



RESEARCH ARTICLE

Differences in Consumer Attitudes in the Decision to Purchase Toyota Brand Cars and Honda Brand Cars in Banda Aceh City

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Abstract

Attitudes play an important role in making marketing decisions and there is a tendency to consider attitudes as the most important factor in predicting future behavior and can help companies predict product demand. Products and develop appropriate marketing programs a person's attitude toward product attributes may vary depending on beliefs and evaluations about product attributes in addition, there are other factors that also influence and will ultimately determine their interest in purchasing the product. Explore and analyze consumer attitudes toward the attributes and prices of Toyota and Honda branded automotive products to explore and analyze differences in consumer attitudes toward the attributes and prices of Toyota and Honda branded automobile products to obtain information and data for this research, the author conducted field research, specifically research on buyers/users of passenger cars), Toyota brand cars and passenger cars. Honda brand car the research object is the difference in consumer attitudes in deciding to buy Toyota brand cars and Honda brand cars in Banda Aceh city. Research results show that there is no significant difference in consumers' attitudes towards buying Honda or Toyota cars as shown by the Sig value t for all attitude attributes towards the studied car products are $> \alpha = 0.05$ (The test results show that on average, the two research groups have similar attitudes towards buying cars Honda or Toyota brands) Attitude of consumers using Honda and Toyota cars Toyota considers the attributes of color, style, engine performance, after-sales service, engine and warranty the main consideration is most evident in the price attribute. in other words, the attribute used as a variable has overall positive attributes, but the price attribute has the highest positive attitude value compared to other attributes, for both Honda brand cars and Toyota brand.

Keywords

Differences in Consumer Attitudes in Purchasing Toyota and Honda Car Brands

1 | INTRODUCTION

We are now facing a new era marked by globalization, a consequence of more and more countries embracing economic liberalization and reform and supported by advances in communication and transportation technology. Globalization itself means that every country, even every company, faces global competition, direct and indirect. Globalization has completely changed the production methods of multinational companies. Along with these developments, multilateral and regional cooperation is increasingly developing to anticipate current and future developments. The development of the automobile industry in the era of globalization is also experiencing remarkable growth, as evidenced by the wave of automobile products, especially Toyota and Honda branded cars, entering the market. Indonesia This is proven by the presence of official agents of these two companies in Banda Aceh. The market potential for Toyota and Honda brand cars in Aceh province, especially Banda Aceh city, is huge, especially for Toyota and Honda cars and being the first major car manufacturer to market their products. its products in Indonesia. This can be seen in the huge public interest in this type of family car. In this study, consumer attitudes in deciding to buy cars from the Toyota and Honda brands are studied based on price and product attributes (color, design, performance features, after-sales service). warranty, engine, and warranty). This means that consumers' attitudes in deciding to buy Toyota and Honda branded cars greatly affect the characteristics and prices of the products. If consumers are satisfied with the product's features and the price offered, they will have a positive attitude toward purchasing one of these cars. Price is the main factor considered by consumers when deciding to buy Toyota and Honda cars, or in other words, the attributes used as variables have overall positive attributes, but price has positive attitude values. Extremely high compared to other car attributes. For Toyota and Honda branded vehicles, attitude is important in making marketing decisions and there is a tendency for attitude to be the most important factor in predicting future behavior. and can help companies predict product demand and develop marketing programs. Right a person's attitude toward product attributes may vary depending on beliefs and evaluations about product attributes. In addition, there are other factors that also influence and will ultimately determine their interest in purchasing the product. In this study, attitude is the factor that attracts the attention of researchers because attitude is a suitable factor to predict future consumer behavior so, by studying consumer attitudes, we hope to be able to determine what needs to be done in the future.

