

INTERNATIONAL CONFERENCE PROCEEDING

**BUSINESS MANAGEMENT:
DIRECTIONS AND STRATEGIES
IN RESPONSE TO
ASEAN ECONOMIC COMMUNITY 2015**



**November, 2nd 2013
FACULTY OF ECONOMICS
UNIVERSITY OF JEMBER**

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**BUSINESS MANAGEMENT: DIRECTIONS AND STRATEGIES
IN RESPONSE TO ASEAN ECONOMICS COMMUNITY 2015
Jember, 2 November 2013**

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**UNIVERSITY OF JEMBER
FACULTY OF ECONOMICS
STUDY PROGRAM OF MANAGEMENT**

INTERNATIONAL CONFERENCE PROCEEDING

BUSINESS MANAGEMENT: DIRECTIONS AND STRATEGIES IN RESPONSE TO ASEAN ECONOMICS COMMUNITY 2015 Jember, 2 November 2013

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Hak Cipta dilindungi Undang-Undang. Dilarang memperbanyak tanpa ijin tertulis dari penulis, sebagian atau seluruhnya dalam bentuk apapun, baik cetak, *photoprint*, maupun *microfilm*.

PREFACE

We would like to thank Allah SWT due to His blessing the international seminar on **Business Management: Direction and Strategies in Responses to the Implementation of ASEAN Economic Community 2015** was successfully held by the Study Program of Management Faculty of Economics University of Jember. The seminar was conducted on 2ND of November 2013 with the venue in Aston Hotel Jember.

The conference is aimed to provide meaningful coverage on current trend related to the possibility of ASEAN Economic Community (AEC) in 2015. The conference being an important forum for policy-makers, scholars and business leaders to exchange ideas about one of the most dynamic economic in the regions. The forum also discussed the consequences of AEC to liberalisation in trading, investment, and factors of production in the area. Furthermore, the conference is intended to explore regionalism and business role within Asean's countries on increasing capabilities as an innovator and several other areas that will prove to be the cornerstones for tomorrow's economy.

Four keynote speakers had given their enlightenment about the relevance issue, opportunities, and the treaths in relation to the implementation of ASEAN Economic Community 2015. They were (a) Prof. Jerry Courvisanos, Ph.D (Innovation Management and Entrepreneurship expert, University of Ballarat, Australia), (b) Dr. Setya Riyanto (Retail and Property Director, PT. Pos Indonesia), (c) Dr. Corazon G. Anzano (University of San Carlos the Philippines), and (d) Dynand Fariz (Presiden Jember Fashion Carnaval, Indonesia). In addition, there were papers presented by academics and researches discussing the topics related to the implementation of ASEAN Economic Community 2015.

Greatly appreciated is forwarded to all stakeholders that provide some important contributions to succeed this international seminar. They are the International Office Universitas Jember, PT. Pos Indonesia, PT. Bank BRI Tbk, PT. Senyumindo Mediatama, Forum Manajemen Indonesia, University of Ballarat, Australia, and University of San Carlos, the Philippines. Appreciation is also given to all presenters and audiences.

Finally, we highly expect that this proceeding as a result of the seminar can provide positive and beneficial contribution for policy-makers, scholars and business leaders in relation to the implementation of ASEAN Economic Community 2015.

Jember, 2 November 2013
Chair of Organizing Committee
Hadi Paramu, S.E., M.B.A., Ph.D.

THE POTENTIAL CHALLENGES AND OPPORTUNITIES OF THE ASEAN ECONOMIC COMMUNITY IMPLEMENTATION 2015

SETYO RIYANTO

RETAIL AND PROPERTY DIRECTOR
PT POS INDONESIA (PERSERO)

All honorable guests, ladies and gentlemen; Assalamualaikum wr.wb,

It's really my great pleasure to be one of the keynote speakers in the very important conference on The Potential Challenges and Opportunities of The Asean Economic Community Implementation 2015.

It was started at the 2nd ASEAN Summit on 15th December 1997 in Kuala Lumpur, Malaysia, where the Vision of ASEAN 2020 was agreed, the Government Heads of ASEAN countries have confirmed to do the followings:

- (i) To create the ASEAN Economic Area which is stable, prosperous, and highly competitive indicated by the evidence of the free traffic of goods, services, and investment, the more free traffic of capital market, the equal economic development as well as the decreased of poverty and social – economic gaps;
- (ii) To accelerate the trade liberalization in services, and ...;
- (iii) To increase the professional movement as well as other services independently in the region.

Furthermore at the next summits, the 6th and the 7th summits, the leaders of ASEAN have agreed on several steps towards the realization of the vision.

Distinguished Guests, ladies and Gentlemen,

In addition to the cooperation development among ASEAN countries, some economic cooperation has also been agreed between ASEAN countries and countries out of ASEAN, for examples: the cooperation conducted with China (ASEAN – China FTA) in relation to goods sector in 2004. The next two years, in 2006, the ASEAN – Korea FTA in goods sector was agreed, and in 2008 the ASEAN – Japan CEP was started to be effective. In 2009, several agreements were signed, namely: the ASEAN Trade in Goods Agreement (ATIGA), ASEAN Comprehensive Investment Agreement (ACIA), ASEAN – Australia – New Zealand Free Trade Agreement, ASEAN – India Free Trade Agreement for goods, and ASEAN – Korea Free Trade Agreement for investment, and AEC Scorecard.

