

## **CUSTOMER PERCEPTION TOWARD “PAPERINK PRINTING & OFFSET” COMPANY**

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### **ABSTRACT**

*PaperInk Printing and Offset is a company operated in digital and offset printing service. This research is conducted based on the problem found in PaperInk. Author analyzes the gap between price and quality of PaperInk product in comparison with competitors' leading to customer perception. Therefore, a research is organized in order to detect the cause.*

*The objective behind this research is to find how customers perceive PaperInk Printing & Offset Product. Primary data including questionnaire and interview, and secondary data in the form of company internal data are utilized in this research. Total population of 150 customers narrowed into 100 samples are involved using simple random sampling method. Interviewees consist of 4 persons representing different age category. A statistical method of Exploratory Factor Analysis applies using SPSS 2015. The first factor of the research is Planned Behaviour which includes attitude, preference, and hope. The second factor of the research is Self Image which comprises motivation and experience.*

**Keyword:** Factor, Perception, Planned Behaviour, Self Image

### **INTRODUCTION**

Highly competitive printing and offset industry is driving customers to be more price and quality sensitive in purchase decision. Price structure shows comparison, and describes market condition. PaperInk price is categorized as low price compared to relevant competitors. Meanwhile, PaperInk offers equal or similar quality to competitors'. The difference only lies in paper thickness. Price and Quality proposed by PaperInk causes Customer Perception. This research will analyze factors shaping customers' perception toward PaperInk.

### **LITERATURE REVIEW**

A research entitled “*Analisa Pengaruh Motivasi, Persepsi, dan Sikap Konsumen Terhadap Keputusan Pembelian Mobil Daihatsu Xenia di Sidoarjo*” by Saputra and Samuel (2013) with the purpose of analyzing the effect of psychological factor including motivation, perception, learning, belief, and attitude toward decision in buying Xenia in Sidoarjo indicates that motivation, perception, and attitude is influencing customers' decision in buying Xenia in Sidoarjo. The most influential factor is motivation.

A second research entitled “*Analisis Faktor Persepsi yang Mempengaruhi Minat Konsumen untuk Berbelanja pada Giant Hypermarket Bekasi*” by Natalia (2013) with the objective to test

the effect of location, product completeness, product quality, price, service, convenience, and promotion altogether or partially on customer willingness to shop suggests that location, product completeness, quality, price, and promotion altogether affect customer willingness to shop. The most dominant variable is promotion. Whereas, service and convenience have no effect on customer willingness to shop.

The next research with the title of “The Effect of Perceived Risk on Online Shopping in Jordan” conducted by Mansoud (2013) aimed to analyze the effect of perception toward shopping habit in Jordan recommends that financial risk, product risk, delivery risk, and security risk give no effect on online shopping habit.

According to Slamento (2010), perception is the process of getting message or information into human brain. Through perception, human beings are continuously interacting with their environment by means of their senses – sight, hearing, taste, smell, and touch.

According to Nugroho J. Setiadi (2013), factors forming perceptions are:

Attitude – determines positive or negative responses that people obtain

Motivation – is a factor driving people attitude and action

Interest – differentiates people’s judgement on an object, and bases people’s liking or disliking toward that object

Past Experience – shapes people’s perception since we usually make a conclusion similar to what we have seen or heard

Hope – affects people’s perception in decision making. We tend to reject opinion, suggestion, or offer which does not fit our hope.

