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FACTORS THAT AFFECT THE PURCHASE
DECISION OF PROTON CAR IN PULAU PINANG

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FACTORS THAT AFFECT THE PURCHASE DECISION OF PROTON CAR IN
PULAU PINANG

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Thesis submitted to

Othman Yeop Abdullah Graduate School of Business,

UNIVERSITI UTARA MALAYSIA,

In Partial Fulfillment of the requirement for the Master of Science (Management)



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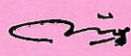
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ABSTRACT

The objective of this research is to examine the factors that affect the purchase decision of PROTON car in Pulau Pinang. This research uses mall intercept method to collected data from respondents. The population of respondents in Pulau Pinang is around 1.767 million. Thus, the sample size in this research is 384 respondents according to the Krejcie and Morgan table (1970). However, 400 sets of questionnaires were successfully collected through the data collection. Through review of literature and previous studies, a conceptual model was defined and the variables affect the purchase decision of PROTON car included the brand image, quality, design or aesthetic and price. In this study, SmartPLS was used to analyze the measurement and structural models. By using SmartPLS, the data was transformed into Excel CVS file to generate raw input for the application. The findings reveal that the purchase decision of PROTON car had positive relationship and significant with brand image, price and design or aesthetic. While the quality factor does not have a significant relationship with the purchase decision of Proton car.

Keywords: Purchase Decision, brand image, quality, design or aesthetic, price, and PROTON CAR



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ABSTRAK

Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi keputusan pembelian kereta PROTON di Pulau Pinang. Kajian ini menggunakan kaedah pintasan-mal (mall-intercept) untuk memperolehi data atau informasi daripada responden. Anggaran bilangan populasi responden di Pulau Pinang adalah seramai 1.767 juta. Oleh yang demikian, saiz sampel bagi kajian ini adalah seramai 384 bilangan responden dengan berdasarkan jadual Krejcie dan Morgan (1970). Bagaimanapun sebanyak 400 set soal selidik telah berjaya dikumpulkan. Dengan merujuk kepada ulasan karya dan sorotan kajian lepas yang relevan, satu reka bentuk kajian dan komponen-komponen yang mempengaruhi keputusan pembelian kereta Proton dapat dikenalpasti. Komponen tersebut mengandungi jenama imej, kualiti, reka bentuk dan harga. Dalam penyelidikan ini, SmartPLS digunakan bagi menganalisis pengukuran dan struktur model. Dengan menggunakan SmartPLS, data tersebut dimautkan ke dalam bentuk Excel CVS untuk menghasilkan data mentah bagi aplikasi SmartPLS. Keputusan bagi kajian ini menunjukkan bahawa keputusan pembelian kereta PROTON mempunyai hubungan yang positif dan ketara dengan jenama imej, harga dan reka bentuk. Manakala, faktor kualiti tidak menunjukkan hubungan yang ketara dengan keputusan pembelian kereta PROTON.

Kata kunci: Keputusan Pembelian, jenama imej, kualiti, reka bentuk, harga dan kereta PROTON



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ACKNOWLEDGEMENT

Firstly, I would like to thank my supervisor Dr Yaty Sulaiman (Lecturer, College of Business, Universiti Utara Malaysia) for leading and guiding me in order to complete this research paper. It is very great to have a good supervisor to share her knowledge and experience in helping me to complete this research. Dr Yaty Sulaiman spends her precious time with me and provides me with a lot of information in order to complete every task in this research paper. She helps me whenever I face any problem, answers my questions, shows me the example and explains in very details for me to understand. Here, I wish to express my gratitude to Dr Yaty Sulaiman in term of her sharing, caring, and spending her time with me in the process of completing this research paper.

Secondly, I wish to express my gratitude to my friends and family for providing me with their endless caring and support during the process of completing this research paper. I really appreciate their consideration and patience to support and help me in many terms to achieve my Master's degree in Science Management.

Last but not least, I would like to express my gratitude to all who have helped me and supported me in completing this research paper. Through this research paper, I have gained a lot of experience and knowledge in writing a research paper. I believe that this valuable experience would certainly help me to go beyond the further studies.

Thank you.

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LIST OF ABBREVIATIONS

PROTON	Perusahaan Otomobil Nasional (National Automobile Company)
MMC	Mitsubishi Motors
PERODUA	Perusahaan Otomobil Kedua
DRB	Diversified Resources Berhad
HICOM	Heavy Industries Corporation of Malaysia Berhad
MAA	Malaysian Automotive Association
KPIs	Key Performance Indexes
CSI	Customer Satisfaction Index
COO	Country of Origin
BRA	Brand Awareness
BRL	Brand Loyalty
BRI	Brand Image
PRQ	Perceived Quality
LVAM	Low volume automotive manufacturing
PHEI	Private Higher Education Institution
PLS	Partial Least Square
CR	Composite Reliability
AVE	Average Variance Extracted
LVs	Latent variables
SEM	Structural Equation Modeling
CB	CO-variance based approach
ML	Maximum Likelihood
R ²	Coefficient of determination

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will help readers to understand the research that conducted by the researcher. In this chapter, it provides the details about the background of the study, research questions, problem statement and objectives of the research conducted. In addition, theoretical framework, hypothesis, the significance of the study, scope and limitation of study, scope of the study and organization of the dissertation also will be highlighted in this chapter.