After the economic crisis, especially in the Southeast Asia region, at the 9th ASEAN summit in Bali the Heads of the ASEAN country governments have agreed upon the formation of the ASEAN Community in the Political-Security sector (ASEAN Political-Security Community), in the economic sector (ASEAN Economic Community), and in the socio-culture sector (ASEAN Socio-Culture Community) which are well known as Bali Concord II. For the formation of ASEAN Economic Community (AEC) in 2015, it has been agreed that the realization will be directed towards the regional economy integration the implementation of which refers to the ASEAN Economic Community (AEC) Blueprint.

The AEC was established in order to keep the political stability and the security of ASEAN region, to improve the whole region competitiveness in the world market, and to support the economic growth, to eliminate the poverty as well as to improve the population living standard of the ASEAN member countries. AEC is the form of ASEAN Economic Integration which is expected to be achieved in 2015. To realize the AEC the Heads of ASEAN countries at the 13th ASEAN summit in November 2007 in Singapore were agreed to the AEC Blueprint as a reference for the member countries to implement the AEC commitment.

The declaration on ASEAN Economic Community Blueprint was signed on 20th November 2007 containing the strategic schedule for each pillar agreed with the target time that was divided into four phases: 2008 to 2009, 2010 to 2011, 2012 to 2013, and 2014 to 2015. The signing ceremony of AEC Blueprint was held at the same time as the signing of ASEAN Charter.

The AEC Blueprint is the guideline for ASEAN member countries to achieve the AEC 2015 in which each country is obliged to implement the commitments in the blueprint. The AEC Blueprint was contained of four main frameworks as follows:

- a. ASEAN as a single market and the base for international products with the elements of free flow for goods, services, investment, educated man power, and capital flow which is more free;
- b. ASEAN as the area with a high economic competitiveness, with its elements of competition regulations, with the protections for consumers, intellectual copy right, infrastructure development, taxation, and e-commerce;
- c. ASEAN as the area with its equal economy development, with the elements of small-scale and medium-scale business development, and its initiation for ASEAN integration for CMLV countries (Cambodia, Myanmar, Laos, and Vietnam); and ...
- d. ASEAN as the area which is fully integrated to the global economy with its coherent approach elements in dealing with economic relations out of the area, and improving its participation within global production network.

If the AEC is achieved in 2015, ASEAN will then become opportunities as well as threats for Indonesia to improve its market target within ASEAN area. According to the report of AEC Scorecard issued by ASEAN Secretariat, the implementation level of Indonesia was 80.37% of 107 measures for that period, and was on the 7th position. The highest implementation level was reached by Singapore (93.52%), while the lowest was Brunei Darussalam (74.57%).

The conditions faced by Indonesia to the present time are:

The first, for market accessibility, Indonesia actually has a large ASEAN market. At least as many as 550 million of ASEAN population is a very much potential market for Indonesian products. However, the trade commodities which are relatively the same among ASEAN countries have created a large number of competitors. For industrial sector, Indonesia is still very much dependent on intensive labour (Tambunan 2003, 267-268), the quality of human resource which is not adequate as well as the infrastructure availability which is not equal throughout the country region. Furthermore, the export target development from Indonesia to ASEAN compared to the total export does not show a significant development, that is from 13.6% at the beginning of AFTA formation in 1993 to 18.2% in 2004 with the average improvement of 9.9% (Dwisaputra 2007: 185). For the investment development within ASEAN area Indonesia has a negative flow. During five years successively from 1999 to 2004, Indonesia was on the 7th position after 6 ASEAN countries and Vietnam (Dwisaputra 2007: 185).

The Second, the significant weakness faced by Indonesia at the present time is the low competitiveness of Indonesian products within global competition, especially AFTA. This is a quite risky weakness as the product competitiveness is one of Indonesian assets to become a superior player within AFTA market. The quality of Indonesian product competitiveness is also lower compared to ASEAN – 5 countries which have the strengths on their innovation and technology. The Indonesian export of products with the base of natural resources has the highest value compared to that of ASEAN – 5 countries with the value of 75.20% in 1985, 38.80% in 1998, and 33.70% in 2000. However, for the product with the base of high technology, Indonesia has the lowest value of 3% in 1985, 9.70% in 1998, and 17.40% in 2000. Compared to that of Singapore, the export rate of Indonesia is very much lower than that of Singapore which was 61.20% in 2000 (Nurhemi 2007: 303).