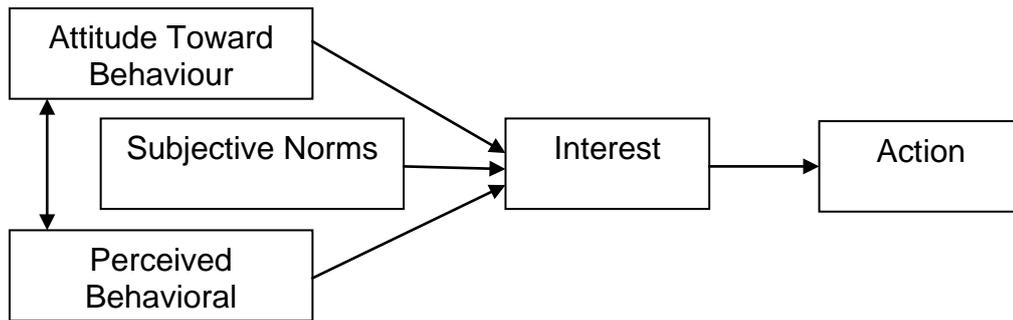
Situation – is our surroundings which influences our perception. The same object seen in different situation will result in different perception.

Theory of Planned Behaviour

Is a behaviour model which estimates customer’s interest in doing an action. His / her interest will give influence on his / her hope in decision making. Theory of Planned Behaviour (TPB) Model is the development of Theory of Reasoned Action (TRA) Model and Multi-Attribute Fishbein Model (Sumarwan, 2011).

Based on Theory of Planned Behavior (TPB), interest is affected by three core factors, which are:

1. Attitude Toward Behaviour  
is an individual's positive or negative evaluation of self-performance of the particular behavior. This evaluation is produced from the two main factors which are perceived behavioral control and subjective norms affecting interest.
2. Perceived Behavioral Control  
is shaped from the power of control factor involving situation of an object or total accessible information from various sources. People will evaluate strength and weakness of factors being experienced so that it will encourage the interest to fulfill the real need.
3. Subjective Norms  
an individual's perception about the particular behavior, which is influenced by the judgment of significant others.



**Figure 1. Theory of Planned Behavior (TPB)**

Source: Sumarwan, 2011

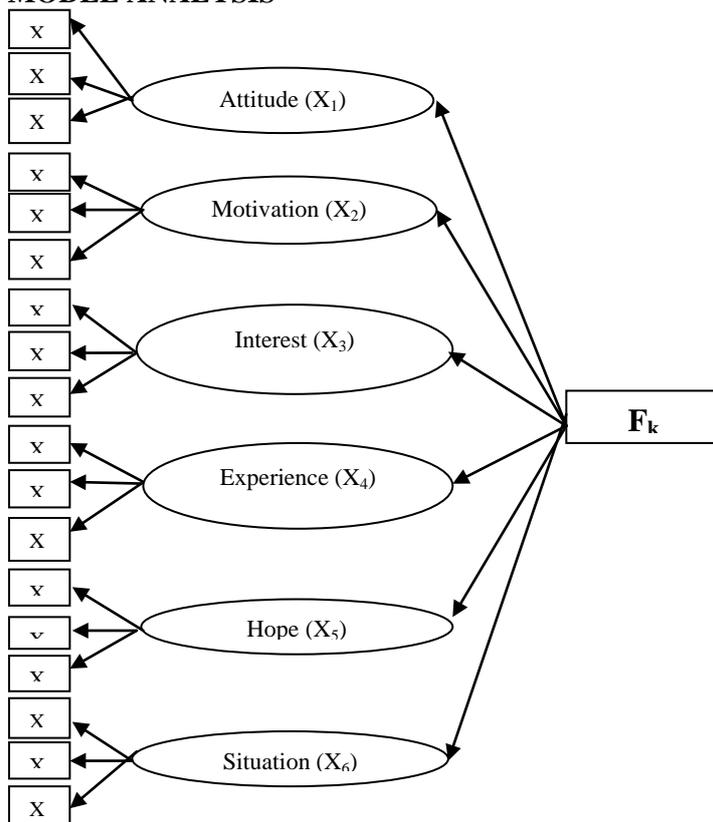
**Behavior Theory (B. F. Skinner)**

B. F. Skinner believes that the best way to understand behaviour is to look at the learning process and experience. Human behaviour is determined by stimulus from environment which motivates to do something in the form of response.

