

**PERCEPTION ANALYSIS AND CONSUMER BEHAVIOUR ON PURCHASING SHELL HELIX LUBRICATE OIL PRODUCT BY PT. TIRA WIRA USAHA**

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**ABSTRACT :** *At present most companies not only produce products and sell them, but switch to consumers to meet their needs and wants. Environmental factors, technological developments and corporate competition will affect the value and consumer satisfaction towards the products offered. Marketing is a social and managerial process whereby individuals and groups get their needs and wants by creating, offering and exchanging something of value to each other. Products are things that can be offered to the market to be noticed, obtained, used or consumed that can meet the wants or needs of consumers. Consumer's age of Shell Helix lubricants varies in meaning that can be used by all ages and the most user of Shell Helix lubricants are aged 26 - 30 years. Consumer perceptions towards product attributes on consumer behaviour towards Shell Helix lubricant oil purchasing turns out to have a significant effect.*

**KEYWORDS :** *Product, Consumer Behaviour, Respondent, Perception, Purchasing*

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## **INTRODUCTION**

At present the company not only produces products and sells them, but switches to consumers to meet their needs and wants. Environmental factors, technological developments and corporate competition will affect the value and customer satisfaction of the products offered. Where at the time consumers make purchase they will be very selective on the product for quality, price and brand. For that, the company must be able to finish its product as desired by consumers

This fact encourages the emergence and development of industrial businesses engaged in industry, one of which is the field of automotive (lubricant oil). The opportunity is utilized by one of the oil companies namely PT. Tira Wira Usaha that produce and market their products. Companies as marketers trying to make the product offered can be accepted by consumers, for that, the company previously need to understand consumer perceptions and behaviour in their buyer.

Because perception in this case will affect consumer behaviour and before the consumer behaviour is done, perception always be the first of assessment of the product to be purchased, whether appropriate or not. After that consumer behaviour is whether to take

action. Make a decision whether buying or not. Consumers can have different perception so that their purchasing behaviour is also affected in buying especially to lubricant product.

PT. Tira Wira Usaha is a world company as a producer that produces lubricating oil products that have been famous in the world. In Indonesia PT.Tira Wira Usaha tries to present with other products, namely Shell Helix and to present a slightly different product with other products. In this case company need to analyze the needs and desires of consumers by doing market research on consumer perceptions of Shell Helix lubricant oil products.

## **LITERATUR REVIEW**

The definition of Marketing according to Philip Kotler (2005:8) is as follows: "Marketing is a social and managerial process whereby individuals and groups get their needs and their desire by creating, offering and exchanging something of value to each other". This definition is based on this concept: needs, wants and demands; product, cost value and satisfaction; exchanges, transactions, and relationships; market and marketing as well as marketers.

From the above definition can be concluded that the marketing starts from the needs and desires of consumers, where in meeting the needs and desires, humans must relate to others to carry out the exchange process. Meanwhile, according to William J.Stanton (2009:7) the definition of marketing is as follows: "Marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of buyers".

According to Downey (2002:3), "Marketing is defined as a study of the physical and economic flow of products from producers through merchant traders to the hands of consumers. According to Hasan (2013:4). marketing is the process of identifying, creating and communicating values, and maintaining relationships that satisfy customers to maximize corporate profits. Today the business point of view does not just produce the product and sell it, but has turned to the effort to satisfy its customers. Things like this written by Joseph P.Guiltinan and Gordon W.Paul (2007:4): "The dramatic shift from the producer's point of view to the consumer's point of view is a key component in what we now call marketing concepts.

Viewed from the actual orientation, this marketing concept is wider than the concept of product and sales concept. This marketing concept sees the consumer as the most important goal to be achieved through an appropriate marketing mix. This concept also helps marketers to avoid the so-called "Marketing Myopia" ie conditions in which producers have been quite satisfied with what they have done right now and ignored the changes that occur in the environment. The meaning of Product according to Basu, Swasta (2005:508) is as follows: "Products are anything that can be offered to the market to be noticed, obtained, used or consumed that can meet the wants or needs of consumers. Meanwhile, according to William J.Stanton (2003:222) : A product is a collection of tangible and unreal attributes, in which is covered by color, price, packaging, factory prestige, retailer prestige, and service from the

manufacturer and retailer, may be accepted by the consumers as something that can satisfy their wishes.

