

Exploring Factors Shaping Consumer Decisions: A Qualitative Analysis of INK Helmet Purchases in Surabaya

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ABSTRACT

The INK helmet is a head safety device when driving. A helmet is a head protective device that is usually made of metal or other hard materials, such as Kevlar, resin fiber, or plastic. Motorcycle riders are required to use helmets, which is an important factor in supporting safe driving. Indonesia is an area with undisclosed weather. Rain fell suddenly in the morning, afternoon, and evening. When riding a motorbike in rainy conditions, the helmet will be exposed to rainwater. This research aims to know the principles of product diversity, product quality perception, price perception, and brand trust regarding purchasing decisions. The results of the research show that product diversity has an influence on purchasing decisions. Apart from that, purchasing decisions are also determined by perceptions of product quality. Meanwhile, price perception and brand trust influence the decision to purchase an INK helmet. Thus, the opinion in the findings of this research also shows that brand trust is an important precursor to both attitude and purchase loyalty, which are two different types of brand loyalty. Brand trust influences purchasing decisions.

Keywords: Product diversity, Perception of product quality, Perception of price, Brand trust, Purchase decision.

ABSTRAK

Helm INK merupakan suatu alat pengaman kepala pada saat berkendara. Helm adalah alat pelindung kepala yang biasanya dibuat dari metal atau bahan keras lainnya, seperti kevlar, serat resin, atau plastik. Pengendara sepeda motor diwajibkan menggunakan helm sebagai salah satu faktor penting penunjang keselamatan berkendara. Indonesia termasuk daerah dengan cuaca yang tidak menentu. Hujan turun secara tiba-tiba pada waktu pagi, siang maupun malam. Saat mengendarai sepeda motor pada kondisi turun hujan, helm akan terkena air hujan. Mengetahui asas dalam keragaman produk, persepsi kualitas produk, persepsi harga, kepercayaan merek mengenai keputusan pembelian, merupakan tujuan penelitian ini. Hasil dalam penelitian terdapat bahwa keragaman produk memberikan pengaruh pada keputusan pembelian. Selain itu keputusan pembelian juga dipengaruhi persepsi kualitas produk. Sedangkan Persepsi harga, kepercayaan merek terdapat mempengaruhi keputusan pembelian helm INK. Dengan demikian pendapat dalam temuan hasil penelitian ini juga menunjukkan bahwa kepercayaan merek merupakan pendahulu yang penting baik sikap maupun loyalitas pembelian sebagai dua jenis loyalitas merek yang berbeda. Kepercayaan merek mempengaruhi pada keputusan pembelian.

Kata kunci: Keragaman produk, Persepsi kualitas produk, Persepsi harga, Kepercayaan merek, Keputusan pembelian

INTRODUCTION

Currently, INK helmets are so popular that many people use them, especially in Surabaya. Therefore, researchers can see that there are many phenomena affecting teenagers in Surabaya. The INK helmet is now like today's fashion, so if you wear it you can say it's cool and follows current trends and the conditions of the time. These are just

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some of the many people in Surabaya who wear INK helmets with a variety of models and colors from the INK helmet product itself. It could also be said that the majority of people in Surabaya wear INK helmets so they don't miss out on trends or times.

Every time there is information about the INK helmet, which is the newest model and new color, there will definitely be people who immediately rush to buy the helmet so that they can be the first to wear the INK helmet with the latest model or color, so the public doesn't know for sure. In terms of the benefits of using a helmet, they only see notifications related to the emergence of various helmet trends over time, so they can buy them. Especially for teenagers, the helmet has been designed in such a way as to protect the head when driving, so that when you fall on a motorbike or from falling tree branches that break. Because the head is the most vulnerable in the event of an accident, helmets are designed that way to reduce this risk if an accident occurs. Everyone of course knows all the risks when driving, but at least by using a helmet we can reduce the risk of accidents even though the risk of accidents itself cannot be avoided. Today's young people really can't be left behind and don't want to lose out in fashion. Helmets are only used to protect the head, now, INK helmets have become a necessity that everyone must have, to look cool and attractive to others, and to be a cool kid who follows the latest trends and so that they don't become too outdated. According to Bhatnagar and Syam (2014), product diversity means the greater the variety of products you have, the greater the ability to meet buyers' needs. Buyers prefer online stores with a large variety of products. Anderson and Swaminathan (2011) identified one factor influencing online buyer satisfaction, namely the diversity of INK helmet products.

Based on the data description, the study addresses various problem formulations, namely product diversity's role in the decision to purchase INK helmets in Surabaya, the connection between product quality perception and the decision to purchase INK helmets in Surabaya, the relationship of price perception and the decision to purchase INK helmets in Surabaya and the role of brand trust on the decision to purchase INK helmets in Surabaya. The research objective is to explore product diversity, product quality perception, price perception, and brand trust in the context of the decision to purchase INK helmets in Surabaya. The research objective, as inferred from the title, aims to qualitatively explore the impact of product diversity, product quality perception, price perception, and brand trust on the decision to purchase INK helmets in Surabaya.