**Behavior Theory (Henry Murray)**

Henry Murray suggests that behaviour is more understandable by exploring someone's unconscious mind. Murray describes that our personalities are a reflection of behaviors controlled by needs rooted from past experience.

**MODEL ANALYSIS**



**Figure 2. Exploratory Factor Model Analysis**

## RESEARCH METHODS

### Research Design

The research uses quantitative method. According to Sugiyono (2012), a research is stated as quantitative research if the data collection are in the form of numbers and statistical analysis. This research implements Exploratory Factor Analysis aimed to test the mutual relationship among a large set of variables, then grouped into dimension which has similarity.

### Research Sample

This research involves 100 respondents take in by means of simple random sampling method since each individual has the same probability of being chosen at any stage during the sampling process.

### Operational Definition

**Table 1**

No	Variable	Definition	Indicator	Source
1	Attitude ( $X_1$ ),	Attitude is the result of evaluation on object expressed in the cognitive, affective, and behavioral process (Eagly & Chaiken dalam Ramdhani, 2009).	- Trust ( $X_{1.1}$ ) - Behaviour ( $X_{1.2}$ ) - Product Attribute ( $X_{1.3}$ )	Nugroho J. Setiadi (2013)
2	Motivation ( $X_2$ )	Motivation is the process where needs drive people to do a set of activities directed to achieve certain objective (Munandar, 2010 : 323)	- Need ( $X_{2.1}$ ) - Drive ( $X_{2.2}$ ) - Objective ( $X_{2.3}$ )	Nugroho J. Setiadi (2013)
3	Interest ( $X_3$ )	Interest is an affection or attachment on doing something or an activity without being asked or instructed to do so. It is basically an acceptance on the relationship between self and something outside (Slameto, 2010: 180)	- Inner Drive ( $X_{3.1}$ ) - External Drive ( $X_{3.2}$ ) - Emotion ( $X_{3.3}$ )	Nugroho J. Setiadi (2013)
4	Experience ( $X_4$ )	Past experience is a personal event happened due to response toward stimulus caused by direct observation or participation in an event (Schmitt, 1999)	- Sensory ( $X_{4.1}$ ) - Service ( $X_{4.2}$ ) - Brand ( $X_{4.3}$ )	Nugroho J. Setiadi (2013)
5	Hope ( $X_5$ )	Hope is a chance given due to behaviour (Linley & Joseph, 1994)	- Company Promise ( $X_{5.1}$ ) - Opinion ( $X_{5.2}$ ) - Competitors ( $X_{5.3}$ )	Nugroho J. Setiadi (2013)
6	Situation ( $X_6$ )	Situation is someone's perception and interpretation toward social factors occurred in certain period (William Isaac Thomas, 1947).	- Communication ( $X_{6.1}$ ) - Purchase ( $X_{6.2}$ ) - Utilization ( $X_{6.3}$ )	Nugroho J. Setiadi (2013)

## RESULT AND DISCUSSION

### Result

The followings are the result of KMO and Barlett's test using analysis factor:

**Table 2. KMO and Barlett's Test**

<b>KMO and Barlett's Test</b>	<b>Result</b>
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>	0.834
<b>Signifikasi Uji Barlett</b>	0.000

Based on Table 2, the value of KMO is 0.834 greater than the standard of KMO sampling adequacy ( $> 0.5$ ) which implies that factors forming PaperInk customer's perception can be predicted and analyzed further. Significant value of 0.000, which is less than 0.05, shows that every indicator is correlated one another, and suitable for factor analysis.

**Table 3. Communalities Value**

<b>Indicator</b>	<b>Communalities Value</b>
<b>Attitude</b>	0.789
<b>Motivation</b>	0.770
<b>Interest</b>	0.973
<b>Experience</b>	0.790
<b>Hope</b>	0.980
<b>Situation</b>	0.973

Table 3 indicates that communalities values of the six indicators building PaperInk customer perception is greater than 0.5 which suggest that all indicators are able to explain at least 50% variety of variable data.