2 | LITERATURE REVIEW

Product attribute

Attributes can be interpreted as real and intangible characteristics (tangible and intangible) of a product that provide subjective satisfaction or satisfaction of needs for consumers. In measuring consumer satisfaction, product attributes or features play an important role, therefore there are several ways that researchers can use to determine product attributes, one of which is by asking consumers what attributes or features are considered important (Oliver, 2000). The importance of an attribute is directly influenced by the attention consumers pay to the specific attribute. So, the greater the attention directed to an attribute, the more important the attribute. According to Mowen & Minor (2002:312) Attributes are characteristics or features that an object may or may not have. Two classes of attributes that an object may or may not have. Gitosudarmo (2000:188) defines a product attribute as a component which is a product's properties that guarantee that the product can meet the needs and desires expected by the buyer, if a product has attributes/traits that are in accordance with what the buyer expects. then the product is considered suitable for consumers. Such a product will be a successful product. Product attributes can be something tangible or something intangible. Kotler and Armstrong (1997: 11) define that a product is anything that can be offered to the market for attention, ownership, use or consumption that can satisfy a want or need. Products include physical objects, services, people, places, organizations, and ideas. According to Kotler (2002:448) defines the meaning of a product as anything that can be offered to a market to fulfil a want or need. The products marketed include physical goods, services, experiences, events, people, places, property, organizations, and ideas. Lamb, Hair, Mc. Daniel (2001:414) states that a product is defined as anything, whether profitable or not, that a person obtains through exchange. Meanwhile, according to Gitosudarmo (2000:7) defines a product as something that can be used to meet human or organizational needs.

Quality

The American Society for Quality Control defines Quality as the features and characteristics of a product/service as a whole which are centered on the ability of the product/service to meet stated/implied needs, quality is relative, (Griffin , 2004 : 208). Product Quality according to Mowen and Minor (2002:90) is defined as a customer's overall evaluation of the goodness of goods or services. The main issue in assessing product performance is what dimensions consumers use to evaluate it. Umar (2000:93) quoting David A. Garvin, explains that the quality of goods can be determined through eight dimensions:

1. Performance,
2. Features,

3. Reliability,
4. Conformance,
5. Durability,
6. Serviceability,
7. Aesthetics,
8. Fit and finish

Brand

According to the American Marketing Association (AMA) in Kotler and Armstrong (1997) defines a brand as a name, term, sign, symbol or design, or a combination of these, which is intended to identify the goods or services of a group of people or a group of sellers to differentiate them from competing products. Kotler and Armstrong (1997:575) define a brand as a name, term, sign, symbol, design, or combination of these things, which is intended to identify goods or services from a person or group of sellers and to differentiate them from competitors' products. A brand is a promise to provide a certain appearance, benefit, or service to buyers. But more than just a symbol, a Brand can have six levels of meaning, viz.

1. Attributes
2. Benefits
3. Value
4. Culture
5. Personality
6. User

Factors that Influence Purchasing Decisions

Kotler and Armstrong (1997: 279) product attributes that influence consumers to make purchases are divided into:

1. Product quality
2. Product properties
3. Product design

Meanwhile, according to Stanton, Etzel and Walker (2000: 226) product attributes that influence consumers in making purchases are as follows:

1. Product design
2. Product color
3. Product quality
4. Guarantee
5. Service

Buying decision

Marketers are usually interested in consumer purchasing behavior, especially the choice of which brands to buy and consumers also make some decisions regarding non-purchasing behavior. The process of consumers making purchasing decisions must be understood by company marketers with the aim of creating the right strategy. Henry Assael (1995) developed a typology of consumer decision-making processes based on two dimensions, namely:

1. Decision Making Level
2. Level of Involvement in Purchasing

Purchasing decisions are greatly influenced by several factors. According to Kotler (2002: 144), consumer purchases are strongly influenced by cultural, social, personal, and psychological characteristics. According to Gibson (2001:139), decisions are a means to achieve results or to solve problems. Purchasing decisions are the result of a process that is influenced by various factors. Meanwhile, according to Siagian (2001:38) defines decision making as follows: "Decision making is an intellectual activity that is consciously carried out by a person so as to ensure that the things faced by a person have been calculated beforehand and thus avoid various types of suddenness." From this definition, a good decision is a decision that meets various requirements, these requirements include:

1. The decisions made must be related to the goals to be achieved.
2. The decisions taken must meet the requirements of rationality and logic.
3. Decisions are taken using a scientific approach
4. The decisions taken must be implementable.
5. The decisions taken must be acceptable and well understood.

According to Kasim (2001:41), "Decision making is some of the activities related to possible future conditions (state of nature) because the consequences of a decision will be experienced in the future." Meanwhile, according to Salusu (2001:47) formulates that: Decision making is the process of choosing an alternative way of acting with an efficient method according to the situation.