1.1 Background of the Study

PROTON Holdings Berhad (PHB) is a Malaysia corporation that active in industry automotive which including in automotive design, distribution, manufacturing and sales. PROTON was founded on 7 May 1983 by founder Tun Mahathir Mohamad who is currently Prime Minister of Malaysia. The establishment of PROTON is related to Tun Mahathir's vision to improve Malaysia's industrialization compete with those developed countries. The vision achieved in the year of 1982 when the National Car Project was approved by the Cabinet. PROTON was established in the year of 1983 and become the only one national badged car company. The word "PROTON" is the short term name which abbreviated from Bahasa Melayu "Perusahaan Otomobil Nasional".

Proton Saga was the first model of Proton car. Proton Saga was launched on July 9, 1985. The name "Saga" was named by Ismail Jaafar. The name "Saga" derived from *Adenanthera Pavonina*, which is a type of seed in Malaysia. Singapore was the first new market for the Proton. Proton Saga 1.5l sedan and Aeroback was launched in 1986 after a

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APPENDIX
QUESTIONNAIRE



Questionnaire/ Soal Selidik

The Factors that affect the Purchase Decision of PROTON Car in Pulau Pinang

Faktor- faktor mempengaruhi keputusan pembelian kereta PROTON di Pulau Pinang

Dear Respondent,

I am a Master of Science (Management) student in Universiti Utara Malaysia. This questionnaire contains 3 sections: Section A, Section B and Section C. The purpose of this questionnaire is to identify the factors affect the purchase decision of PROTON car in Pulau Pinang. All the information provided is CONFIDENTIAL and used for academic purpose only. We will not publish any information that would involve any individual or organization for other purposes. Thank you for your time and cooperation in completing this research.

Responden yang dihormati,

Saya merupakan pelajar Sarjana Sains (Pengurusan) di Universiti Utara Malaysia. Soal selidik ini mengandungi 3 Bahagian: Bahagian A, Bahagian B dan Bahagian C. Tujuan soal selidik ini adalah untuk mengenal pasti Faktor-faktor mempengaruhi keputusan pembelian kereta PROTON di Pulau Pinang. Semua maklumat yang diberikan adalah SULIT dan digunakan untuk tujuan akademik sahaja. Kami tidak akan menyiarkan sebarang maklumat yang akan melibatkan mana-mana individu atau organisasi bagi tujuan lain. Terima kasih atas masa dan kerjasama anda dalam menyiapkan penyelidikan ini.

Researcher's Name/ Nama Penyelidik: Tang Wei Chau (821875)

Master of Science (Management)/ Sarjana Sains Pengurusan

Universiti Utara Malaysia (UUM)

Section A: Demographic Background of the Respondent

Bahagian A: Latar Belakang Demografi Responden

This section is to obtain information of the respondent background. Please tick (✓) in the appropriate box. *Bahagian ini adalah untuk mendapatkan maklumat mengenai latar belakang responden. Sila tandakan (✓) pada kotak yang berkenaan.*

1. Gender / *Jantina*:

☐

Male/ *Lelaki*

☐

Female/ *Perempuan*

2. Race / *Bangsa*

☐

Malay/ *Melayu*

☐

Chinese/ *Cina*

☐

Indian/ *India*

☐

Others/ *Lain-lain*: _____ (Please State/ *Sila Nyatakan*)

3. Age/ *Umur*

☐

Under 25/ *Bawah 25*

☐

26-35

☐

36-45

☐

46-55

☐

Over 55/ *Atas 55*

4. Highest Educational Level/ *Tahap Pendidikan Tertinggi*

☐

PMR/ *PMR*

☐

SPM/ *SPM*

☐

STPM/ *STPM*

☐ Diploma/ *Diploma*

☐ Bachelor/ *Ijazah*

☐ Master/ *Sarjana*

☐ PhD

☐ Others/ *Lain- lain*: _____ (Please State/ *Sila Nyatakan*)

5. What is your occupation? *Apakah perker jaan anda?*

☐ Student/ *Pelajar*

☐ Employed/ *Beker ja*

☐ Unemployed/ *Tidak bekerja*

☐ Retired/ *Bersara*

☐ Others/ *Lain-lain*: _____ (Please State/ *Sila Nyatakan*)

6. What is your level of income per month? *Berapakah gaji bulanan anda?*

☐ Less than RM 1500/ *Kurang dari RM 1500*

☐ RM 1501-RM2500

☐ RM 2501- RM 3500

☐ RM 3501-RM 4500

☐ More than RM 4500/ *Lebih dari RM 4500*

7. My car brand is / *Jenama kereta saya adalah:*

☐ PROTON

☐ PERODUA

☐ HONDA

☐ TOYOTA

☐ NISSAN

☐ Others/ Lain-lain. _____ (Please State/ Sila Nyatakan)

Section B: Factors That Would Affect Purchase Decision of PROTON car.
Bahagian B: Faktor-faktor yang mempengaruhi keputusan pembelian kereta PROTON.