By Fandy Tjiptono (2005:7), the definition of product as follows: "The product is a subjective understanding of the producers of something in an attempt to meet the needs and desires of consumers". According to Henry Assael (2004:146) the meaning of consumer perceptions are: "Consumer perceptions are way for consumers to select and implement marketing situations and environmental situations". Meanwhile, according to Philip Kotler (2005:219) are: "The process by which a person selects, organizes and interprets information inputs to create a whole picture of weight, perception depends not only on physical stimulation but also on stimulation related to the surrounding environment". Consumers receive information selectively so they only pay attention and choose the best information to evaluate a product. Few products can satisfy everyone. Based on the concept of marketing, where the buyer is placed in the middle of every marketing activity means there must be different products offered to satisfy different buyer groups.

Patrick E.Murphy and Ben M.Enis (2005:198) define market segmentation as follows: So, market segmentation action will help the company to be able to carry out its marketing program carefully, in addition to the company will be easier to know and understand the behaviour of consumers, so that the company can finish the product and promotional program in a purposeful. While P.Kotler (2005:135) defines market segmentation as follows: "The whole market breakdown (which is too big to serve) into segments that share the same similarities.

An organization operating in a single market realizes that in essence the company cannot meet all the customers in that market. Too many customers, very dispersed and diverse demands. Perhaps some competitors prefer better and stronger positions in serving some specific market segments, so it's better to determine which market sections are more attractive to enter effectively.

By defining the market share that the company wish to enter, the company can identify similar groups:

- a. Geographical Segmentation, is done by dividing the market into certain territorial or geographic units. These geographical variables include: area, city size, density, and climate.
- b. Demographic Segmentation, which separates the market into variables: age, gender, family size, income, occupation, education, religion, race and nationality. Demographic variables are the most popular for differentiating customer groups. One reason is that desires, preferences and usability levels are often related to demographic variables.
- c. Psychological Segmentation, consumers are divided into different groups according to: social class, lifestyle and personality.
- d. Behaviour Segmentation, ie when behaviour is used as a key variable in market segmentation, includes:  
Opportunity of use, benefits sought, user status, usage level, loyalty status, loyalty stages and attitudes on the product.

According to Kasali (2008), market segmentation is a heterogeneous process of grouping into "potential customers" groups that share the same needs and/or similarities of characters who have the same response in spending their money. Because it is heterogeneous, it will be difficult for the manufacturer to serve it, therefore the marketer must select certain segments only and leave the rest of the market. The segment portion should also be adjusted to the capabilities of the manufacturer as well as the selected portion is a homogeneous part that has the same features. In the opinion of James F. Engel, et al (2002:3) consumer behaviour is: "As individual actions are directly involved in the business of obtaining, using and disposing of goods and services including the decision-making process that precedes and follows those actions".

Consumer behaviour is the behaviour shown through searching, purchasing, using, evaluating and determining the products or services they expect to satisfy their needs (Anoraga, 2004:223). According to Schiffman and Kanuk (2008:6) consumer behaviour illustrates the way individuals make decisions to utilize their available resources (time, money, effort) to purchase consumer-related goods. While the understanding of consumers by Winardi (2001:49) is: Consumer behaviour can be formulated as behaviour directed by people in terms of planning, buying and using goods and services".

Helpful hints in designing an effective marketing program by understanding how consumers go through the buying process as below:

#### 1. Problem Introduction

The buying process begins with a needs problem. Needs can be caused by internal and external stimulation such as hunger at a certain degree will turn into a need.

#### 2. Information Search

Consumer information sources are divided into 4 groups:

- a. Personal Sources: family, friends, neighbors.
- b. Commercial Sources : advertising, resellers, salespeople.
- c. General Sources: mass media, consumer organizations.
- d. Source of experience: ever handle, test the product.

#### 3. Alternative Evaluation

In this stage consumers choose among the various products available. There is no simple and singular judgement used by all consumers in all purchasing situations.

#### 4. Buying Decision

There are two factors that affect the purpose of buying and buying decisions, ie:

- a. The attitude of others to the products that a consumer chooses and the motivation of a consumer is subject to the wishes of others. The stronger the intensity of the negative attitudes of others and the closer the person is to the consumer the more likely a consumer reduces his intention to buy.
- b. Unforeseen circumstances, for example, the quality of the desired product is not in line with what a consumer wants.