Understanding Attitude

According to Peter and Olson, (2005: 135) provide a definition of attitude as a form of evaluation or feeling reaction. A person's attitude towards an object is a feeling of support or partiality (favorable) or a feeling of not supporting or not taking sides (unfavorable) towards that object. Specifically, Peter and Olson, (2005: 135) formulate attitude as the degree of positive or negative effect on a psychological object. Furthermore, Peter and Olson, (2005: 135), stated that attitude can be defined as the way we think, feel and act towards several aspects. Meanwhile, Newcomb (in Noorhudha Muchsin, 2005) defines attitude as readiness, willingness to act. Kinner and Taylor (in Noorhudha Muchsin, 2005) state that attitude is an individual's view based on knowledge, assessment, and the process of action orientation towards an object or symptom. According to Engel, Blackwell and Miniard (1992), attitude is a comprehensive evaluation that shows people respond in a consistently favorable or unfavorable way regarding a given object or alternative. Attitude in the Marketing Dictionary (1995) is also defined as a certain mental condition or mind that reflects a negative or positive personal view regarding an object/concept; or a state of indifference that shows the middle point (midpoint) between two points or two points that are opposite to each other. There are three components of attitude according to Allport (in Mar'at, 1982) which are as follows:

1. Cognitive Component (Knowledge)
2. Affective (Emotional) Component
3. Commutative Component (Behavioral Tendency)

Meanwhile, according to Engel (1994:338), attitude is a comprehensive evaluation. Intensity, support, trust are important traits of attitude. Each trait will depend on the quality of the consumer's previous experience with the attitude object. As consumers accumulate new experiences, attitudes may change. Then Engel (1994:339) added that the important characteristic of an attitude is confidence in holding that attitude. Some attitudes may be held with strong conviction, while others may exist with a minimum level of confidence. Although intensity and trust are related, they are not the same. Kotler (1992:57) argues that attitude is a process carried out by individuals in selecting, organizing, and interpreting information input to create results that are easy to understand. or will to. According to Assael (1987:274) "Attitude is based on two processes, namely selecting perception (Selectivity and Organization). Selective perception (perception of selection) has two uses:

1. Guiding consumers in selecting relevant information
2. Consumers tend to choose appropriate information

Research paradigm

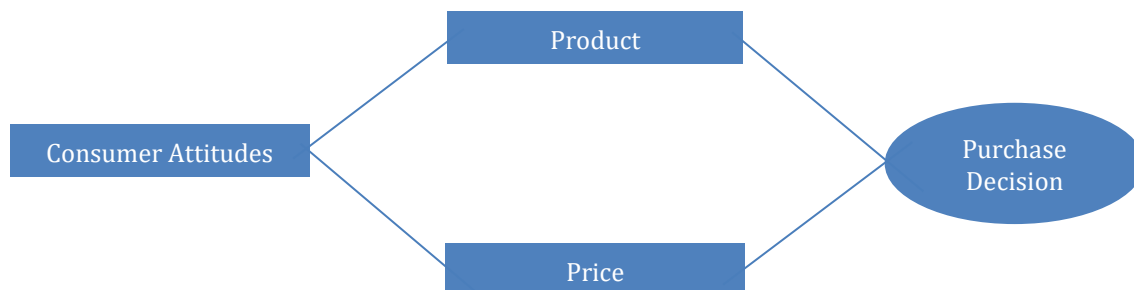


Figure 3. Research Thinking Framework

Hypothesis

Ha1: There is a positive attitude towards product attributes and prices for Toyota brand car and Honda brand car products in the city of Banda Aceh.

Ha2: There are differences in consumer attitudes towards product attributes and prices for Toyota brand car products and Honda brand car products.

3 | METHOD

Population and Sampling

The population of this research is the people of Banda Aceh City, who have purchased passenger cars, Toyota brand cars and Honda brand cars, totaling 1,267 people. The sampling method was carried out using stratified random sampling, because the research took samples from two car brands. The number of samples was taken using the formula: Slovin (Umar, 2003) with the formula:

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

Where :

N = Sample size

N = Population Size

e = Percent allowance for inaccuracy due to sampling error that can still be tolerated.

$$n = \frac{1267}{1 + (1267 \times 0.001)}$$

$$= 92.68$$

Data Analysis Methods

Analysis of respondent characteristics data was carried out by testing frequency distribution. Frequency distribution testing aims to determine the distribution of respondent characteristics.