Please indicate your respond to the following statement according to the scale below.

Sila nyatakan jawapan anda dengan kenyataan berikut mengikut skala di bawah.

Strongly Disagree/ Sangat Tidak Setuju (SD)	Disagree/ Tidak Setuju (D)	Neutral/ Neutral (N)	Agree/ Setuju (A)	Strongly Agree/ Sangat Setuju (SA)
1	2	3	4	5

i. **Brand Image/ Jenama Imej**

No	Question	SD	D	N	A	SA
1.	I can distinguish PROTON brand element from other brands. <i>Saya boleh membezakan elemen jenama PROTON daripada jenama lain.</i>	1	2	3	4	5
2.	I tend to purchase PROTON brand because that really make me look good in front of my friends <i>Saya cenderung untuk membeli jenama PROTON kerana saya kelihatan hebat di kalangan kawan.</i>	1	2	3	4	5
3.	I tend to purchase PROTON brand, which has a very good image. <i>Saya cenderung untuk membeli kereta jenama PROTON, dimana ia mempunyai imej yang</i>	1	2	3	4	5

	<i>baik.</i>					
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ii. Quality/ Kualiti

No	Question	SD	D	N	A	SA
1.	PROTON car is highly quality. <i>Kereta PROTON sangat berkualiti.</i>	1	2	3	4	5
2.	PROTON car is highly reliable. <i>Kereta PROTON sangat dipercayai.</i>	1	2	3	4	5
3.	PROTON car is very innovative. <i>Kereta PROTON sangat berinovatif.</i>	1	2	3	4	5
4.	PROTON cars have excellent features. <i>Kereta PROTON mempunyai fungsi yang hebat.</i>	1	2	3	4	5
5.	PROTON car is very durable. <i>Kereta PROTON sangat bertahan lasak.</i>	1	2	3	4	5

iii. Design or Aesthetic/ Reka bentuk

No	Question	SD	D	N	A	SA
1.	The shape and design are my consideration in buying a PROTON car. <i>Reka bentuk menjadi pertimbangan saya dalam membeli kereta PROTON.</i>	1	2	3	4	5
2.	I feel good about myself when I own a PROTON car with superior design. <i>Saya berasa bagus apabila memiliki kereta PROTON yang hebat dengan reka bentuknya.</i>	1	2	3	4	5
3.	If there are similar cars with similar features available in the market, I will purchase the PROTON car with the latest design. <i>Sekiranya ada kereta lain yang mempunyai fungsi dan ciri yang sama di pasaran, saya akan membeli kereta PROTON dengan reka bentuk yang terbaru.</i>	1	2	3	4	5
4.	I would not buy the latest PROTON car model if there is no major difference in design over the previous model. <i>Saya tidak bercadang membeli kereta PROTON model yang terbaru sekiranya tiada perbezaan reka bentuk dengan model yang sebelumnya,</i>	1	2	3	4	5

iv. Price/ Harga

No	Question	SD	D	N	A	SA
1.	The price of PROTON car is high. <i>Kereta PROTON berharga tinggi.</i>	1	2	3	4	5
2.	The price of PROTON car is low. <i>Kereta PROTON berharga rendah.</i>	1	2	3	4	5
3.	I think PROTON car will be good value the money. <i>Saya berasa kereta PROTON amat bernilai.</i>	1	2	3	4	5
4.	If I buy a PROTON car, I will be getting a good car for a reasonable price. <i>Sekiranya saya membeli kereta PROTON, saya akan mendapat sebuah kereta yang bagus dengan harga yang berpatutan.</i>	1	2	3	4	5

Section C: Purchase Decision

Bahagian C: Keputusan

Pembelian

No	Question	SD	D	N	A	SA
1.	I would purchase PROTON car because its fulfils my brand image requirement. <i>Saya akan membeli kereta PROTON kerana ia dapat memenuhi jenama imej saya inginkan.</i>	1	2	3	4	5
2.	I would purchase PROTON car because its fulfils my quality requirement. <i>Saya akan membeli kereta PROTON kerana ia dapat memenuhi tahap kualiti yang saya inginkan.</i>	1	2	3	4	5
3.	I would purchase PROTON car because its fulfils my design and aesthetic requirement. <i>Saya akan membeli kereta PROTON kerana ia dapat memenuhi reka bentuk yang saya inginkan.</i>	1	2	3	4	5
4.	I would purchase PROTON car because the price is reasonable. <i>Saya akan membeli kereta PROTON kerana harganya yang berpatutan.</i>	1	2	3	4	5

-----End of Questionnaire-----

Tamat Soal Selidik

Thank you for the participation

Terima kasih atas kerjasama anda



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