The third, the law and the policy of infrastructures are not as well-established as those of other ASEAN neighbouring countries. This condition gives impact towards the economy climate in Indonesia, especially for the investment sector which has become the base for the capital availability. As a result of the uncertainty of the trading policy and the conditions related to the investment problems, Indonesia is not able yet to be

free out of foreign investment problems. Based on the data of ASEAN Economic Chartbook 2007, it was found that the direct investment rate to Indonesia had ever been on a minus position. The rate was even more fluctuated compared to that of other ASEAN countries. As it was mentioned by Rini in BEI News 18th edition Year V 2004, the uncertainty level of law that is still not able to convince investors and many cases of illegal collections have become the cause of fluctuating investment in Indonesia (Soewandi, 2004: 9)

It is therefore, even though AFTA has created very much benefit for many parties in Southeast Asia, there are still those that have many weaknesses like Indonesia. In addition to those emerging weaknesses, many challenges are potential to emerge in implementing AFTA which need to be considered. The obstacles and the challenges are definitely the problems to discuss and to identify considering Indonesia also has an important role in ASEAN and AFTA.

The real case that is already recognized is that in post-office service. As a result of the implementation of the 'post liberalization' constitution number 38, 2009, about Post, the Post providers in Indonesia may be from foreign post-office service providers which are not only from ASEAN countries but also other part of the world.

Pos Indonesia faces a very tight competition as not only domestic companies but also foreign companies have operated their business in Indonesia, such as: DHL (the Netherland), FedEx (America), and TNT (Australia).

Pos Indonesia, which has been associated to Universal Post Union with more than 200 countries, has actively participated in business cooperation among worldwide postalservices. In UPU meeting, April 2013, Pos Indonesia was appointed to be the Chairman of Interconnectivity Workgroup with 30 countries as workgroup members. Furthermore, Pos Indonesia has been honored to be the Chairman of steering committee for the e-commerce development project for ASEAN ++ (Japan, China, and South Korea) held in Bangkok – Thailand.

Many strategies have been arranged to face the ASEAN single market, among others are improving the business cooperation with postal service providers within ASEAN; arranging outlet expansion in Indonesian Workforce Area (TKI) such as Malaysia, including Hongkong and Dubai; improving the competence and certification of operational officers, and upgrading the technology of the whole business process.

The establishment of ASEAN community 2015 is getting closer, in only two more years. The question is whether Indonesia is ready to enter the NEW ERA ASEAN as an integrated regional area covering 10 countries with a population number of 601 million and Gross Domestic Product (GDP) as much as \$ 1.8 trillion?

There is no more time for Indonesia to arrange intensive preparation and effective action, especially to face the implementation of the 2nd pillar: ASEAN Economic Community 2015.

This conference is expected to give us any contribution that will be very useful to face the ASEAN single market in 2015.

Thank you,
Wassalamualaikum wr. wb

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PSYCHOLOGICAL FACTOR CONFIRMATORY MODEL ON TOOTH PASTE BUYING DECISION IN FACE ASEAN ECONOMIC COMMUNITY 2015

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Abstract

The objective of the research was tested the effect of psychological factor of consumer that consisted of consumer motivation, consumer personality, consumer perception, consumer attitude, and consumer learning on consumer buying decision of Pepsodent tooth paste in Jember City. The population of this research was all customer who is using or buying Pepsodent tooth paste. The purposive sampling method was used to determine the sample. The sample size was 170 respondent. The result of this research indicated that consumer motivation influences significantly on consumer buying decision; consumer perception influences significantly on consumer buying decision; consumer attitude influences significantly on consumer buying decision; consumer learning influences significantly on consumer buying decision Pepsodent tooth paste in Jember City.

Keywords: consumer motivation, consumer personality, consumer perception, consumer attitude, consumer learning, consumer buying decision

INTRODUCTION

The higher competition and the changing dynamic of the business environment in the globalization era give significant impact to many organizations and firms. This condition will continue to evolve as the implementation of the ASEAN Economic Community by 2015. Deep understanding of the consumer will allow marketers able to influence consumer decisions, so that consumers are interested in buying what is offered by marketers.

Women (2011) showed that consumers' psychological factors is the most dominant factor in influencing consumer purchasing decisions. Consumers purchase any item because of a need. This need becomes motivation for consumers to buy goods, the motivation to buy is influenced by their perceptions of needs and situations. Perception can be defined as the process of selecting an individual person, organizing and interpreting. Perception depends not only on the physical properties of the stimuli, but also in relation to the stimuli surrounding terrain and conditions within the individual. Consumers value goods and services not only by function, sometimes consumers' mentalities also based on the quality, beauty, form and color models of the goods, consumer attitudes portray the items to be purchased. Attitudes toward the goods over time will become a habit or consistent with the same goods or consumer personality, and personality for each customer can be differentiated. The purchase process will be undertaken by consumers is a learning process. This learning process occurs when consumers want to obtain a satisfaction. Consumer responses can be influenced by past experience. If the response is good or satisfied consumers will purchase again the tendency of a person of a particular brand.

Knowledge of various psychological factors that influence consumer purchasing decisions, it will be made in the company's resources as a basis for decision making and policy making to develop effective marketing strategies and efficient in order to understand what the basic needs of consumers, why they buy, where consumers like to shop, who was instrumental in the purchase and provide the best service to customers, so that innovations that made the toothpaste products can be tailored to the desires of consumers, so that the planned marketing strategy can reach the target market.

