Model of Consumer Decision Making: An Empirical Study of Credit Card Customers in Jakarta

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ABSTRACT

There is an increasing development of credit card products within the banking industry. This rapid pace of development has sparked fierce competition in the race to acquire shares in this business market. The methods used for this research are description and explanatory survey. This paper tests the hypothesis that sales competency and brand image are associated with consumer decision making by using the method analysis of multiple regression or path analysis. Information was collected from 100 credit card customers at airport executive lounge in terminal 3 Jakarta to support this hypothesis. This suggests that sales competence and brand image should be rationalized to increase customer decision making in choosing a credit card, but sales competence seems to be more dominant. The contribution this research can make to bank sales competence is very important in order for customers to be able to select a credit card, aside from making a selection based on credit card brand image only, because credit card sales competence can give clear information to customers about credit card products.

Keywords: Sales Competence, Brand Image, Customer Decision
JEL Classifications: M30, M31

1. INTRODUCTION

The rate of world development today is very rapid in all fields, and this is especially so of the increasing development of technology in the industrial world. This rapid pace of development has sparked fierce competition in the race for business market shares. A product will be accepted by the consumer if the product has more added value or is a more competitive products than other competitors' products, so that the performance of salespeople is important in offering indispensable products in the increasingly fierce competitive market of today (Akram et al., 2011).

Consumer satisfaction is a strategic aspect in winning this competition and for maintaining the company's image in the public eye. To win the competition as a service company is very difficult. Coupled with this is the way consumers view or get educated about the products and services of a company, in that consumers are becoming increasingly aware of their rights and are more selective in choosing the products offered by a company and in making a company choice (Milner and Rosenstreich, 2013). In general competence is the underlying characteristic of individuals

in order to achieve superior performance. Competence is also the knowledge, skills and abilities associated with the job. Consumer relevance to a brand will be stronger when based on experience or an appearance of communication which in turn forms an association with a brand image. A good brand image will push an increase in sales volume and the company's image as well (Bandana, 2014).

2. THEORETICAL BACKGROUND

Competence is the personal ability to perform one's job in order to get good results. Competence may include knowledge, skills, attitudes, values or personal characteristics. Competence according Punwatkar and Varghese (2014) is a series of activities, the accumulation of a collective learning process. Agha et al. (2012) explains that: "The ability of individuals is formed from two sets of factors, namely intellectual ability and physical ability factor. Intellectual ability is the ability required to perform the mental activities while physical ability is the ability required to perform tasks demanding stamina, dexterity, strength, and skill."

Competence in this study was measured from 3-dimensional and six indicators (described in the operational definition of variables and indicators).

From a product a brand image can be born if the product, according to the perception of consumers, has excellence of function(s), leading associations and images that consumers want and evokes a certain experience when interacting with consumers.

Brand image according to Zhang (2015), the brand image is the assumption about the brand reflected by the consumer through the hold on consumer memory. Fianto (2014) says that the brand image is a set of brand associations that are formed and embedded in the minds of consumers. Brand image in this study was measured from 3-dimensions and using 6 indicators.

Before buying or consuming something, consumers make decisions beforehand about what products are needed, and when, how and where the process of purchase or consumption of it will happen. In other words we need a decision-making process to buy something, either goods or services. Ahmed (2014), states that "the starting point to understanding the buyer is based on the model of stimulus response. Product characteristics and buyer decision-making process will produce certain purchase decisions."

Purchasing decisions in this study were measured from the fourth dimension and using 11 indicators.

3. METHODOLOGY

The research site in this study was the executive lounge at SoekarnoHatta international airport terminal 3, Jakarta. While the object of this paper is the service users and the airline Garuda Indonesia.

The population in this study were the passengers on Garuda Indonesia airlines in the Garuda executive lounge at,Soekarno-Hatta international airport in August 2016 which amounted to 8317 people. The size of the sample was determined by using the technique of Slovin in the form of a questionnaire. The sample size used was 100 people.

The type of data in this study is qualitative and quantitative. Sources of data consist of primary data and secondary data. The method of data collection was done by handing out of questionnaires.

