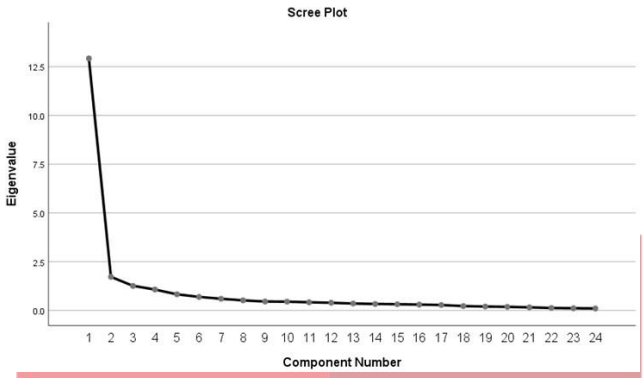

Figure 4.1 Scree Plot

Source: SPSS Data Processed, 2020

The Figure 4.1 shows there are 4 factors that have an eigenvalue above 1.0, while items that are along a declining line are items that have eigenvalues below 1.0.

4.1.6 Factor Rotation

Factor rotation must be done so there are no difficulties in interpreting new factors (Sutopo and Slamet, 2015:185). In this research is using orthogonal rotation with varimax procedure. The result of rotated factors shown in Table 4.6 below:

Figure 4.5 Factor Rotation

	1	2	3	4
PE1	.823			
PR1	.708			
PQ3	.702			
PRO2	.696			
PR2	.691			
PRO1	.650			
PRO3	.649		.504	.567
PQ2	.604			
PR3	.522			
PSYF2	.521			
PSYF1		.759		
D1		.736		
D3		.718		
SF3		.704		
D2		.689		
SF2		.674		
PF3		.650		
SF1			.799	
PF2			.754	
PF1				
PQ1				.808
PE3				.720
PE2	.535			.551
PSYF3				.501

Source: SPSS Data Processed, 2020

In the Table 4.5 above, it can be seen the results of Rotated Component Matrix shows a clearer and more obvious position on a variable into a new factor. The 24 items form groups based to the factors that have been formed, where each item falls into a group of new factors that are formed according to the loading factors. As items PE1, PR1, PQ3, PRO2, PR2, PRO1, PRO3, PQ2, PR3, PSYF2, and PE2 are on Factor 1. Then items PYSF1,

D1, D3, SF3, D2, SF2, and PF3 are on Factor 2. Then items SF1 and PF2 are on Factor 3. And last, the items PQ1, PE3, and PSYF3 are on Factor 4.

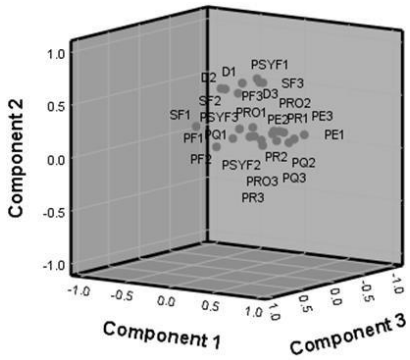

Figure 4.9 Component Plot in Rotated Space
Source: SPSS Data Processed, 2020

4.1.7 Factor Interpretation

As a final process, the author evaluates the rotated factors loading of each variable in order to determine the variable's role and contribution in determining factor structure. Based on the result of new factor analysis, 4 factors were obtained with a new variables in it. Grouping is based on factor loading values, and the following of 4 new factors are formed in Table 4.8 below:

Table 4.6 New Component Factor

Factor	Item	Statements	Loading Factor
Factor 1	PE1	Used motorcycle of Kawasaki Ninja 250 has a good engine conditions	0.823
	PR1	The high price of Kawasaki Ninja 250 reflects to the modification, performance, and conditions	0.708
	PQ3	The Kawasaki Ninja 250 that already has modifications will be more interesting and have its own quality	0.702
	PRO2	Many reviewer of motorcycle who offering the Kawasaki Ninja 250 to me so that makes me motivated to use it	0.696
	PR2	Price of Kawasaki Ninja 250 has a competitive price with other motorcycle brands	0.691
	PRO1	I think information worth of mouth is easy to remember in introducing Kawasaki Ninja 250	0.650
	PRO3	I think display ads on social media such as Instagram, Facebook has a clear information about Kawasaki Ninja 250	0.649
	PQ2	Kawasaki Ninja 250 has sturdy frame / strong body and durable machine	0.604
	PR3	Kawasaki Ninja 250 has an affordable price	0.522
	PSYF2	I buy Kawasaki Ninja 250 because the understanding of facilities provided by brand	0.521
Factor 2	PSYF1	I motivated to buy Kawasaki Ninja 250 because it can increase my self-confidence	0.759
	D1	Because the place to live is growing and modern, so that encouraged me to buy Kawasaki Ninja 250	0.736
	D3	I choose to use Kawasaki Ninja 250 because it has a community (club/group) of motorcycle	0.718

	SF3	Group of Kawasaki Ninja 250 lovers inspired me to buy this motocycle	0.704
	D2	I buy Kawasaki Ninja 250 because it reflect to my social class	0.689
	SF2	I buy Kawasaki Ninja 250 because my relatives such as friends also use it	0.674
	PF3	I buy Kawasaki Ninja 250 because it fits with the current lifestyle	0.650
Factor 3	SF1	People consider important such as family, think I should buy Kawasaki Ninja 250	0.799
	PF2	I buy Kawasaki Ninja 250 because it fits with my work needs (such as go to campus/work)	0.754
Factor 4	PQ1	I think the Kawasaki Ninja 250 engine will rarely have overheating	0.808
	PE3	Kawasaki Ninja 250 has a fuel efficient	0.720
	PE2	Kawasaki Ninja 250 is comfortable when driving	0.551
	PSYF3	I buy Kawasaki Ninja 250 because of the perception of ads shown	0.501

Source: Created by Author, 2020

After grouping the variable factors based on the loading factor, then the next is to give name of factors that are formed by sorting the loading factors from the largest number to the smallest number. The following is new factors that have been formed:

Table 4.8 New Factor

Factor	New Factor Name	Contribution
1	Product Performance	53.849
2	Society	7.177
3	Motivation	5.244
4	Compatibility	4.463

Source: Created by Author, 2020

In the **Table 4.9** above, there is percentage of contribution obtained from the results of data processing of Total Variance Explained. The 4 new factors formed can explain 53.849% of the 24 items variables.

5. Conclusion

Based on the result and analysis on this research, the author draws some conclusion to answer the research questions as stated on the Chapter 1, the conclusions are:

1. In the process of analysis factor have been carried out, it is found that there are 4 new factors of buying decision used Kawasaki Ninja 250 in Bekasi. The new factors that have been formed, namely:
   a. Product Performance
   b. Society
   c. Motivation
   d. Compatibility
2. The most dominant factor in buying decision used Kawasaki Ninja 250 in Bekasi is Product Performance factor. This factor is a combined of several variables which has the highest variance score among the other three factors, which is 12.924.

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