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

TANG WEI CHAU

MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
A181
FACTORS THAT AFFECT THE PURCHASE DECISION OF PROTON CAR IN PULAU PINANG

BY

TANG WEI CHAU

821875

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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Saya, mengaku bertandatangan, memperakuan bahawa
(I, the undersigned, certify that)

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(Candidate for the degree of)

MASTER OF SCIENCE (MANAGEMENT)

telah mengemukakan kertas penyeḥidikan yang bertajuk
(has presented his/her research paper of the following title)

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

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by the research paper).

Nama Penyelia
(Name of Supervisor)

: DR. YATY BT. SULAIMAN

Tandatangan
(Signature)

:

Tarikh
(Date)

: 13 DESEMBER 2018
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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 collect 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 CSV 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

Kata kunci: Keputusan Pembelian, jenama imej, kualiti, reka bentuk, harga dan kereta PROTON.
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.
Tang Wei Chau
Matric: 821875
Master of Science (Management)
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<td>PROTON</td>
<td>Perusahaan Otomobil National (National Automobile Company)</td>
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<tr>
<td>MMC</td>
<td>Mitsubishi Motors</td>
</tr>
<tr>
<td>PERO DUA</td>
<td>Perusahaan Otomobil Kedua</td>
</tr>
<tr>
<td>DRB</td>
<td>Diversified Resources Berhad</td>
</tr>
<tr>
<td>HICOM</td>
<td>Heavy Industries Corporation of Malaysia Berhad</td>
</tr>
<tr>
<td>MAA</td>
<td>Malaysian Automotive Association</td>
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<td>KPIs</td>
<td>Key Performance Indexes</td>
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<td>CSI</td>
<td>Customer Satisfaction Index</td>
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<td>COO</td>
<td>Country of Origin</td>
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<td>BRA</td>
<td>Brand Awareness</td>
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<td>BRL</td>
<td>Brand Loyalty</td>
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<td>BRI</td>
<td>Brand Image</td>
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<td>PRQ</td>
<td>Perceived Quality</td>
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<td>LVAM</td>
<td>Low volume automotive manufacturing</td>
</tr>
<tr>
<td>PHEI</td>
<td>Private Higher Education Institution</td>
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<td>PLS</td>
<td>Partial Least Square</td>
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<tr>
<td>CR</td>
<td>Composite Reliability</td>
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<tr>
<td>AVE</td>
<td>Average Variance Extracted</td>
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<td>LVs</td>
<td>Latent variables</td>
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<td>SEM</td>
<td>Structural Equation Modeling</td>
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<tr>
<td>CB</td>
<td>CO-variance based approach</td>
</tr>
<tr>
<td>ML</td>
<td>Maximum Likelihood</td>
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<td>$R^2$</td>
<td>Coefficient of determination</td>
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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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McKinsey’s (October 2012), Africa Consumer Insights Center “The Consumer decision journey”.


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

Faktor-faktor menpengaruhi 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,


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

Master of Science (Management)/ Sarjana Sains Pengurusan

Universiti Utara Malaysia (UUM)

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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 berkaitan.

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
5. What is your occupation? Apakah perkerjaan anda?
- Student/ Pelajar
- Employed/ Bekerja
- 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
Section B: Factors That Would Affect Purchase Decision of PROTON car.

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

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<th>Strongly Disagree/ Sama Tidak Setuju (SD)</th>
<th>Disagree/ Tidak Setuju (D)</th>
<th>Neutral/ Netral (N)</th>
<th>Agree/ Setuju (A)</th>
<th>Strongly Agree/ Sangat Setuju (SA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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</table>

1. I can distinguish PROTON brand element from other brands.
   Saya boleh membezakan elemen jenama PROTON daripada jenama lain.

2. I tend to purchase PROTON brand because that really make me look good in front of my friends.
   Saya cenderung untuk membeli jenama PROTON kerana saya kelihatan hebat di kalangan kawan.

3. I tend to purchase PROTON brand, which has a very good image.
   Saya cenderung untuk membeli kereta jenama PROTON, dimana ia mempunyai imej yang
ft. Quality/ Kualiti

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<th>Question</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
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<td>PROTON car is highly quality. Kereta PROTON sangat berkualiti.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>PROTON car is highly reliable. Kereta PROTON sangat dipercayai.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
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<td>3.</td>
<td>PROTON car is very innovative. Kereta PROTON sangat berinovatif.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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<tr>
<td>4.</td>
<td>PROTON cars have excellent features. Kereta PROTON mempunyai fungsi yang hebat.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
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<td>5.</td>
<td>PROTON car is very durable. Kereta PROTON sangat bertahan lasak.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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ft. Design or Aesthetic/ Reka bentuk

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

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<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
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<tr>
<td>1.</td>
<td>The price of PROTON car is high.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>The price of PROTON car is low.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>I think PROTON car will be good value for money.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td>If I buy a PROTON car, I will be getting a good car for a reasonable price.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

### Section C: Purchase Decision

Bahagian C: Keputusan Pembelian

<table>
<thead>
<tr>
<th>No</th>
<th>Question</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>I would purchase PROTON car because its fulfills my brand image requirement.</td>
<td>1</td>
<td>2</td>
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<tr>
<td>2.</td>
<td>I would purchase PROTON car because its fulfills my quality requirement.</td>
<td>1</td>
<td>2</td>
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</tr>
<tr>
<td>3.</td>
<td>I would purchase PROTON car because its fulfills my design and aesthetic requirement.</td>
<td>1</td>
<td>2</td>
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<tr>
<td>4.</td>
<td>I would purchase PROTON car because the price is reasonable.</td>
<td>1</td>
<td>2</td>
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</table>

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End of Questionnaire

Tamat Soal Selidik

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***Thank you for the participation***

Terima kasih atas kerjasama anda