PERPUSTAKAAN
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FACTORS RELATED TO DECISION MAKING IN BUYING SECOND-HAND CAR OF CONSUMERS IN SUNGAI PETANI, KEDAH

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RUJUKAN SAHAJA

ABSTRACT

In today's time, car has become an important transport in our daily lives. It can transport people from one place to another place. By using car people's lives will become more convenient, besides saving time and money. The second-hand car or used car have played a role in replacing new cars which has become another alternative to these groups to own a new car. The price of a second-hand car is reasonable. This study was conducted to determine the factors related to decision making in buying second-hand car of consumers in Sungai Petani, Kedah. The study use theoretical framework from Khodaverdi Khan and Supinit (2015) which include five independent variables: price, car model, safety of car, brand and color that influence one dependent variable: buying decision process. This study uses questionnaires to collect data. This study analyses the collected data from specific area in Sungai Petani, Kedah by using Statistical Package for the Social Science (SPSS) software. This study used 100 questionnaires which were distributed randomly to respondents in the busy area in Bandar Putri Jaya, Sungai Petani. The response rate is 71 and the error rate is 29. The result shows that 69.1% of the subjects were males. 30.9% of the subjects were females. The majority of age were between 30 and 39 years (43.7%). The majority of marital status were the married category (76.1%). The majority of education level were the degree holders (76.1%). The majority of employment status were the employed (52.1%). The majority of monthly income were between RM1001 and RM2000 (49.3%). The majority of second-hand car prices were between RM10001 and RM20000 (45.1%). The majority of second-hand car brand were Perodua (43.7%). The majority of second-hand car type were compact cars (49.3%).The influence of price to consumers was very important, followed by influence of car model was quite important, influence of safety and brand were important and influence of color was just a less important among the factors that influence buying decision process.

Keywords: Second-hand car, price, car model, safety of car, brand, color.

ABSTRAK

Di zaman sekarang, kereta telah menjadi pengangkutan yang penting dalam kehidupan seharian kita. Ia boleh mengangkut orang dari satu tempat ke tempat lain. Dengan menggunakan kereta kehidupan masyarakat akan menjadi lebih mudah, disamping dapat menjimatkan masa, dan wang. Kereta terpakai atau kereta tangan kedua telah memainkan peranan sebagai pengganti kereta baru yang merupakan satu lagi alternatif kepada kumpulan ini untuk memmiliki sebuah kereta baru. Harga kereta terpakai adalah munasabah. Kajian ini dijalankan untuk menentukan faktor-faktor yang berkaitan dengan pengambilan keputusan dalam membeli kereta terpakai pengguna di Sungai Petani, Kedah. Kajian ini menggunakan kerangka teoritis dari Khodaverdi Khan dan Supinit (2015) yang merangkumi lima pembolehubah bebas: harga, model kereta, keselamatan kereta, jenama dan warna yang mempengaruhi satu pemboleh ubah bersandar: keputusan untuk membili. Kajian ini menggunakan soal selidik untuk mengumpul data. Kajian ini menganalisa data yang terkumpul di Sungai Petani, Kedah dengan menggunakan perisian pakej statistik untuk Sains Sosial (SPSS). Kajian ini menggunakan 100 borang soal-selidik yang diedarkan secara rawak kepada responden di kawasan sibuk di Bandar Putri Jaya, Sungai Petani. Kadar tindak balas adalah 71 dan kadar salat ialah 29. Hasilnya menunjukkan bahawa 69.1% daripada subjek adalah lelaki. 30.9% daripada subjek adalah perempuan. Majoriti umur ialah antara 30 hingga 39 tahun (43.7%). Majoriti status perkahwinan yang berkahwin (76.1%). Majoriti tahap pendidikan adalah yang memiliki ijazah (76.1%). Majoriti status pekerjaan adalah yang bekerja (52.1%). Majoriti pendapatan bulanan adalah antara RM1001 hingga RM2000 (49.3%). Majoriti harga kereta terpakai adalah antara RM10001 hingga RM20000 (45.1%). Majoriti jenama kereta terpakai adalah Perodua (43.7%). Majoriti jenis kereta terpakai adalah jenis kampak (49.3%). Pengaruh harga kepada pengguna adalah sangat penting, diikuti oleh pengaruh model kereta yang sangat penting, pengaruh keselamatan dan jenama adalah penting dan pengaruh warna hanya faktor kecil yang mempengaruhi proses membuat keputusan untuk membeli.

Kata kunci: kereta terpakai, harga, model kereta, keselamatan kereta, jenama, warna.

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