

**INFLUENCE B2B INFLUENCING FACTOR, PERCEPTUAL DRIVERS, AND GEOGRAPHICAL FACTORS TOWARD CONSUMER LOYALTY WINDOW GLASS FILM BRAND V-KOOL
(STUDY AT PT ANUGRAH JAYA V-KOOL SEMARANG CITY)**

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ABSTRACT

The purpose of this paper are to determine whether B2B influencing factor influences consumer loyalty at PT Anugrah Jaya V-KOOL, perceptual drivers influences consumer loyalty at PT Anugrah Jaya V-KOOL, geographical factors influences consumer loyalty at PT Anugrah Jaya V-KOOL, and simultantly B2B influencing factor, perceptual drivers and geographical factors influence consumer loyalty at PT Anugrah Jaya V-KOOL. The samples in this research are consumers of window glass film brand V-KOOL at PT Anugrah Jaya V-KOOL and have minimum 3 months business relationship. Data collecting technique is with questionnaire consists of 36 item questions which respondent can answer in 5 scale answer. After the data was collected, run validity and reliability test. Data that passed validity and reliability test, next were analyze with multiple regression analysis and classic assumption test.

Keywords: Consumer Loyalty, B2B Influencing Factor, Perceptual Drivers and Geographical Factor

INTRODUCTION

Nowadays the growth of Indonesian automotive industry is a promising prospect for business. In everyday live, we can see it from the crowded road all the time. Every automotive company, especially automobile company, trying their best to increase their market share.

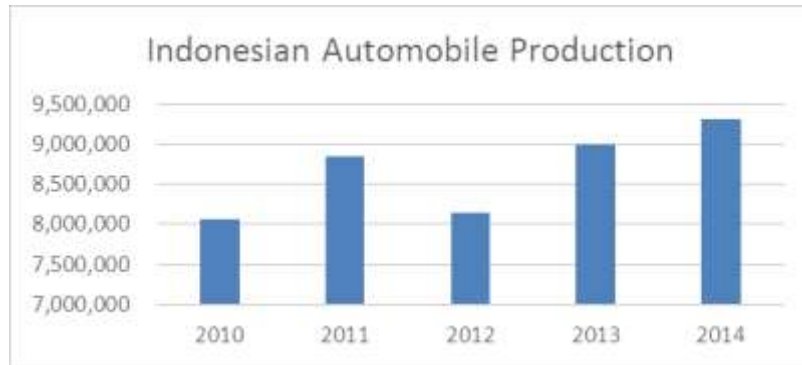


Figure 1. Data of Automobile Production in Indonesia

Seeing this growth, it is an opportunity to open business in this industry. With some experiences in the industry and family business background in car accessories, it become self confidence booster to open a business in this industry. The business is window glass film business with V-KOOL window glass film brand and located in Semarang, Central Java. Based on the research, it shows that window glass film business is still a growing market compare to the spareparts. Same with automobile company in general, the market target for customer is end user, in addition to car dealers mainly in Semarang and surround. It can be said that "Anugrah Jaya V-KOOL" entry in the series of the process of delivering goods or services to business customers or channels of distribution. As we know that channels of distribution is a set of organizational units or companies that are interrelated in taking part in the process of delivering the product to the consumer or business customers (Szopa and Pekala, 2012: 143). Meanwhile, related to its position in the series of the distribution process, it can be said that "Anugrah Jaya V-KOOL" serves as B2B wholesaler.

As a B2B wholesaler, then "Anugrah Jaya V-KOOL" would require a loyal customer to business sustainability. Such loyalty can be useful as part of the company's long-term investment (Rauyruen et al., 2007). Therefore, efforts to build a positive perception of the consumer business then becomes indispensable. Positive perceptions are expected to be able to maintain ongoing consumer loyalty because repeat purchases. As demonstrated by the results of research Kumar and Raju (2014) that a positive perception of the consumer business will bind to the B2B wholesaler because there are repeat purchases, while negative perception will bring business customers to switch off on another wholesaler.