1. To measure consumer attitudes, the Fishbein scale model is used
2. Meanwhile, to test the second hypothesis, the one sample test model is used

$$Ao = \sum_{i=1}^n biei$$

Where:

Ao= Attitude towards Car Product Attributes

bi = Strength of Belief in Car Product Attributes

ei = Evaluation of Car Product Attributes

n = Number of Samples

Hypothesis test

Ha1 : There is a positive attitude towards the attributes of color, model, engine performance, Puma sales service, engine, warranty/guarantee, on Toyota brand car and Honda brand car products.

Ha2 : There are differences in consumer attitudes towards the product attributes of Toyota brand cars and Honda brand cars

4 | RESULT

Validity Testing

Table I. Validity Testing Results

No	Statement	Variable	Correlation coefficient		Critical Value 5% (N=50)
			Honda brand	Toyota Brand	
1	A1	x1 (Consumer Attitudes)	0.730	0.690	0.297
2	A2		0.897	0.720	0.297
3	A3		0.831	0.791	0.297
4	A4		0.810	0.735	0.297
5	A5		0.720	0.635	0.297
6	B1	x2 (Product attribute)	0.734	0.743	0.297
7	B2		0.717	0.676	0.297
8	B3		0.617	0.620	0.297
9	B4		0.581	0.551	0.297
10	BS		0.762	0.524	0.297
11	B6		0.557	0.702	0.297

Source: Primary Data 2023 (processed)

Reliability Testing

Table 2. Reliability of Research Variables (Alpha) for Honda Brand Car Users

No	Variable	Average	Variable Items	Alpha Value	Information
1	Consumer Attitudes (x1)	4.485	5	0.833	Reliable
2	Product attribute (x2)	4.390	6	0.735	Reliable

Source: Primary Data 2023 (processed)

Table 3. Reliability of Alpha Research Variables for Toyota Brand Car Users

No	Variable	Average	Variable Items	Alpha Value	Information
1	Consumer Attitudes (x1)	4.410	5	0.707	Reliable
2	Product attribute (x2)	4.410	6	0.705	Reliable

Source: Primary Data 2023 (processed)

Consumer Attitudes Towards Honda Brand Cars

Table 4. Consumer Attitudes Towards Honda Brand Cars

No.	Indicator	-1	-2	-3	0	1	2	3	Average
		Strongly disagree	Don't agree	Somewhat disagree	Doubtful	Rather agree	Agree	Very agree	
1	What is your attitude towards the attributes of the car you buy	0	1	1	2	8	19	19	2.00
2	You are very confident in the family car product you have purchased	0	3	3	3	9	16	16	1.60
3	You buy a product because the brand is embedded in your mind	0	0	0	0	9	25	16	2.14
4	You decided to buy a car because the product quality is very good	2	6	3	8	8	13	10	0.86
5	The price offered by this car product is in accordance with your family's financial condition	0	0	1	2	7	15	25	2.22

Source: Primary Data 2023 (processed)

Product attribute

Table 5. Product Attributes for Toyota Brand Car Users

No.	Indicator	-1	-2	-3	0	1	2	3	Average
		Strongly disagree	Don't agree	Somewhat disagree	Doubtful	Rather agree	Agree	Very agree	
1.	The colour of the vehicle you choose is according to the tastes of you and your family.	0	0	0	2	9	19	20	2.14
2.	The overall external appearance of the car in question is very attractive.	0	0	2	3	11	19	0	1.84
3.	Reliability of technology/machines, long-lasting durability, climbing power, spontaneity of speed and very sophisticated braking power	0	0	0	0	7	24	19	2.24

4.	The service and ease of repairing and maintaining machines including spare parts is very satisfying	3	4	2	9	11	12	9	0.86
5.	The performance of the engine used in the car you choose really supports your various activities	0	6	3	4	11	15	11	1.18
6.	The guarantee/guarantee provided by the company adds to your sense of confidence in the quality of the car you use	0	0	0	2	8	22	18	2.12