Pepsodent toothpaste produced by PT Unilever Indonesia is a toothpaste product that has been popular among consumers, and also has several competitors who also

manufacture the same products, namely, toothpaste Ciptaden, Formula with the same functionality and have different advantages. The existence of similar companies, then it will lead to competition in getting consumers to purchase toothpaste products. Therefore PT. Unilever Indonesia with Pepsodent toothpaste products should be able to understand customer needs and behavior patterns of their customers, as consideration in making marketing strategy to retain and gain new customers in order to maintain the viability and development of the company in the future.

Consumers in everyday life requires toothpaste for dental care and oral hygiene and keeping their teeth. This situation is an opportunity for the toothpaste company to sell its products. However, with advances in technology and information easier for consumers to obtain information about what they are looking for to meet their needs, so that their knowledge is enhanced (high) for the products they need. High consumer knowledge of the product they need and the ease in obtaining product information causing the consumer is very difficult to influence in purchase decision of a product.

According to Setiadi (2003:11) purchase decision is influenced by cultural factors, social, personal and psychological of the buyers. Most of these are factors that can not be controlled by marketers, but it should be considered. consumer psychology explain consumer behavior, outlining what kinds of options are made of people, under what kind of circumstances, and for what reason (Winardi, 2001: 20). Psychological factors that influence consumer purchasing decisions include: motivation, personality, perception, attitudes and learning. Motivation, comes from the Latin, which reads *move* that means driving, and the consumer needed has important role as motivation in purchase decision

The process of motivation according to Winardi (2001:36) consisting of:

- a. purpose, the company must be able to determine in advance the objectives to be achieved, then the consumer is motivated towards

- b. Interests, the company should be able to know the desires of consumers not only by corporate interests
- c. effective communication, which is well communication to consumers so that consumers can know what they should do and what they can
- d. integration purposes, the motivation process needed to unify the company's goals and objectives of consumers. Both of these interests should be put together and it's important for the adjustment of motivation;
- e. facilities, the company provides facilities for consumers to easily obtain the goods and services produced by the company.

Personality, ie each individual has its own unique characteristics, a collection of behavioral characteristics called personality. More clearly the personality is a pattern of behavior that is consistent and enduring (Winardi, 2001:39). Consumer personality is largely determined by internal factors (motif, IQ, emotional, way of thinking, perception) and external factors (physical environment, family, community, school, the natural environment). Personality will affect consumer perception and consumer decision-making in the purchase of the product (Winardi, 2001:39).

There are four aspects of personality according Winardi (2001:38), namely:

- a. behaviour showing consistency
- b. behaviour differentiate one individu with other
- c. behavior interacts with the situation;
- d. measurement of a single personality can not predict specific behavior.

Perception is a process arising from the sensation, which sensation can be defined as well as a rapid response from our receiver senses the basic stimulus such as light, color, and sound. With the perception that all will arise, understanding of perception is the process of how the stimulus was in the selection, in organizing and interpreted.

Stimulus is a form of physical, visual, or verbal communication that can affect the individual. According to (Setiadi, 2003:162) stimuli consisted of two forms, namely: a) marketing stimuli is any communication or physical stimuli designed to influence consumers and b) environmental stimulus (social and cultural) physical stimulus that are designed to influence the environment.

Attitude is a mental and neural connection with the readiness to respond, organized through experience, and have a direct influence on behavior and or dynamic (Setiadi, 2003:214). Attitude consists of three complementary components, namely: a) the cognitive component, which is a representation of what is in the trust (believed) by the individual owner's attitude, b) the affective component, which is a matter of subjective emotional attitude of a person to an object, and c) component conative or behavioral component in the structure of behavior or attitude shows how there is a tendency to behave in a person who deals with the attitude object encountered (Mangkunagara, 1988:50).

Learning can be defined as changes in consumer behavior that occurs as a result of experience. The behavioral changes are permanent and flexible. Learning process on a purchase occurs when consumers want to respond and gain experience that will affect the purchase decision (Winardi, 2001:56).

According Dimiyati (2007:102) there are five stages through in consumer buying decision process

- a. introduction of needs and desires, which is the decision making process of consumers to buy a particular product, it began with the feeling of needed. The needed impulse to buying product under the influence of internal and external factors;
- b. information retrieval, after recognizing a problem or need, the buyer (if the process needs to continue) looking for information about products that will help

- satisfy those needs. Information retrieval can be either active or passive, internal or external;
- c. assessment information, consumer use information they collect of the products as consideration in making decision in buying a product
 - d. consumer ratings, consumer assess product attributes, about the advantages from the data they collected
 - e. keputusan membeli, yaitu Bilamana tidak ada faktor lain yang mempengaruhinya konsumen membeli produk dengan merek yang menjanjikan paling banyak yang sesuai dengan kebutuhan dan keinginan mereka;
 - f. post-purchase evaluation, the consumer experience of consuming the product (positive or negative) influence in the decision to buy the same product again.

Based on the exposure, then the purpose of this study was to examine the influence of psychological factors including consumer motivation, personality consumer, consumer perception, consumer attitudes, and learning consumer to consumer decision in buying toothpaste in Jember.