To achieve this, we can see that V-KOOL Anugrah Jaya puts the quality of service for consumers. In addition, as a B2B wholesaler in this case Anugrah Jaya V-KOOL is also working to build trust in the relationship with car dealers as consumers of the company's business. It thus shows the attempt to implement B2B Influencing factors on Anugrah Jaya V-KOOL. These factors are factors associated with B2B relationships between businesses and consumers Anugrah Jaya V-KOOL as a B2B wholesaler.

On the other hand, Anugrah Jaya V-KOOL also use perceptual drivers as the main motivating factor in shaping perceptions of consumers are also sought. One was through the efforts to create a good experience or experiences on each sales transaction with the consumer. The experience is expected to be forwarded further positive information to other parties by word of mouth process.

In addition to B2B influencing factors and perceptual drivers, geographical factor is also an important thing. Related to these factors, the results of initial observations were made on location Anugrah Jaya V-KOOL show that the arrangement of the products in the sales

locations (shelf management) is not difficult to see the first consumer product to be purchased. In addition, the location Anugrah Jaya V-KOOL is also located in a strategic area so it is quite easy to reach the consumer.

The description indicates that there have been efforts to Anugrah Jaya V-KOOL to increase the positive perception of consumers. Development of consumer perceptions of business to B2B wholesaler itself different from the context of the relationship business-to-consumer. This is because the wholesaler B2B relationship with the consumer business is a long-term relationship (Kumar and Raju, 2014). While the sales trend window film brand V-KOOL itself in Semarang is still fluctuating. Therefore, it is necessary to study more in-depth about the influence of the factors forming the positive perception of consumers on consumer loyalty PT Anugrah Jaya V-KOOL.

LITERATURE REVIEW

Consumer Loyalty

Consumer loyalty is a key element of the achievement level of sales for consumer loyalty allowing their repeated use and continuous (Bagram and Khan, 2012: 2). Moreover, consumer loyalty even rated as one of the things that determine the long-term success for the company. Their loyal customers in this case not only benefits from their actions repeat purchases directly, but loyal customers also tend to be willing to pay premium prices, have behavioral word of mouth is positive, and is not easily affected by competitor (Rahim, 2014: 447 -448). The overall benefit of a great show of loyalty to the company.

Consumer loyalty can be basically understood as the desire of consumers to buy the same product and continue a relationship with a particular company (Bagram and Khan, 2012: 2). This means that in this case the consumer loyalty leads to a purchase action continuous or repeated purchases at a later date.

Customer loyalty can be seen from the actions repeat purchases. Repeat or repeat purchase behavior of consumers purchasing an action that leads to continuously purchase at a later date (Kumar and Raju, 2014: 6). While Kumar and Grisaffe (2004) showed that repeat purchases in a business to business relationship referring to the decision to continue a relationship with a specific supplier in the future.

In this case, repeat purchase is part of consumer loyalty. As outlined by Rauyruen et al, (2007: 1) that the consumer loyalty one of which can be seen in the form of behavioral loyalty which refers to the pattern of repeat purchases. The description indicates that a repeat purchase is a behavior that refers to the formation of customer loyalty towards a particular product or service. Moreover, consumer loyalty can also be seen from the attachment between the consumer and the provider of products or services (Pratminingsih, et al., 2013: 105). In this case, a consumer can be said to be loyal not only if it is willing to make repeat purchases on certain products. While Li and Green (2011: 5) to measure consumer loyalty by four indicators, i.e. word of mouth, sensitivity to price, the intention to re-purchase, and complaint behavior. Word of mouth means a loyal customer would make a recommendation to the other party for any particular product or service. A loyal customer is likely to have a low price sensitivity, meaning not easily switch in case of price changes. In addition, loyal customers also have the intention to re-purchase at a later date, as well as having a positive complaint behavior as provide feedback or suggestions on companies that benefit.