#### 5. Behaviour After Buying

After the purchase of a product made by consumers, they will experience some degree of satisfaction and dissatisfaction. The consumers will also be involved with the action after the purchase and use of the product.

## METHODOLOGY

Analytical techniques used in data processing obtained are:

1. Prepare a frequency distribution table.
2. Prepare an appraisal table of product attributes.
3. Using the Kai Squares Test to prove the action between demographic factors with consumer perceptions and behaviour toward Shell Helix lubricant products.
4. Kai Square Test Formula, book Statistics volume 2, by J.Supranto (2008:196), as follows:

$$F_e = \frac{(n_i) \cdot (n_j)}{n}$$

$$X^2 = \frac{(f_{oij} - f_{eij})^2}{f_{eij}}$$

Notes:

$X^2$  = The two-chi observation device

$f_{oij}$  = Observation frequency on row  $i$  and column  $j$

$f_{eij}$  = Expected frequency on row  $i$  and column  $j$

$n$  = Number of sample observations

## FINDINGS

### 1. Factors that influence consumer behaviour

Buying decision done by the buyers strongly influenced by cultural, social, personal, demographic, and psychological factors.

#### a. Culture Factor

This factor is the most important in consumer behavior and the most basic behavioral factors of one's desires and behaviors. Sub-cultures are groups except from cultures that include, religious groups, nationalities, races and geographical areas. Social class is a relatively homogeneous and long-lasting group within a society, arranged in a sequence of levels and members having the same values, interests and behaviors.

#### b. Social Factors

Reference groups are groups that have a direct or indirect influence on one's attitudes and behavior. Families, have a great influence on buying behavior. Marketers are interested in the role and influence of husbands, wives and children. Roles and Status, in which roles may effect a person's buying behavior and each role carries a particular status that reflects the general respect given by the community.

#### c. Personal Factors

Age and stages in the life cycle of people buying goods and services during their lifetime is strongly influenced by age in life. Employment, consumer patterns are also influenced by the work carried out at that time. Economic circumstances, means income that can be spent, savings and etc.

#### d. Psychological Factors

One of the psychological factors here is the motivation of people in making purchase. There are three factors that influence a consumer's perception of consumers, namely:

##### a. Selective Attention

People who come into contact with a large amount of stimulation everyday, for example some people may be able to remember all these stimulants. One cannot possibly remember all these stimuli. Most stimulants will be filtered out therefore selective attention means that marketers have to work hard to attract the attention of consumers. Their messages will be lost to most people who are not in that product market, colorful things or something new and contrast more likely to be noticed.

b. Selective Distortion

Even stimuli that have been predicted may not be encountered in the way everyone supposedly puts the information received into their minds. Selective distortion explains the tendency of people to process information to become a personal sense.

c. Selective Memory

People will forget most of what they learn. They tend to retain information that supports their establishment and belief. There perceptual factors should make marketing managers work hard to deliver their messages. This explains the reason why marketers use a drama and countermeasures in sending messages to their target market. The purpose of consumers in purchasing goods or services is to meet the needs and desires. Consumers are often influenced by several factors in the buying process in addition to the product factors themselves, among others; economic factors, psychological factors, social factors and anthropology.

## 2. Respondent Characteristic Analysis

Characteristic to be discussed are demographic characteristics such as: gender, age and income.

Table 1. Gender of Respondents

Gender	Frequency	%
Man	80	80
Woman	20	20
Total	100	100

Source : Questionnaire Result

From the above data can be seen that most of those who consume Shell Helix lubricant oil are men (80%), while 20% are women. Thus most of the consumers are men.

Table 2. Age of Respondents

Age Level	Frequency	%
15-20	5	5
21-25	30	30
26-30	40	40
> 30	25	25
Total	100	100

Source : Questionnaire Result.

From the above table can be seen that the age of respondents who consume Shell Helix lubricant are between 26-30 years, ie 40 people (40%), while for ages 21-25 years ie 30 people (30%), for the age of 30 years above are 25 people (15%). This indicates that Shell Helix lubricat oli consumers are 26 to 30 years old.