Furthermore, based upon the empirical and theoretical studies, the proposed research hypotheses as follows: (1) motivational factors influence consumer buying decisions of consumers in Pepsodent toothpaste, (2) personality factors influence the consumer decision to buy Pepsodent toothpaste, (3) factors perception influence consumer decisions to buy Pepsodent toothpaste, (4) the attitudes factors influence the consumers in the purchase decision of Pepsodent toothpaste, (5) learning factors influence the consumer decision to buy Pepsodent toothpaste in Jember

METHOD

The study population was the people (consumers) who use or buy Pepsodent toothpaste residing in the city of Jember covering three districts, namely: sub Patrang,

kaliwates District, and District Sumbersari. Sampling technique using purposive sampling, with the sample criteria namely people who are making a purchase or using Pepsodent toothpaste at the time of the study, and was aged 15 years or more.

Total sample of 170 respondents set from a whole number of indicator variables multiplied by 10 (17 x 10). The determination of this amount refers to the opinion of Roscoe in Sekaran (2003:253-254) the sample size of more than 30 and less than 500 are appropriate for most research, as well as the opinion of Ferdinand (2002:51) also suggests that the sample size depends on the number of indicators used is the number of latent variables. The number of samples is equal to the number of indicators multiplied by 5 to 10.

Measurement scale using a Likert scale with five alternative answers as follows: a) Strongly Disagree (STS) = 1, b) Disagree (TS) = 2, c) Neutral / Undecided = 3, d) Agree (S) = 4, e. Strongly Agree (SS) = 5. Analysis techniques using multiple linear regression analysis with confirmatory approach that allows researchers to test the validity and reliability of research instrument of accession, confirmed the accuracy of the model as well as examine the effect of a variable to another variable.

RESULT AND DISCUSSION

Validity test is done to see which items are worthy questions (representative) to be used represent independent variables used in the study. This test is done by using confirmatory factor analysis on each latent variable, namely motivation, personality, perception, attitude, learning, consumers in the purchase decision Pepsodent toothpaste using AMOS program version 18. Indicators of a variable is said to be valid if it has a significant loading factor ($\alpha = 5\%$). If called unidimensional instrument has a value of goodness of fit index (GFI) > 0,90.

In addition to be a valid instrument must also be reliable. Instrument said to be reliable. If the instruments to obtain consistent results. So it shows how much reliability measurement can give different results relative measurement of return on the same subject. Reliabilitas test instrument in this study was determined using the construct reliability with a minimum cut-off value of 0.6 with the following formula (Ghozali, 2008:134):

$$\text{Construct - reliability} = \frac{(\sum \text{Std Loading})^2}{(\sum \text{Std Loading})^2 + \sum \epsilon_j}$$

Results of the construct validity and reliability of exogenous (X) which includes variable: consumer motivation, personality consumer, consumer perception, consumer attitudes, consumer learning with confirmatory factor analysis as presented in Table 1, shows that the value of critical ratio (indicated by the value of CR) for loading each variable value is greater than the critical value at the 0.05 level (critical value 1.96), as well as small lbih probability value of α (0,05). It can be concluded that all the indicators of exogenous latent variables are valid. Construct reliability for consumer motivation variable, personality consumer, consumer perception, consumer attitudes, consumer learning everything is above the recommended value, ie > 0.60. Thus all indicators of exogenous latent variables are all reliable.

Table 1. Test results of Exogenous Construct Validity and Reliability

Indikator	Loading Factor	C.R.	P	Keterangan	Construk Reability	GFI
X _{1.1}	0,621	6,729	***	Valid	0,693	0,925 Valid Unidimensional
X _{1.2}	0,708	7,441	***	Valid		
X _{1.3}	0,636	*	*	Valid		
X _{2.1}	0,692	7,298	***	Valid	0,620	
X _{2.2}	0,649	*	*	Valid		
X _{3.1}	0,595	5,889	***	Valid	0,661	
X _{3.2}	0,665	6,334	***	Valid		
X _{3.3}	0,621	*	*	Valid		
X _{4.1}	0,587	6,026	***	Valid	0,625	
X _{4.2}	0,618	6,251	***	Valid		
X _{4.3}	0,588	*	*	Valid		
X _{5.1}	0,686	6,848	***	Valid	0,660	
X _{5.2}	0,662	6,712	***	Valid		
X _{5.3}	0,528	*	*	Valid		

Sources: Primary Data Processed with AMOS Program Version 18.

Description: * standard deviation close to 0 (zero)

The consumer's decision to buy Pepsodent toothpaste is latent variable that is measured with three indicators. Validity of the test results and reliabilitas with confirmatory factor analysis are presented in Table 2, shows that the value of critical ratio (indicated by the value of CR) for loading ie> 0.60. Thus all the indicator variables in the consumer's decision to buy toothpaste Pepsoden is reliable.