**Table 4. Total Variance Explained**

<b>Factor</b>	<b>Initial Eigenvalues</b>		
	<b>Total</b>	<b>% of Variance</b>	<b>Cumulative %</b>
<b>1</b>	3.411	56.850	56.850
<b>2</b>	1.864	31.059	87.909
<b>3</b>	0.471	7.842	95.751
<b>4</b>	0.223	3.716	99.467
<b>5</b>	0.023	0.380	99.847
<b>6</b>	0.009	0.153	100.000

The result of Table 4 shows that 2 out of 6 factors have Eigenvalues more than 1 which concludes that there are two new factors shaping PaperInk customer perception. Total Cumulative of initial variance of variables is 87.909%.

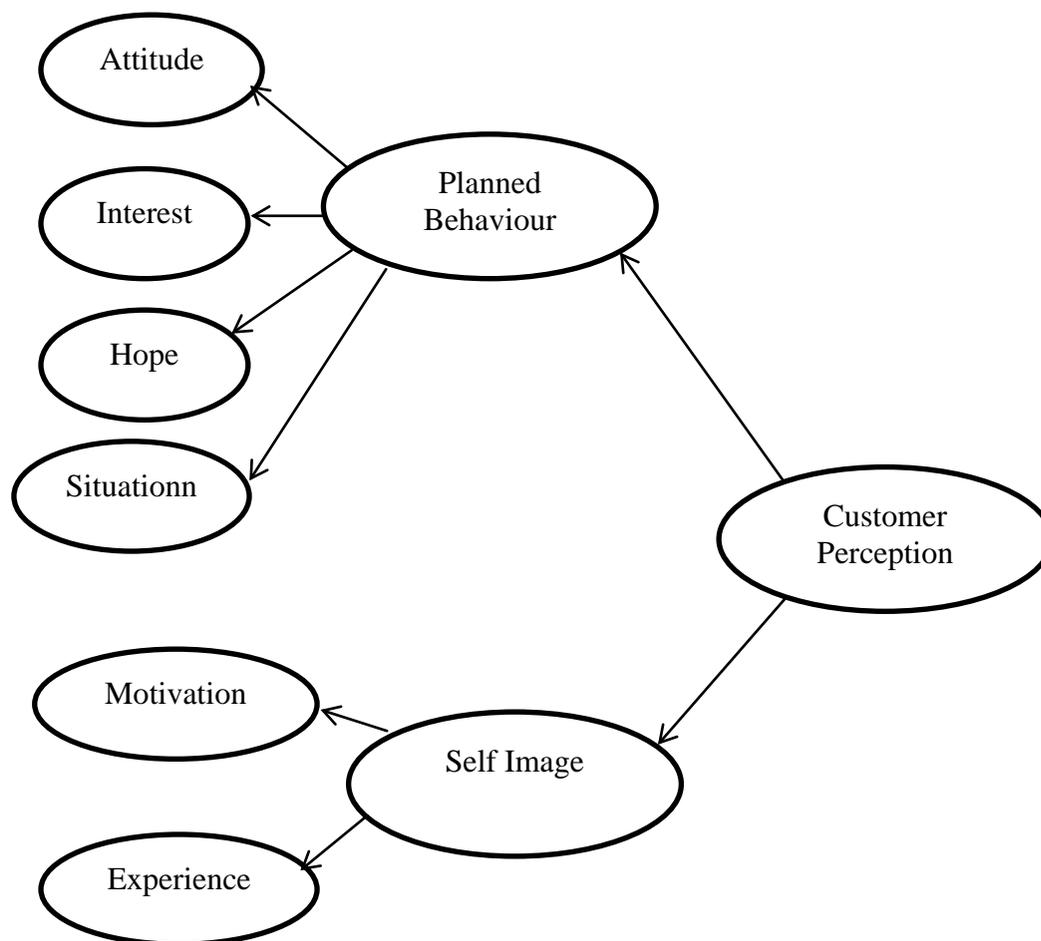
**Table 5. Matrix Component**

<b>Indicator</b>	<b>Loading Factor</b>	<b>Loading Factor</b>
<b>Attitude</b>	0.743	0.486
<b>Motivation</b>	0.342	0.808
<b>Interest</b>	0.956	0.242
<b>Experience</b>	0.196	0.867
<b>Hope</b>	0.952	0.269
<b>Situation</b>	0.939	0.302