The operational variable definition is a withdrawl limit variable that explains the concept briefly, clearly, and unequivocally. The operational definition in this study is as follows:
1. Sales competence (X_1).
   All the competences of the salesperson can use or be used to encourage or convince a customer to make a purchase (Punwatkar and Varghese, 2014).
2. Brand image (X_2).
   Brand image as a whole perception is formed of the object based on the information and past experience of consumers. according to Zhang (2015).
3. Purchasing decision (Y).
   Purchasing decision process of integration that combines the knowledge to evaluate the behavior of two or more alternatives and choose one of them Ahmed (2014).

4. RESULTS

The method used to process and analyze the data in this study is descriptive method.This study analyzed the impact of one variable to another. These variables consist of three variables namely: Influence sales competence (X1), brand image (X2), and purchase decision (Y). The reseach results can be seen in Table 1.

The Table 1 is used to describe the regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 4.240 + 0.646.X_1 + 0.379.X_2$$

The results means that the variable sales competency and brand image are included simultaneously in the regression model and proved to have a significant outcome of the variable purchase decision where the probability significance <0.05 while the regression equation in this study is only used to describe the relationship between the variables.

5. DISCUSSION

5.1. Hypothesis Test and t Test Result
T test function to test the hypothesis of research is separate. If the t count> t table has a significance level of <a (0:05), then the independent variable individually affect the dependent variable.

5.2. The Impact of Sales Competence to Decision of Choosing Credit Card
Based on the analysis of data obtained where the t = 6.510 and the t table of 1.660 mean that t> t table with significance of

Table 1: Multiple regression - the impact of sales competency and brand image to purchase decision

Coefficients[a]					
Model	Unstandardized coefficients		Standardized coefficients	T	Significance
	B	Standard error	Beta		
1					
(Constant)	4.240	1.014		4.183	0.000
Sales competency	0.646	0.099	0.574	6.510	0.000
Brand image	0.379	0.092	0.361	4.103	0.000

[a]Dependent variable: Consumer decsion making

0000. if significance <0.05 means significant influence. But if significance >0.05, then it has no effect. The analysis showed 6.510 t count> t table 1.660 with significance 0.000 >0.05, so it can be stated that the first is the hypothetical effect on the sales competence decision credit card 51.1%. Values obtained by multiplying by zero-order beta.

5.3. The Impact of Brand Image to Decision in Choosing Credit Card

Based on the analysis of data obtained t value of 4.103 and t table of 1.660 means that t> t table with significance of 0000. if significance <0.05 means significant influence. But if significance >0.05, then it has no effect. The analysis showed 4.103 t count> t table 1.660 with significance 0.000 >0.05, so it can be stated that the second hypothesis of what affects the brand image selection in the decisions to choose a credit card of 31.1%. Values obtained by multiplying by zero-order beta.

5.4. Hypotesis Test and F Test Result

F test is also known as a test (done simultaneously), and which is useful in order to know the effect of all independent variables namely Sales competency and brand image on the dependent variable for decision vote. Test F in the study was to determine how much influence the simultaneous variables were independent of the dependent variable. If the value of F is larger than F table then Ho is rejected and H_1 accepted, meaning independent variables have a significant influence on the dependent variable.

The results of the F test obtained were an F count equal to 224 263 with a significance level of 0000 and the value of F table at 3:09, since F count (224 263)> F table (3:09), because the F is larger than F table then the regression model can be used to predict decision choosing or it can be said that the sales competency and brand image together significantly affect decisions in choosing a credit card.

5.5. Coefficient of Determination/R^2

R^2 is to determine how strong and significant impact of independent variables on the dependent variable R^2 value is of 82.2%, which means competence variable sales and brand image influence the decision to choose a credit card is 82.2% and 17.8% influenced by other variables outside the research (Table 2). In theory, the factors that influence purchasing decisions are many and these will be the foundation for further studies in the future in order to refine this study.

Table 2: Coefficient of results

Model summary				
Model	R	R²	Adjusted R²	Standard error of the estimate
1	0.907a	0.822	0.819	2.23243

aPredictors: (Constant), Citra merk, Kompensasi sales

6. CONCUSION

Based on the research results it can be seen that there is a strong and significant correlation of sales competence on credit card customer decison. There was quite a strong relationship and significant influence of brand image on the decision to choose a credit card. There were positive and significant impact from sales competency and brand image on the purchase decision when selecting a credit card, and that the dominant variable was sales competency. The conclusion therefore is that there is a simultaneous influence of sales competency and brand image in the making of purchase decisions/decisions choosing credit card.

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