Table 2. Test results Construct of Validity And Reliability Consumers in Buying Decisions Toothpaste Pepsoden (Y)

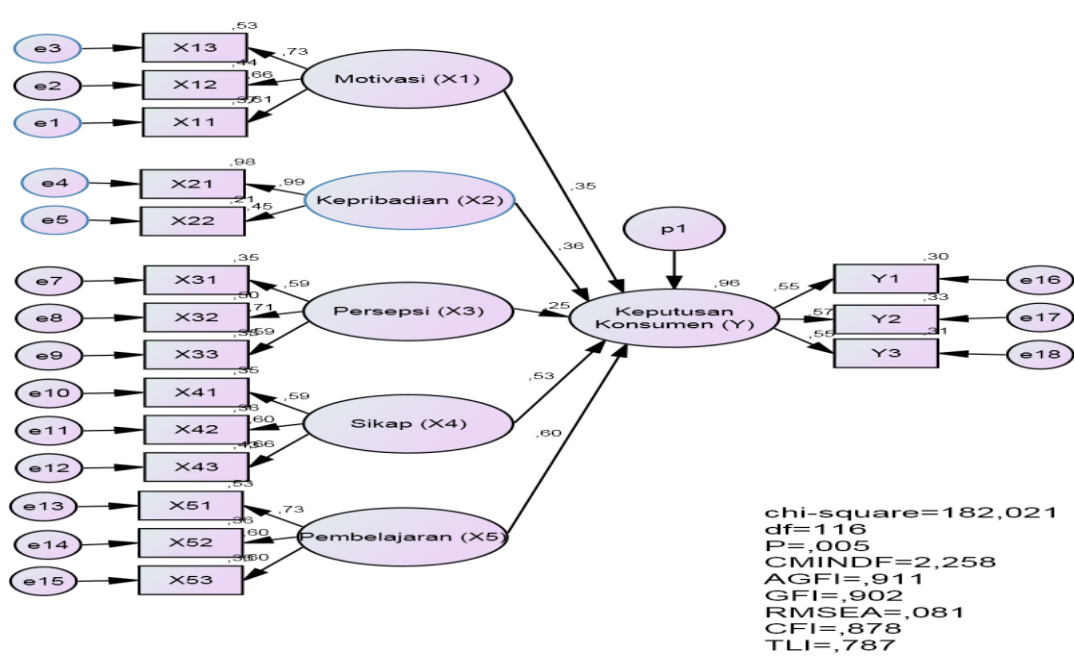
Indikator	<i>Loading Factor</i>	C.R.	P	Keterangan	GFI	<i>Construct Reliability</i>
Y1.1	0,623	*	*	Valid	1,000	0,701
Y1.2	0,637	5,408	0,000	Valid	Valid	
Y1.3	0,725	5,262	0,000	Valid	Unidimensional	

Sources: Primary Data Processed with AMOS Program Version 18.

Description: * standard deviation close to 0 (zero)

The test results of multiple regression analysis with the assumption of confirmatory approach to the level of $\alpha = 0.05$ showed that all the assumptions are met , namely : assessment of normality (CR) gives the CR value of 1,320 located in the area of $CR \leq -1.96 -1.96$, so it can be said that the data is multivariate normal . In addition . In addition the data also indicated by univariate normal all critical ratio value of all the indicators between -1.96 ($1.96 \leq CR \leq -1.96$) . Value of the sample covariance matrix determinant of the value of 1,112 is far from zero so it can be concluded that there is no problem of multicollinearity and singularity in the data analyzed . Mahalanobis distance value based on the value of Chi Squares on 17 degrees of freedom (the number of indicator variables) at the level of $p < 0.05$ was at 27.587 ($df \chi^2$ distribution based on Table 17) . Outlier test results showed that none of the cases that have a value greater than the distance mahalnobis 27.587 then it can be concluded there are no outliers in multivariate research data.

Results of multiple linear regression analysis with confirmatory approach using AMOS 18 program gives equation model results showing the relationship between latent variables as shown in Figure 1.



Source: Results of Regression Analysis with Confirmatory Approach Using AMOS Program Version 18

Figure 1. Regression Results With Confirmatory Approach

Multiple linear regression equation with confirmation approach generated in this study are as follows:

$$Y = \lambda_{1.1}X_1 + \lambda_{1.2}X_2 + \lambda_{1.3}X_3 + \lambda_{1.4}X_4 + \zeta_1$$

Description:

λ (lambda)	= direct relationship exogenous variables on endogenous variables
X1	= motivation
X2	= personality
X3	= perception
X4	= attitude
X5	= learning
Y1	= product purchase decision
ζ	= measurement error

The test results with the data models as presented in Table 3, giving the result that of the eight criteria used to judge the worth / absence of a model of the five criteria are

met and the two marginal criterion, the model can thus be said to be acceptable, which means there is a match the model with the data.

Table 3. SEM Suitability Index Model

Kriteria	Nilai <i>Cut Off</i>	Hasil Perhitungan	Keterangan
<i>Chi square</i>	Diharapkan lebih kecil (< 137,701)	120,020	Fit
Signifikan <i>Probability</i>	>0,05	0,051	Fit
RMSEA	≤ 0,08	0,081	Fit
GFI	≥0.90	0,902	Fit
AGFI	≥0.90	0,911	Fit
CMIN/DF	≤ 2 atau 3	2,258	Fit
TLI	≥0.95	0,878	Marginal Fit
CFI	0,95	0,787	Marginal Fit

Source: Results of Regression Analysis with Confirmatory Approach Using AMOS Program Version 18.