According to Table 5, loading factor values of all indicators are greater than 0.5 which suggests high correlation between indicator and new factors. “Interest” indicator establishes the highest value (0.956) among the first loading factors. In the second loading factor, “Experience” records the highest value (0.867).

**Discussion**

After conducting factor analysis, two new variables are produced. Therefore, model of factor analysis can be depicted as follows:



**Figure 3. Result of Factor Analysis Model**

Figure 3 describes the result of factor analysis which creates two new factors which are Planned Behavior and Self-Image. “Planned Behaviour” is named after the theory of Planned Behavior which consists of attitude, interest, hope, and situation variables. Meanwhile, “Self-Image” is named based on the Behavior Theory pioneered by Skinner and Murray which comprises of motivation and Experience.

Managerial Implication

**Table 6. Managerial Implication Toward Planned Behavior**

<b>Before Research</b>	<b>After Research</b>
1. PaperInk has no workshop so that customers find difficulty to meet and find out about PaperInk	<ol style="list-style-type: none"> <li>1. To conduct survey in order to find the best place in West Surabaya</li> <li>2. To establish a workshop in West Surabaya</li> <li>3. To plan operation of the workshop</li> <li>4. To design the marketing and sales of the workshop</li> <li>5. To do financial planning by means of budgeting</li> <li>6. To have production planning including machinery and other related equipment</li> </ol>
2. PaperInk gives no special treatment for loyal customers	<ol style="list-style-type: none"> <li>1. To launch member card for loyal customers with the purpose to accumulate reward point exchangeable for product discount</li> <li>2. To provide delivery service for loyal customers without minimum purchase</li> </ol>
3. Employees' absenteeism and error printing machinery, and other problems	<ol style="list-style-type: none"> <li>1. To reward employee who has full monthly presence</li> <li>2. To break down the production process starting from printing, <i>plong</i>, laminating, cutting, until finishing</li> <li>3. To base breakdown on the leadtime of each production activity (in days)</li> <li>4. To include additional 1 – 2 days in planning to prevent over-promise and under-deliver</li> </ol>

**Table 7. Managerial Implication Toward Self-Image**

<b>Before Research</b>	<b>After Research</b>
1. Some customers purchase PaperInk product because of external (e.g. friend) and internal drive / persuasion	<ol style="list-style-type: none"> <li>1. To persuade customers aggressively so that they don't need external persuasion to buy</li> <li>2. To become a company able to fulfill all customers' needs</li> <li>3. To update PaperInk product news on website and other media</li> <li>4. To market product with reasonable price which creates more possibility to purchase</li> <li>5. To maintain good relationship with customers</li> </ol>
2. Customers feel that they have no relationship with PaperInk since it rarely advertises its product through online media	<ol style="list-style-type: none"> <li>1. To create website which composes of all PaperInk product information</li> <li>2. To make social media account such as Instagram and Facebook to update related info about PaperInk</li> <li>3. To join exhibition that enables customers to feel closer and get to know PaperInk</li> <li>4. To give birthday present to loyal customers</li> </ol>

**CONCLUSION**

As a result of Factor Analysis that forms customer perception toward PaperInk, it concludes that two factors are formed as follows:

1. Planned Behavior

Planned Behavior consists of Attitude, Interest, Hope, and Situation. Four variables forming Planned Behavior is significantly influencing Customer Perception toward PaperInk.

2. Self-Image

Self Image comprises of Motivation and Experience variable. Both variables affect customer decision making either it is self decision or other's persuasion.

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