Consumer Perception

The theory of consumer perceptions are basically used to understand consumer perceptions of a particular product or service which may affect their behavior. Consumer perceptions in this

study refers to consumer perception towards B2B wholesaler business. The relationships formed between B2B wholesaler to consumer business is a long-term relationship. It is associated with the character of its own B2B buyers tend to need the service for longer periods than the B2C context (Saha, 2013: 66).

As we know that B2B itself is a type of sales transactions based on the exchange of products and services between different business from the exchange between businesses and consumers (Saha et al., 2014: 294). In this research, consumer perception is formed by three dimensions, namely B2B Influencing factor, perceptual drivers, and geographical factors.

B2B Influencing Factor

B2B Influencing factors in this case include a variety of factors related to the relationship between consumers B2B business and B2B wholesaler. These factors are (Kumar and Raju, 2014: 5-6):

- a. Quality of service, namely the fulfillment of consumer expectations associated with the services provided. In this case, the service does not just have to be better than the competitors, but also must comply with the expectations of consumers themselves.
- b. Discount, which is one of the strategies implemented to increase the number of buyers by providing rebates for certain types of products.
- c. Bulk of purchase, which is a particular advantage is offered in conjunction with the purchase of a particular item homogeneous products in large quantities.
- d. Advertisements, which attempts to persuade or influence consumers to make purchases.
- e. Price, which is a component of the transaction and refers to a specific nominal to be paid by the buyer to the seller.
- f. Availability of products, the availability of products offered to consumers.
- g. Trust, namely the belief embodied in various collateral for the security of transactions for consumers.

Perceptual Drivers

Perceptual drivers associated with various factors that become a key driver in shaping perceptions of consumers, are (Kumar and Raju, 2014: 6):

- a. Learning, the process of changing information into attitudes or behavior.
- b. Believes, namely subjective judgments associated with the belief that foster the belief in a thing.
- c. Experiences, which refers to the experience gained directly in the past.
- d. Word of Mouth, the communication between the parties took place in the individual level regarding a particular product or service, thus affecting the process of determining future options.

Geographical Factors

Geographical factors are factors related to the environment and can be influential in the formation of consumer perception, are (Kumar and Raju, 2014: 6):

- a. Location, namely a place where consumers can make the process of purchasing products or receiving services.
- b. Shelf management, namely structuring products in the sales location.

RESEARCH METHODS

This research is a descriptive quantitative research, with relationship between variables (*B2B influencing factor, perceptual drivers, and geographical factor*) are studied toward consumer loyalty to window glass film V-KOOL in Semarang city.

This research was conducted at the location of PT Anugrah Jaya V-KOOL Semarang. The population are all car dealers in the city of Semarang, with total 80 car dealerships. Samples was determined by cluster sampling technique. The criteria are:

1. Already in cooperation with PT. Anugrah Jaya V-KOOL for at least 3 months.
2. Make purchase V-KOOL window film at PT. Anugrah Jaya V-KOOL at least twice.

Based on the calculation of Slovin formula, the obtained sample size is 44.44 and rounded to 45 respondents.

The data used in the research is quantitative, obtained from the primary data source, which are the business customers who purchase V-KOOL window film in PT Anugrah Jaya V-KOOL Semarang. Data collection techniques used in the research by questionnaire technique. The questionnaire consists of 36 items of that statement can be answered by the respondents in five scale answer.