The next step is test the hypothesis of causality in the model course of a study. Causality test results are presented in detail in Table 4.

Table 4. Causality Test Results

Variabel	Koefisien	CR	Probabilitas	Keterangan
X1 → Y	0,339	2,808	0,005	Signifikan
X2 → Y	0,346	2,966	0,003	Signifikan
X3 → Y	0,230	2,080	0,038	Signifikan
X4 → Y	0,611	4,410	0,000	Signifikan
X5 → Y	0,543	3,776	0,000	Signifikan

Sources: Appendix 7

Based on Table 4, the following describes the interpretation of each path coefficient.

Hypothesis 1: Consumer Motivations significantly influence the consumer decision to buy Pepsodent toothpaste in Jember. Consumer motivations significantly influence the

consumer decision to buy Pepsodent toothpaste with the direction of a positive relationship. This is evident from the positive regression coefficient of 0.339 with a CR of 2,808 and obtained a significant probability (p) of 0.005 is smaller than the significance level (α) of 0.05 is required. Thus consumer motivations significantly influence the consumer decision to buy Pepsodent toothpaste, which means that if the consumer motivation to buy / use toothpaste Pepsodent increases, it will increase the consumer's decision to buy Pepsodent toothpaste, and vice versa if the consumer motivation decreases, it will be lower consumer purchasing decisions. These results support (receiving) the first research hypothesis which means consumer motivations significantly influence the consumer decision to buy Pepsodent toothpaste in Jember.

Motivation, comes from the Latin, which reads *move* that means driving, the consumer needs a bona fide role as motivation arises because of the unmet needs with the objectives to be achieved. Needs experienced the flaws in someone at a certain time, in view of the need as a driver or plants behavior, meaning that if the needs arise due to the lack of it, then the individual is more sensitive to the business consumer motivation. Motivation can be measured by looking at the boost the need for dental care, encouragement needs to have white and clean and encouragement avoid cavities which will be the rate that would lead to consumers purchasing decisions.

Based on respondent characteristics (age, gender) showed that most consumers younger Pepsodent toothpaste and employment status as a student / learner. Consumers who have these characteristics are consumers who tend to have high motivation to use Pepsodent toothpaste were deemed capable of fulfilling a desire or urge to have a healthy and clean teeth.

Judging from the respondents' assessment and reason about the motivation indicators, suggests that that the respondents have a high motivation to buy Pepsodent toothpaste, thereby increasing consumers' purchase decisions Pepsodent toothpaste.

The results are consistent with Women (2011) which states that the level of consumer motivations influence consumer purchasing decisions.

Hypothesis 2: Personality of consumers significantly influence the consumer decision to buy Pepsodent toothpaste in Jember. Significant effect on the personality of the consumer in the consumer's decision to buy Pepsodent toothpaste with the direction of a positive relationship. This is evident from the positive regression coefficient of 0.346 with a CR of 2.966 and obtained significant probability (p) of 0.003 is smaller than the significant level (α) of 0.05 is required. Thus the consumer's personality significantly influence the consumer decision to buy Pepsodent toothpaste, which means that if the personality increases, it will increase consumer purchasing decisions, and vice versa if the consumer's personality down then lower the purchasing decisions of consumers. These results support (receiving) the second research hypothesis that personality means consumers have a significant effect on product purchasing decisions Pepsodent in the town of Jember.

Based on the characteristics of the respondents indicated that the majority of consumers young Pepsodent toothpaste with employment status as a student / learner. Consumers who have these characteristics is that consumers tend to have a personality that fits the image of Pepsodent toothpaste that is able to fulfill the desire or urge to have a healthy and clean teeth. The results are consistent with research Damanik (2007) stated that the level of consumer personality influence consumer purchasing decisions.

Hypothesis 3 : Consumers' perceptions significantly influence the consumer decision to buy Pepsodent toothpaste in Jember. Consumer perceptions significantly influence the consumer decision to buy Pepsodent toothpaste with the direction of a positive relationship . This is evident from the positive regression coefficient of 0.6111 with a CR of 4.410 and obtained significant probability (p) of 0.000 is smaller than the significant

level (α) of 0.05 is required . Thereby significantly influence consumer perceptions of consumers in the purchase decision of Pepsodent toothpaste , which means that if the consumer perception of increased Pepsodent toothpaste (the better) , it will increase the consumer's decision to buy Pepsodent toothpaste , and vice versa if the consumer perception of decline will decrease consumer purchasing decisions . Results of this study support (receiving) fourth research hypothesis which means significantly influence consumer perceptions of consumers in the purchase decision of Pepsodent toothpaste in Jember.

Perception is the process of how a person chooses, organizes, and interprets information inputs to create a meaningful overall picture. The indicators used in the understanding of the benefits, the understanding of the fabric of security and understanding of the brand's popularity. Based on the respondents 'assessment of consumer perceptions indicators show that respondents have a good perception of the Pepsodent toothpaste, so that consumer perceptions of the good will increase consumers' purchasing decisions. The results are consistent with research by Damanik (2007) and Women (2011) which states that the level of consumer perceptions influence consumer purchasing decisions

Hypothesis 4 : Consumer Attitudes significantly influence the consumer decision to buy Pepsodent toothpaste in Jember .