LITERATURE REVIEW

Product diversity

Product diversity has become a popular strategy (Rumelt, 1974). Product diversity according to Hoskisson and Hitt (1990) argues that the relationship between product diversification and performance is much more complex than previous research. Furthermore, according to Hitt et al. (1994) argue that product diversity often stems from agency problems. This means that top managers can reduce the risk of their work by diversifying the company (reducing the risk of company failure). Product diversity according to Benson (2007) states that the indicators of product diversity are as follows: 1) Product size varies; 2) Diverse product types; 3) Product materials are diverse; 4) Product designs vary 5) Product quality varies.

Perception of product quality

Product quality is recognized as an important competitive factor for a company, which can increase its market share and profitability (Magnier et al., 2016). Additionally, individuals are usually willing to pay more for products with higher perceived quality (Dawar & Parker, 1994). Similar to the German Quality Association, quality is the overall features and characteristics of a product, which refers to its suitability to meet needs (Schrift, 1980). Based on the analysis described by Brucks et al. (2000) proposed six dimensions of product quality perception: 1) Ease of use; 2) Versatility; 3) Durability; 4) Ease of service; 5) Performance; 6) Prestige.

Price perception

According to Korgaonkar (1984), price perception shows no relationship between purchasing behavior and price awareness. According to Nagle and Holden (2002), it is the belief that price only represents the monetary value that the buyer must provide to the seller as part of the purchase agreement which continues to suggest that the customer's price perception is closely related to his perception of quality, value, and other beliefs. Meanwhile, Petrick (2004) explains that price perception refers to the value of money and sacrifices that customers can make to obtain a product. Price perception is conceptualized to encompass four dimensions: price awareness, value awareness, prone to sales, and coupon prone (Sternquist et al., 2004; Lichtenstein et al., 1993).

Brand trust

Brand trust, according to Moorman et al. (1992), is a willingness to reach out to exchange partners who have self-confidence. Chaudhuri and Holbrook (2001) define brand trust as consumers' willingness to rely on a brand's ability to carry out its functions. Therefore, brand trust is the only powerful relationship marketing tool available to a company (Berry, 1993). According to Shin et al. (2019), there are several indicators of brand trust, including credibility, integrity, and virtue.

Buying decision

Consumer purchasing decisions, according to Shareef et al. (2008), is a very complex and complicated subject. So, it is not surprising that the numbers are large, and an expanding field of research has been undertaken with a focus on consumer behavior. Consumer purchasing decisions can be defined as activities directly related to the acquisition, consumption, and disposal of products and services (Engel et al., 1993). Therefore, purchasing decisions here are interpreted in relation to purchase intentions and loyalty as post-purchase behavior (Prasad et al., 2018). According to Leonidou et al. (2010), the consumer decision-making process involves five stages, namely: 1) Need for recognition; 2) Information search; 3) Evaluation of alternatives; 4) Purchase decision; 5) post-purchase behavior.

METODE

This research method uses quantitative research methods. Qualitative research gives voice to the participants in the research. This allows participants to share their experiences about the effects of the drug. From a broader perspective, it can be defined as a type of empirical research on a social phenomenon or human problem, testing a theory consisting of several variables that are measured and analyzed to determine whether the theory explains or predicts the phenomenon. The aim of this research is to choose descriptive research. This research aims to describe the influence of product diversity, perceived product quality, perceived price, and brand trust on purchasing decisions. In order to support a descriptive research design, this research also uses a qualitative research approach because this research aims to present and discuss a conceptual model regarding the principles of product diversity, product quality perceptions, price perceptions, and brand trust regarding purchasing decisions for INK helmets in Surabaya. Researchers used a sampling method using interviews with communities around Surabaya to obtain results in researching INK helmets in Surabaya.

RESULTS

The results of this research using interview methods from various people in Surabaya show that product diversity has a consequential role in the decision to purchase INK helmets, as well as product quality perceptions, price perceptions, and brand trust.

INK is one of the brand names of products produced by Tarakusuma Indah (Figure 1). Besides INK, there are KYT and MDS, namely quality helmets intended for the upper middle class, and BMC and Hiu for the lower middle class. This company became a helmet manufacturer starting in 1992 with the Indonesian National Standard (SNI) 1811

1990, which has now been revised to become Mandatory SNI, namely SNI 1811 2007. The success of this product in Indonesia has made it expand overseas. With the expansion of this market area, the development of this helmet product has been successfully accredited with several world market standards, such as European standards (E2205), DOT FMVSS 218, SNELL, and US (Australian Standard). This company's helmet production prioritizes the quality and safety of users or consumers, by using high-quality materials, a high-tech production process, and passing detailed test stages at every stage of production.