Table 3. Respondent's Income

	Frequency	%
< Rp.250.000	2	2
Rp.250.000-500.000	4	4
Rp.501.000-750.000	20	20
> Rp.750.000	74	74
<b>Total</b>	<b>100</b>	<b>100</b>

Source : Questionnaire Result

From the table above can be seen that consumers income of Shell Helix lubricants are varied from <Rp.250.000 to >Rp.750.000. And most respondents income between Rp.250.000 - Rp.500.000 with a percentage of 4%, <Rp.250.000 (2%), >Rp.750.000 (74%). This shows that Shell Helix lubricant oil can be use by the middle class and upper class.

## DISCUSSION

### 1. Analysis of Consumer Perceptions of Product Attributes

The perception of every consumer is not always the same as the other consumers of a product, because people will see the same thing but in different angles. Similarly to Shell Helix lubricants, consumers will view the attributes of the lubricant products in different ways. But previously it is necessary to know what the initial developments of consumers in buying Shell Helix lubricant oil.

#### a. Initial Consideration In Purchasing

Consideration of every consumer in purchasing a product is not the same, here is the initial consideration of consumers in purchasing Shell Helix lubricant oil.

Table 4. Initial Consideration in Buying Shell Helix

Initial Consideration	Frequency	%
Price	10	10
Quality	25	25
Brand	30	30
Trying	35	35
<b>Total</b>	<b>100</b>	<b>100</b>

Source : Questionnaire Result

From the above table can be seen that the initial consideration of the largest consumer in consuming Shell Helix lubricant oil is Trying (35%), the amount is greater than the consideration of the product attributes. This is because the most consumers interested to try new lubricant oil, and after they trying it then they will judge from the overall attribute of the product.

#### b. Consumer Perceptions in Purchasing

Consumer perceptions of an item will affect their behavior towards purchases. The Following will be presented in the form of consumer perception criteria for attributes of Shell Helix lubricant products.

##### 1. Price

Assesment criteria at the appropriate price is if the offered price can reache the target market, in accordance with the quality of the product offered, consumers do not feel objected to buy Shell Helix oil products. And the ususal assessment criteria is if the consumer assumes that the price offered is considered the same or not too expensive when compared to similar products from other brands.

##### 2. Quality

Eligibility criteria for quality/ appropriate quality of Shell Helix lubricant oil has made it the most demanded lubricant oil. The common assessment criteria is that the quality offered is not very special or no better than the quality of other lubricants.

##### 3. Brand

Assessment criteria on the appropriate brand is a brand that has a special characteristic with appropriate composition and the guideline to use the product. The common assessment criteria is if the brand of lubricant oil rated by consumers is less specific and not more attractive than other brands. To find out how consumer perceptions to Shell Helix lubricant oil will be presented a table of consumer perceptions of product attributes.

Table 5. Consumer Perception on Product Attributes (Price)

Type Purchased	Price			Total
	Suitable	Normal	Not suitable	
Helix super	18	5	7	30
Helix ultra	15	5	8	28
Helix plus	15	12	15	42
Total	48	22	30	100

Source : Questionnaire Result

From the table of Consumer PEreception above, shown that after consuming Shell Helix lubricant oil, obtained the following conclusions: From 100 respondents found that 48 respondents who buy Shell Helix lubricant oil products considered the price is worth, 22 respondents considered normal and 30 respondents considered the price is not worth. The



total 48 respondent have tendency to repeat purchase, 30 respondents will not make repeat purchase and 22 respondents have tendency to re-purchase but can also not to repurchase..

Table 6. Consumer Perception on Product Attributes (Quality)

Type purchased	Price			Total
	Good	Quite Good	Not Good	
Helix super	29	10	6	45
Helix ultra	10	8	2	20
Helix plus	16	12	7	35
Total	55	30	15	100

Source: Questionnaire Result

From the table of consumer perception above after consuming Shell Helix lubricant oil can be concluded that: From 100 respondents who consumed Shell Helix lubricant, 15 respondents rated the quality of Shell Helix lubricant oil was not good, 30 respondents considered quite good, 55 respondents considered good. From the above, can be assumed that 55 respondents have tendency to re-purchase, 15 respondents have tendency not to make re-purchase and 30 respondents have tendency to repurchase but can also not to repurchase.