Below is the analytical model for this research:

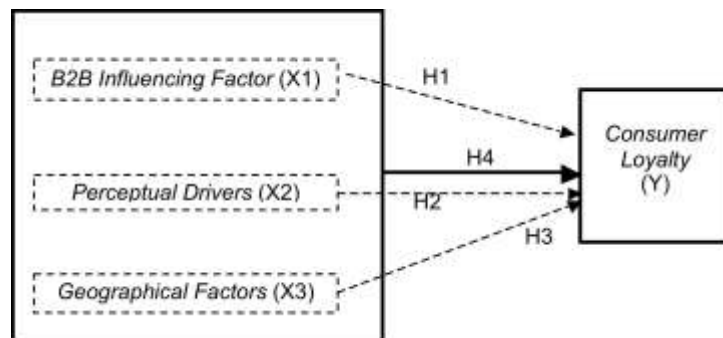


Figure 2. Analytical Model

The definition of each of variables in the research:

- a. B2B Influencing Factor, various factors associated with B2B relations between a car dealership as a consumer to B2B PT. Anugrah Jaya V-KOOL as the wholesaler.
- b. Perceptual Drivers, various factors that become a key driver in shaping perceptions of car dealers against PT. Anugrah Jaya V-KOOL window film as a wholesaler of brand V-KOOL.
- c. Geographical Factors, factors related to the environment PT. Anugrah Jaya V-KOOL and can be influential in the formation of consumer perception.
- d. Consumer loyalty, the desire of consumers to buy window film repeatedly V-KOOL brand continues to establish a relationship with PT. Anugrah Jaya V-KOOL.

There are several methods to analyze the research, such as validity and reliability test, descriptive statistic of each variable, double linear regression (F test, t test, coefficient determination, classic assumption test). This research already passed validity and reliability test, and classic assumption test. As for double linear regression with F test showed that independent variables simultaneously significant toward dependent variable (with 5% significance level), where as t test:

Table 1. t Test Result

Hypothesis	Beta Coeff.	t _{calculate}	Sig.	Sig. level	Explanation
B2B Influencing Factor toward Consumer Loyalty	0.308	3.724	0.001	< 0.05	Significant
Perceptual Drivers toward Consumer Loyalty	0.117	0.855	0.398	< 0.05	Not Significant
Geographical Factor toward Consumer Loyalty	0.079	0.613	0.543	< 0.05	Not Significant

Based on coefficient determination test, it showed that B2B influencing factor, perceptual drivers and geographical factor affects 0.313 or 31.3% toward consumer loyalty, which the rest of 68.7% influence by other variables that not include in the research model.

Table 2. Coefficient Determination Test Result

Model	R	R Square	Adjusted R Square
	0,559	0,313	0,262

If we see separately, statistic descriptive each indicator, we can analyze it further more.

Table 3. Statistic Descriptive Variable Consumer Loyalty

Indicators	N	Min	Max	Mean	Std. Deviation
CL1	45	2	5	3.64	0.88
CL2	45	2	5	3.76	0.80
CL3	45	2	5	3.64	0.85
CL5	45	3	5	3.98	0.75
CL7	45	2	5	3.89	0.83
CL8	45	2	5	3.87	0.76
Consumer Loyalty Average				3.8	

With an average of 3.75, indicating that respondents to consumer loyalty is quite high. Respondents give the highest response to CL5 item, the item indicating consumer intentions to re-purchase window film products in the future. Item CL3 has the lowest average, the item indicating respondents to window film price changes does not affect the decision to continue to work with the agency. The biggest of standard deviation lies in CL1 indicator, so that it can be said that the respondents in the most heterogeneous indicators compared to respondents in other indicators.

Table 4. Statistic Descriptive Variable B2B Influencing Factor

Indicators	N	Min	Max	Mean	Std. Deviation
BIF1	45	2	5	3.82	0.77720
BIF3	45	2	5	3.78	0.76541
BIF4	45	2	5	3.78	0.82266
BIF5	45	3	5	4.13	0.72614
BIF6	45	3	5	4.22	0.67044
BIF7	45	3	5	3.84	0.73718
BIF8	45	2	5	3.73	0.80904
BIF9	45	3	5	4.04	0.63802
BIF10	45	3	5	4.09	0.70137