Figure 1. INK Helmet

Previous research shows that product diversity has a consequential role in purchasing decisions. In this research, the results obtained are in accordance with the findings of Ramon (2019). By having a variety of products, it will increase consumer curiosity. This will be a factor in making the decision to purchase an INK helmet in Surabaya. The diversity of products gives consumers the option to choose the product according to their tastes without having to move to another place.

This supports the results of Santish et al. (2011), who found that quality is one of the main factors influencing consumer purchasing behavior. Meanwhile, Ahmad and Ahmad (2014) and Ashaduzzaman et al. (2011) show that price is a determining factor and motivates people to buy a particular cellular service provider. Meanwhile, regarding social factors, Dadzie and Mensah (2011) explained that the influence of friends and family in purchasing decisions is more than just the quality of service from the cellphone service provider (Ahmad and Ahmad, 2014).

Research shows that price perceptions have a fairly large role in purchasing decisions. These results are in accordance with the findings of Kim and Park (2010). Price perception for each individual is relative. As a result, a reasonable price for the product can be achieved as a useful guide for consumers and purchasing authorities during the process of purchasing INK helmets in Surabaya. Perception of service quality is analogous to the concept of customer evaluation, so according to Ye et al. (2014), service quality is considered to involve a conceptual trade-off between customers' assessment of the benefits of using a service and its price. Customer value perception depends on the sacrifice (monetary and non-monetary prices associated with experiencing the service) and the customer's frame of reference for purchasing INK helmets (Xia & Suri, 2014). Thus, it is expected that customers' assessment of service quality will influence and determine their price perceptions of monetary prices and non-monetary prices (e.g., behavior, attitudes, time, search costs, convenience, and value evaluations) because price perceptions reflect actual experiences with respect to specific transactions and their overall evaluation of the service (Kashyap & Bojanic, 2000).

The results of the research show that brand trust influences the decision to purchase an INK helmet. Thus, the opinion of Chaudhuri and Holbrook (2001) in this research

also shows that brand trust is an important precursor to attitude and purchase loyalty, which are two different types of brand loyalty. Additionally, the moderating effects of selected demographic and psychographic characteristics on the product value–brand trust relationship and brand trust–brand loyalty relationship were investigated. Gender, involvement, price consciousness, and brand awareness were found to be important moderators of the product value – brand trust – brand loyalty chain.

For women, hedonic value is less important in forming brand trust than for men, suggesting that other trust-building factors, such as product knowledge or interactions with salespeople, are more relevant (Zeithaml, 1985). On the other hand, previous research showed that the impact of brand trust on purchase loyalty is significantly stronger for women, confirming the hypothesis of a greater role of trust in shaping women’s purchasing behavior. Involvement has a positive moderating effect on the relationship between hedonic value and brand trust. These findings are consistent with the interpretation that individuals with higher levels of involvement with a particular product or brand infer more qualities and emotional traits about that brand of their consumption experiences with a higher effect on image trustworthiness (Ballester & Alemán, 1999). According to Lee and Body (2011), price perception is a consumer’s assessment and the associated form of emotion regarding how the price offered by the seller and the price compared with other parties is considered acceptable or can be justified. Price perception can also describe the customer’s emotional experience of getting a choice. This was emphasized by Ebrahim et al. (2016) who argue that brand appearance significantly influences brand preference. Thus, consumers’ perceptions of different brand appearances build their brand preferences. Price consciousness influences the extent to which consumers focus exclusively on paying low prices while sales tendencies influence increasing sensitivity to price in its negative role, which is related to prices in the form of sales or discounts from their regular selling prices (Peng et al., 2006). Brand trust much of the interest in this issue has been conceptual or one could say theoretical, there has been little empirical research into it. This lack of research is demonstrated by Chaudhuri and Holbrook (2001) who assert that the role of brand trust in the brand equity process has not been considered explicitly. Nevertheless, its importance has been theoretically highlighted in the branding literature (Ambler, 1997; Sheth & Parvatiyar, 1995) and in current brand management practice (Bainbridge, 1997; Kamp, 1999; Scott, 2000).

CONCLUSION

The research concluded that product diversity, product quality perception, price perception, and brand trust are the principles regarding the decision to purchase INK helmets in Surabaya. Based on the analysis in this research, it was also found that product diversity, perceived product quality, perceived price, and brand trust influence the decision to purchase INK helmets in Surabaya. The suggestions that researchers can convey based on the research that has been carried out are that companies need to carry out regular evaluations so that they are able to continue to maintain and improve the principles of product diversity, product quality perception, price perception, and brand trust regarding the decision to purchase INK helmets in Surabaya. Companies must also conduct evaluations to ensure product distribution price graphs remain in line with market share and good product quality. Product distribution also needs to always be monitored so that it remains in the right market share. Suggestions for further authors are that they hope to be able to develop further research with more diverse methods and theories in the future, of course, with methods and theories in accordance with curriculum updates.

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