



اُنْبُورْسِيْتِي تِكْنُولُوجِي مَارَا

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FACTORS INFLUENCING CONSUMER
PURCHASE DECISION TOWARDS PEUGEOT
CAR.

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ABSTRACT

The purpose of this study is to identify the factors influencing customer purchase decision toward Peugeot car and to investigate the relationship of the selected independent variable, price, quality, brand image and after sale service with dependent variables factor which is purchase decision. In order to provide a guide for this study, four hypotheses were formulated. Data were collected from 100 respondents of customers in Murni Millena Sdn Bhd in Kota Bharu by using questionnaires. Result obtain from the descriptive statistic revealed that most of the respondent agree with the selected independent variable and correlation analysis revealed that all independent variables which is price, quality, brand image and after sale service have moderate to high correlation with the dependent variable which is purchase decision. This supported by regression analysis where the R^2 is equal to 0.633 which indicates 63.3 % of the variances in the dependent variable which is purchase decision can be explained by changes in the independent variables, the other 36.7% cannot be explained by the independent variables which are price, quality, brand image as well as after sale service. The findings from hypothesis testing show that the null hypothesis is rejected and alternate hypothesis is accepted. It can be concluded that there are relationship between purchase decision and selected independent variables of the study appeared to provide significant result.

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CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

Basically, product or services is very crucial for every consumer. Consumer behaviour can be describe as behaviour that consumer demonstrate in searching for, purchasing, evaluating and disposing the product and services they imagine will satisfy their needs and wants (Schiffman & Kanuk, 2010, pp.23). In short, consumer behaviour basically refers to how and why people make the purchase decisions.

Therefore, marketers need to understand behaviour so that they can formulate appropriate marketing strategies that will result in increased sales as well as profit. In short, knowing why and how people consume products helps marketers to understand how to improve existing products, what types of products are needed in the market place, or how to attract consumers to buy their products. (Subadra, Murugesan, Ganapathi, 2010, pp. 37).

Basically, when consumers make any purchase decision, it depends on their individual needs and desires. In order to understand these influences, the previous researchers try to ascertain what happens inside consumers' minds and to identify external influences on purchase decisions.

Therefore, purchase decisions depend on personal emotions, social situations, goals, as well as values. Usually, customer purchase product not only to fulfil their need but also their desires. According to Maslow, human need is arranged in a hierarchy (Kotler & Amstrong, 2012). In short, individual need may be physical or biological, for safety and security, for love and affiliation, to gain prestige and esteem, or for self-fulfilment.

1.1 BACKGROUND OF COMPANY

As part of its ongoing network expansion plan, Nasim Sdn Bhd has appointed Murni Millenia Sdn Bhd to operate Peugeot Kota Bharu, the 20th sales outlet of the French Marque in Malaysia. Murni Millenia was appointed a Peugeot dealer by Nasim in 2011. The appointment marked Peugeot's re-entry into the Kelantan market after the closure of its previous dealership there at end-2008.

Murni Millenia Sdn Bhd was set up on 2011 by Hajjah Azizah Binti Haji Yaacob. The company invested RM1 million on the 6,500 sq ft facility at Jalan Sultan Yahya Petra which replaces its previous Peugeot showroom and service centre in Kota Bharu. The operation of the company is different depends on department. The operation of service department is Saturday to Thursday that is from 8.30 a.m. until 5.30 p.m. while sales department operates only on Sunday to Thursday that is from 8.30 a.m. until 5.00 p.m.

Currently, the company is managed by Mr Iskandar Afian Bin Ismail. The vision of the company is to obtain commercial benefit for the firm. Meanwhile, the mission of Murni Millenia is to deliver more value to the customer that earns their respect and loyalty.