

**THE EFFECT OF LIFESTYLE, PERSONALITY, SELF-CONCEPT AND
PERCEPTION TOWARDS CONSUMER PURCHASE INTENTION ON
PASSENGER CAR TYPE: A STUDY OF JABODETABEK CONSUMERS**

By

Muhammad Djafar Agloes
11503046

BACHELOR'S DEGREE

in

INTERNATIONAL BUSINESS ADMINISTRATION
FACULTY OF BUSINESS AND COMMUNICATION

SGU[®]

SWISS GERMAN UNIVERSITY

SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

January 2021

Revision after Thesis Defense on 18 January 2021

**Failure to submit the Revised Thesis Work on scheduled time may result
in the ineligibility to graduate from SGU**

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Muhammad Djafar Agloes

Student

Date

Approved by:

Fiter Abadi M.B.A.

Thesis Advisor

Date

Dr. Nila Krisnawati Hidayat, S.E., M.M.

Dean

Date

Muhammad Djafar Agloes

ABSTRACT

THE EFFECT OF LIFESTYLE, PERSONALITY, SELF-CONCEPT AND PERCEPTION TOWARDS CONSUMER PURCHASE INTENTION ON PASSENGER CAR TYPE: A STUDY OF JABODETABEK CONSUMERS

By

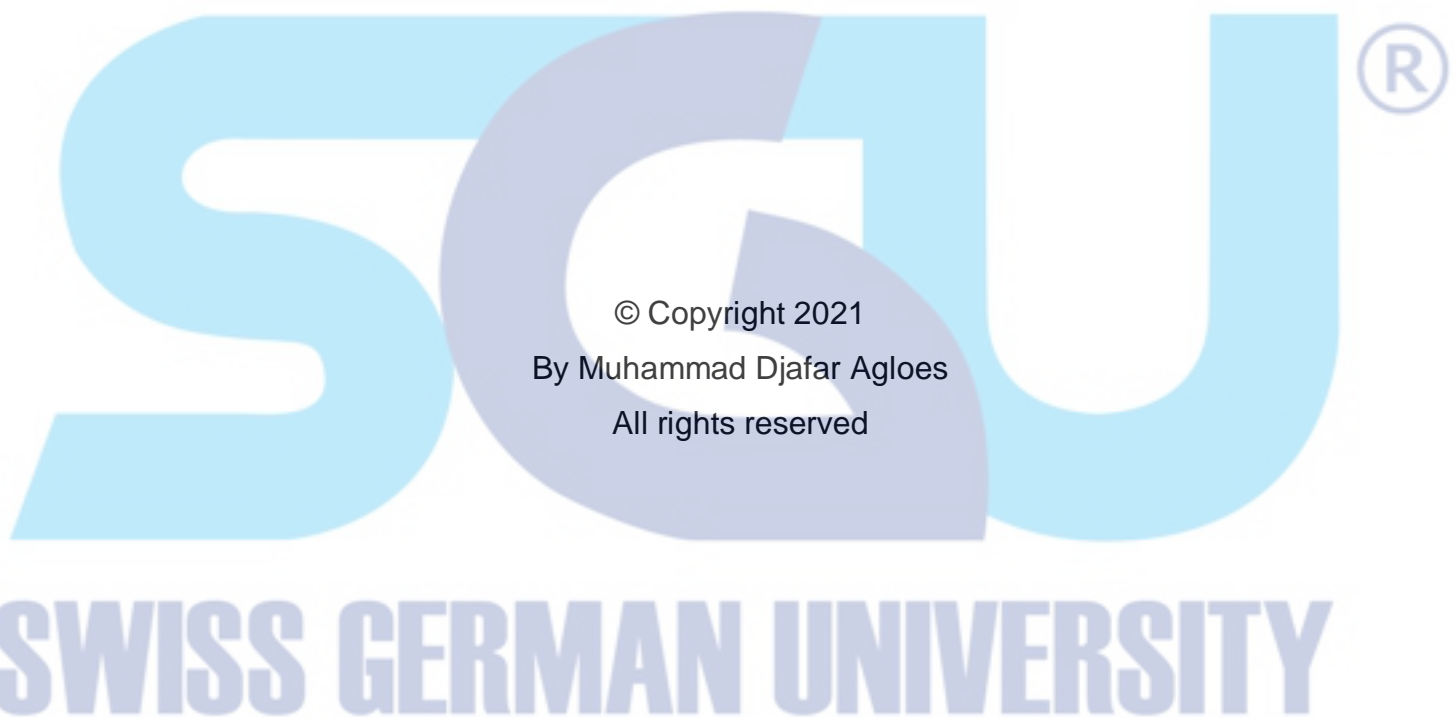
Muhammad Djafar Agloes

Fiter Abadi M.B.A., Advisor

SWISS GERMAN UNIVERSITY

Purchase intention or the intent to use is a behavioral intention of a person, which enables a person to decide and use a particular product or service. Implementation of purchase intention increasingly popular due to a changed in consumer behavior. In Indonesia, consumer tend to purchase a car based on their preferences, as a part of their self-actualization, and as a part of the designation of identity. The purpose of this research is to discover whether Lifestyle, Personality, Self-Concept and Perception can simultaneously influence consumer purchase intention towards the type of passenger car in JABODETABEK. This study uses a quantitative method and collect the information from people who already have a car or have a plan to buy a car who live in JABODETABEK between the ages of 22 - >55 using sampling method and questionnaires. The result indicates that Self-Concept and Perception have a significant effect on purchase intention. However, Lifestyle and Personality does not have a significant effect on purchase intention. Therefore, there are several recommendations for car dealers and companies that will be discussed in this research.

Keywords: Consumer Behavior, Purchase Intention, Lifestyle, Personality, Self-Concept, Perception.



DEDICATION

I dedicate this work to my beloved parents who given me will and strength to finish my research. My advisor Mr. Fiter Abadi through his endless guidance and patience has led me to finish this research. Indonesia's automotive industry especially car industry which always fascinates me.