Source: Primary Data 2023 (processed)

Consumer Attitudes Towards Toyota Cars

Table 6. Consumer Attitudes Towards Toyota Cars

No.	Indicator	-1	-2	-3	0	1	2	3	Average
		Strongly disagree	Don't agree	Somewhat disagree	Doubtful	Rather agree	Agree	Very agree	
1.	What is your attitude towards the attributes of the car you buy	0	1	1	2	10	20	16	2.00
2.	You are very confident in the family car product you have purchased	0	2	4	3	10	15	16	1.60
3.	You buy a product because the brand is embedded in your mind power	0	0	0	0	9	22	19	2.14
4.	You decided to buy a car because the product quality is very good	1	6	3	7	10	13	10	0.86
5.	The price offered by this car product is in accordance with your family's financial condition	2	4	2	10	10	10	12	1.00

Source: Primary Data 2023 (processed)

Test Differences in Product Attributes

Table 7. Test Product Attribute Variables

No	Variable	Mean	N	Correlation	Std, Deviasi	Std Error Mean
1.	Honda Brand Car Users	4.39	50	-0.147	0.373	0.053
2.	Toyota Brand Car Users	4.41	50		0.371	0.052
Paired Differences		Mean				-0.020
		Std. Devise				0.563
		Std. Error Mean				0.080
		95% Confidence Interval of the Difference			Lower	-0.180
					Upper	0.140
T						-0.251
Df						49
Sig. (2-tailed)						0.803

Source: Primary Data 2023 (processed)

Proving Hypothesis

The test results obtained show that on average these two groups have similar attitudes in purchasing Toyota brand cars and Honda brand cars. This is indicated by the sig.Z value for all attitude attributes which is greater than $\alpha=0.05$. So, the third hypothesis which states that there is no difference in consumer attitudes towards the attitude attributes of Toyota brand car products and Honda brand car products can be proven. There were no significant differences found in a consumer's attitude towards buying a Toyota brand car and a Honda brand car or a Toyota brand car and a Honda brand car, this is indicated by the Sig value. t for all attitude attributes towards the car product under study is $>$ than $\alpha= 0.05$ (The test results obtained show that on average the two groups studied have similar attitudes towards purchasing Toyota brand cars and Honda brand cars. Attitudes of consumer car users The Toyota brand and Honda brand cars do consider the attributes of price, model, fuel economy, engine performance, Puma sales service, colour, brand, label, and versatility. The main consideration is more visible in the price attribute. Or in other words, the attributes used as variables shows positive overall attributes, but the price attribute has the highest positive attitude value compared to other attributes for both Toyota brand cars and Honda brand cars. The results of this research are consistent with research conducted by Noorhudha Muchsin, (2003), where the research results show that there was no significant difference in a consumer's attitude towards buying a Sanex or Kanzen brand motorbike, this is shown by the Sig value. Z for all attitude attributes towards the motorbike products studied is $>$ than $\alpha= 0.05$ (The test results obtained show that on average the two groups studied have similar attitudes towards purchasing motorbikes from the Sanex brand or the Kanzen brand).

5 | CONCLUSIONS AND FUTURE WORK

- a. Consumer attitudes towards buying a family car are influenced by the consumer's subjective norms consisting of family members, other people, relations, and sales personnel in making purchasing decisions for Toyota brand cars and Honda brand cars. The dominant variable for Toyota brand cars and Honda brand cars is family members, while for Toyota brand cars and Honda brand cars it is more influenced by sales force factors.
- b. There was no significant difference in a consumer's attitude towards buying a Toyota brand car and a Honda brand car, this is indicated by the Sig value. t for all attitude attributes towards the car products studied is $>$ than $a= 0.05$ (The test results obtained show that on average the two groups studied have similar attitudes towards purchasing Toyota brand cars and Honda brand cars).
- c. The attitude of consumers using Toyota brand cars and Honda brand cars really considers the attributes of color, model, engine performance, Puma sales service, engine, and warranty/guarantee. The main consideration is more visible in the price attribute. Or in other words, the attribute used as a variable shows overall positive attributes, but the price attribute has the highest positive attitude value compared to other attributes for both Toyota brand cars and Honda brand cars.

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