Consumer attitudes significantly influence the consumer decision to buy Pepsodent toothpaste with the direction of a positive relationship . This is evident from the positive regression coefficient of 0.230 with a CR of 2.080 and obtained significant probability (p) of 0,038 is smaller than the significant level (α) of 0.05 is required . Thus consumer attitudes significantly influence the consumer decision to buy Pepsodent toothpaste , which means that if the attitude of the Pepsodent toothpaste kosnumen increased (the better) , it will increase the consumer's decision to buy

Pepsodent toothpaste , and vice versa if the attitude decreases (the ugly) , it will lower consumer purchasing decisions . Results of this study support (receiving) the third research hypothesis , which means a significant effect on consumer attitudes in the consumer decision to buy Pepsodent toothpaste in Jember city . This means that the better the attitude of the consumer , the higher the consumers' purchasing decisions . Attitude is an assessment of a person's like or dislike of an object . Attitudes can be measured by indicators of satisfaction in the use of assessment , conformity assessment of price , ease of assessment of gain which will be the assessment for consumers that will cause a purchase decision.

Judging from the respondents' assessment of the attitude indicator indicates that respondents have a good attitude towards assessment Pepsodent toothpaste, so that a good consumer attitudes may lead to increased consumer's decision to buy Pepsodent toothpaste. The results are consistent with the Women (2011) which states that attitudes affect the level of consumer purchasing decisions.

Hypothesis 5 : Learning consumers significantly influence the consumer decision to buy Pepsodent toothpaste in Jember city .

Consumer learning significantly influence the consumer decision to buy Pepsodent toothpaste with the direction of a positive relationship . This is evident from the positive regression coefficient of 0.543 with a CR of 3.776 and obtained significant probability (p) of 0.000 is smaller than the significant level (α) of 0.05 is required . Thus, learning significantly influence consumers in the consumer decision to buy Pepsodent toothpaste , which means that if the consumer learning increases, it will increase the purchasing decisions of consumers , and vice versa if the consumer learning menururn , it will lower consumer purchasing decisions . Results of this study support (receiving) the fifth research hypothesis that means learning significantly influence consumers in the consumer decision to buy Pepsodent toothpaste in Jember.

CONCLUSION

Based on the analysis and discussion of research results , it can be concluded as follows:

- a. kosnumen motivations significantly influence the consumer decision to buy Pepsodent toothpaste in Jember. The results support the first hypothesis which states that consumer motivations significantly influence the consumer decision to buy Pepsodent toothpaste in Jember city . Results of this study means that the increase in consumer motivation will lead to an increase in the consumer's decision to buy Pepsodent toothpaste in Jember
- b. significant effect on the personality of the consumer in the consumer's decision to buy Pepsodent toothpaste in the town of Jember . The results support the second hypothesis which states that personality significantly influence the consumer decision to buy Pepsodent toothpaste in Jember. Results of this study imply that the increase kosnumen personality would lead to increased consumer decisions in buying Pepsodent toothpaste in Jember.
- c. Consumer perceptions significantly influence the consumer decision to buy Pepsodent toothpaste in Jember. The results support the third hypothesis which states that consumer perceptions significantly influence the consumer decision to buy Pepsodent toothpaste in Jember. Results of this study means that the increase in consumer perceptions of consumers will lead to an increase in the consumer's decision to buy Pepsodent toothpaste in Jember;
- d. Consumer attitudes significantly influence the consumer decision to buy Pepsodent toothpaste in Jember. The results support the fourth hypothesis which states that consumer attitudes significantly influence the consumer decision to buy Pepsodent toothpaste in Jember city . Results of this study means that the increase in consumer attitudes will lead to an increase in the consumer's decision to buy Pepsodent toothpaste in Jember.

- e. Consumer learning significantly influence the consumer decision to buy Pepsodent toothpaste in Jember . The results support the hypothesis that the five states that learning significantly influence the consumer decision to buy Pepsodent toothpaste in Jember. Results of this study means that the increase in consumer learning will lead to an increase in the consumer's decision to buy Pepsodent toothpaste in Jember.

SUGGESTION

Based on the conclusion of the study , it can be put forward several suggestions as follows:

- a. For Pepsodent toothpaste manufacturers (PT Unilever Indonesia) consumers should consider the psychological factors that include motivation , personality , perception , attitudes and learning in a consumer -create , communicate , and deliver their products to target consumers who are directed to increase motivation , personality , perception , attitude and teaching consumers to buy Pepsodent toothpaste to meet desired needs will benefit from toothpaste.
- b. For Pepsodent toothpaste manufacturers (PT Unilever Indonesia) will always observe the development needs of the expected value of the target consumers would be toothpaste that can meet the needs of the market continues to change.
- c. For further research to develop this research by adding other factors such as environmental factors faktort probadi and that influence consumer purchasing decisions.

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