ACKNOWLEDGEMENTS

First of all, I would like to express my endless gratitude to Allah SWT for the love, blessings, mercy, and chance to finish my research.

Second, I would like to express my deepest gratitude to my beloved parents, Lulu Wamarjan and Agus Sumirat, and my beloved sisters, Syafira Sakinah Agloes and Syahla Shafiyah Agloes who always supports and believe in me since the dawn of this research.

I would like to express my deepest gratitude to my advisor Mr Fiter Abadi M.B.A. who patiently guide me since day one, believed in my idea and help me realize the idea.

I would like to thank Maisha Cempaka, who always by my side as my mental supporters and always given me motivation to finish my research.

I would like to thank Brahmanto Prabowo Banuadi who always there for me whenever I need help to finish my research.

SWISS GERMAN UNIVERSITY

TABLE OF CONTENTS

STATEMENT BY THE AUTHOR.....	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES.....	10
LIST OF TABLES.....	11
CHAPTER 1 - INTRODUCTION.....	12
1.1 Background	12
1.2 Research Problem.....	22
1.3 Research Question	23
1.4 Research Objectives.....	23
1.5 Scope and Limitation	24
1.6 Significance of Study	24
CHAPTER 2 - LITERATURE REVIEW	25
2.1 Framework of Thinking	25
2.2 Consumer Behavior	27
2.2.1 Purchase Intention.....	28
2.2.2 Factors Affecting Purchase Intention	29
2.3 Indicators of Purchase Intention.....	31
2.4 Personal Factors.....	31
2.4.1 Lifestyle	32
2.4.2 Personality.....	34
2.4.3 Self-Concept.....	36
2.5 Psychological Factors	39
2.5.1 Perception	40
2.6 Previous Study Table.....	42
2.7 Study Difference	45

2.8	Research Model.....	46
2.9	Hypothesis.....	47
CHAPTER 3 - METHODOLOGY		48
3.1	Type of Study.....	48
3.2	Unit Analysis/Unit Observation.....	49
3.3	Sampling Design.....	49
3.3.1	Population & Sample	49
3.3.2	Sampling Method.....	49
3.3.3	Sample Size	50
3.4	Location & Time Frame of Study.....	50
3.5	Data Sources and Collection Method.....	51
3.5.1	Type of Data	51
3.5.2	Data Collection Method.....	52
3.5.3	Questionnaire Structure	52
3.5.4	Screening Questions.....	53
3.5.5	Demographic Questions	53
3.6	Research Model.....	55
3.7	Variable Operationalization	55
3.8	Data Processing Procedures	60
3.8.1	Data Preparation.....	61
3.8.2	Data Screening.....	61
3.8.3	Validity Test.....	63
3.8.4	Reliability Test	65
3.9	Data Analysis Technique	66
3.9.1	Steps in Data Processing.....	67
3.9.2	Validity Test.....	67
3.9.3	Reliability Test	68
3.9.4	Hypothesis Test and Analysis	69
CHAPTER 4 - RESULTS AND DISCUSSIONS		71
4.1	Brief of Automotive Background.....	71
4.1.1	Brief of Automotive Industry in Indonesia.....	71
4.2	Descriptive Analysis.....	71