BIF11	45	2	5	4.00	0.85280
BIF12	45	2	5	3.60	0.91453
BIF13	45	3	5	4.09	0.66818
BIF14	45	3	5	4.20	0.69413
B2B Influencing Factor Mean				3.95	

With an average of 3.95, indicating that respondents to the B2B Influencing factor is quite high. Respondents give the highest response against BIF6 item, the item indicates the intention of consumers to buy products in bulk more profitable. Item BIF12 has the lowest average, the item indicating respondents to the information on the type of window film that was empty at the store. The biggest of standard deviation lies in BIF12 indicator, so that it can be said that the respondents in the most heterogeneous indicators compared to respondents in other indicators.

Table 5. Statistic Descriptive Variable Perceptual Drivers

Indicators	N	Min	Max	Mean	Std. Deviation
PD1	45	1	5	3.44	1.11101
PD2	45	1	5	2.98	1.03328
PD3	45	3	5	3.98	0.65674
PD4	45	2	5	3.96	0.67270
PD5	45	3	5	4.02	0.62118
PD6	45	3	5	4.00	0.63960
PD7	45	3	5	3.84	0.63802
Perceptual Drivers Mean				3.75	

With an average of 3.75, indicating that respondents to the Perceptual Drivers is quite high. Respondents give the highest response to PD5 item, the item is indicated for cooperating with PT Anugrah Jaya V-KOOL, we always get a satisfactory experience. Item PD2 has the lowest average, the item indicating respondents to cooperate with PT Anugrah Jaya V-KOOL low as it gets negative information from another agent of V-KOOL window film. The biggest of standard deviation lies in PD1 indicator, so that it can be said that the respondents in the most heterogeneous indicators compared to respondents in other indicators.

Table 6. Statistic Descriptive Variable Geographical Factors

Indicators	N	Min	Max	Mean	Std. Deviation
GF1	45	1	5	3.89	1.10417
GF2	45	1	5	3.67	1.02247
GF3	45	1	5	3.71	1.01404
GF4	45	2	5	3.62	.96032
GF6	45	1	5	3.73	.98627
Geographical Factors Mean				3.72	

With an average of 3.72, indicating that respondents to geographical factors are quite high. Respondents give the highest response to the GF1 item, the item indicating that PT Anugrah Jaya V-KOOL is located in a strategic area. Item GF4 has the lowest average, the item of respondents indicated that the display of products in stores PT Anugrah Jaya V-KOOL allows consumers to choose products. The biggest of standard deviation lies in indicators GF1, so it can

be said that the respondents in the most heterogeneous indicators compared to respondents in other indicators.

CONCLUSION

B2B Influencing factors consisting of quality of service, discounts, bulk purchase of, advertisements, price, and trust significantly affect consumer loyalty window film business in PT Anugrah Jaya V-KOOL.

Perceptual drivers as one of the determining factors of the perception of consumers do not significantly affect consumer loyalty window film business in PT Anugrah Jaya V-KOOL. This is because some drivers perceptual indicators such as learning, believes experiences, and word of mouth is not entirely run by business customers of PT Anugrah Jaya V-KOOL. Thus the level of consumer confidence, the other on the information provided the sellers in the transaction process and support the establishment of customer loyalty.

Geographical factors did not significantly influence consumer loyalty. This means that geographic factors not be the primary consideration of consumers use the products of PT Anugrah Jaya V-KOOL. Location factors will not affect consumer intentions to cooperate with PT Anugrah Jaya V-KOOL. This is because consumers have to have confidence in the quality of the product V-KOOL, so that wherever the product is sold consumers will still buy the product.

Simultaneously to three independent variables, B2B influencing factors, perceptual drivers and geographical factors influence the consumer loyalty with a large effect of 31.3%. This means that these three variables could explain 31.3% B2B influence influencing Factor, perceptual drivers and geographical factors on consumer loyalty, while 68.7% are influenced by other variables.

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