4.2.1	Respondent Profiles	71
4.2.2	Descriptive Statistic Analysis	79
4.3	Inferential Statistic Analysis	80
4.3.1	Convergent Validity.....	80
4.3.2	Discriminant Validity	82
4.3.3	Reliability Construct	84
4.3.4	R-Square	85
4.3.5	Hypothesis Test Result and Analysis	86
4.3.6	Lifestyle on Purchase Intention	87
4.3.7	Personality on Purchase Intention.....	90
4.3.8	Self-Concept on Purchase Intention.....	92
4.3.9	Perception on Purchase Intention	95
CHAPTER 5 - CONCLUSION & RECOMMENDATIONS.....		98
5.1	Conclusion.....	98
5.2	Recommendations – Managerial Implication.....	99
5.2.1	Recommendation for Car Dealers.....	99
5.2.2	Recommendations for Car Company/Manufacturer	102
5.3	Recommendation for Future Research	104
REFERENCES.....		106
APPENDICES		116
Appendix 1 - Questionnaire		116
Appendix 2 – Raw Data of Pre-Test Respondents.....		123
Appendix 3 – Raw Data of Post-Test Respondents		124
Appendix 4 – SPSS Result.....		127
Appendix 5 – Smartpls Result		134
CURRICULUM VITAE		141

LIST OF FIGURES

Figure 1.1 Numbers of Cars Sold Worldwide between 2010 and 2020	12
Figure 1.2 Number Development of Passenger Car User	13
Figure 1.3 Number of vehicles per household in the United States from 2001 to 2017	14
Figure 1.4 Gaikindo Car Retail Sales JAN-JUL Data, 2020.....	15
Figure 1.5 Most Sought Car Colour After World Consumer	18
Figure 1.6 Most Favorite of New & Used Car Color in Indonesia	19
Figure 2.1 Research Model	47
Figure 3.1 Research Model	55
Figure 4.1 Respondents Gender	72
Figure 4.2 Respondents Age	73
Figure 4.3 Respondents Education	74
Figure 4.4 Respondents Education	75
Figure 4.5 Respondents Income.....	76
Figure 4.6 Respondents Owned Car Type	77
Figure 4.7 Respondents Most Interested Car Types	78
Figure 4.8 Respondents Area of Living	79
Figure 4.9 Diagram Hypothesis Result	87
Figure 5.1 Example of Honda Brio (LCGC) Car Type Flyer.....	100
Figure 5.2 Used Toyota Avanza and Daihatsu Xenia Price Comparison.....	101
Figure 5.3 Mercedes Benz S450-L Flyer	102
Figure 5.4 BMW M2 Coupe Competition Flyer	103

LIST OF TABLES

Table 1.1 Most Favorite Car Type in Indonesia	16
Table 2.1 Indicators of Purchase Intention	31
Table 2.2 Indicators of Lifestyle	33
Table 2.3 Indicators of Personality	35
Table 2.4 Indicators of Self-Concept	39
Table 2.5 Indicators of Perception	41
Table 2.6 List of Previous Study	42
Table 2.7 List of Difference with the Previous Studies.....	45
Table 3.1 Time Frame of the Study	51
Table 3.2 Descriptive of Likert Scale	52
Table 3.3 List of Demographic Questions.....	53
Table 3.4 Variable Operationalization.....	55
Table 3.5 Missing Value Result	62
Table 3.6 Pre-Test Validity Test Result	64
Table 3.7 Cronbach Alpha Score.....	65
Table 3.8 Pre-Test Reliability Test Result	66
Table 3.9 Rule of Thumb	68
Table 4.1 Outer Loading Value - Post Test.....	80
Table 4.2 Outer Loading Value Re-Run - Post Test	81
Table 4.3 Average Variance Extracted Test	82
Table 4.4 Cross Factor Loadings Test.....	82
Table 4.5 Cross Factor Loadings Test Re-Run	83
Table 4.6 Composite Reliability and Cronbach's Alpha Test	84
Table 4.7 Coefficient Determination Result	85
Table 4.8 Hypothesis Result.....	86
Table 4.9 Lifestyle Questionnaire Result	88
Table 4.10 Personality Questionnaire Result.....	91
Table 4.11 Self-Concept Questionnaire Result.....	93
Table 4.12 Perception Questionnaire Result\.....	96