Table 7. Consumer Perception on Product Attributes (Brand)

Type Purchased	Harga			Total
	Good	Quite Good	Not Good	
Helix super	26	13	6	45
Helix ultra	6	8	4	18
Helix plus	20	12	5	37
Jumlah	55	30	15	100

Source: Questionnaire Result

From the table of consumer perception above after consuming Shell Helix oil can be concluded that: From 100 respondents who consumed Shell Helix lubricant oil, 15 respondents considered that the brand is not good, 30 respondents considered quite good, 55 respondents considered good. From these results can be seen 15 respondents have tendency not to repeat purchase, 55 respondents have tendency to repeat purchase and 30 respondents have tendency to repurchase but can also not to repurchase.

## 2. Perception Analysis and Consumer Purchasing Behaviour

To get result about relation between perception with consumer behavior (buying behavior) hence in following table will be presented with consumer behavior to the purchase.

Table 8. Consumer Perception Analysis With Purchase Behavior of Shell Helix Lubricant Oil Products

Consumer Perceptions against the Price to be Purchased	Price			Total
	Repeat Purchase	Not Know	No Longer	
Helix super	29	17	1	47
Helix ultra	20	6	1	27
Helix plus	17	2	7	26
Total	66	25	9	100

Source: Questionnaire Result

To find out whether there is an influence between consumer perceptions of attributes on the type purchased with buying behavior by consumers in buying lubricant products. Hence must be tested hypothesis. To test this hypothesis the authors use the statistic of the Kai Square Test. Influence between consumer perceptions of prices on the types purchased with consumer buying behavior.

a.  $H_0$  = there is no influence between consumer's perceptions of prices on the types purchased with consumer buying behavior.

$H_a$  = there is influence between consumer perception to price for the type purchased with consumer buying behaviour.

b. Significant level = 5%

$$df = (r-1) (c-1)$$

$$= (3-1) (3-1)$$

$$= 4$$

$$X^2 \text{ table} = 9,4888$$

$$X^2 \text{ count} = 18,3656$$

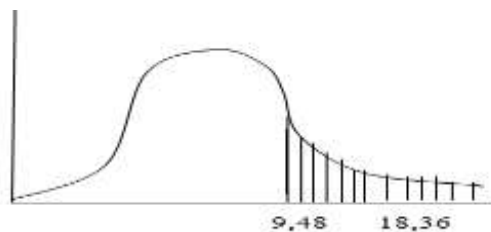
c. Criteria for acceptance and rejection

$H_0$  will be accepted if  $X^2 \text{ count} < X^2 \text{ table}$

$H_0$  will be rejected if  $X^2 \text{ count} > X^2 \text{ table}$

d. From the calculation, it can be proved that there is an influence between consumer perceptions of prices on the type purchased with buying behaviour because it proved that  $H_0$  is rejected since  $X^2 \text{ count} > X^2 \text{ tables} = 18,3656 > 9,488$

e. Chart 1.



f. Table 9. Analysis of Consumer Perception with Consumer Behavior of Shell Helix Lubricant Oil.

Consumer Perception of the Quality of the type purchased	Purchasing Behavior			Total
	Buy again	Not Know	No longer	
Helix super	23	17	7	47
Helix ultra	17	2	7	26
Helix plus	20	6	1	27
Total	60	25	15	100

Source: Questionnaire Result

The influence between consumer perceptions of quality on the type purchased with buying behavior.

a.  $H_0$  = no influence between consumer perceptions of quality on the type purchased with buying behavior

$H_a$  = there is an influence between consumer's perceptions of quality on the type purchased with consumer behavior.

b. Significant Level = 5%

$$d = (r-1)(c-1)$$

$$= (3-1)(3-1)$$

$$= 4$$

$$X^2 \text{ table} = 9,488$$

$$X^2 \text{ count} = 12,1143$$

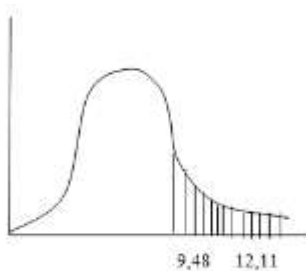
c. Criteria for acceptance and rejection

$H_0$  will be accepted if  $X^2 \text{ count} < X^2 \text{ table}$

$H_0$  will be rejected if  $X^2 \text{ count} > X^2 \text{ table}$

d. From the calculation, can be proved that there is an influence between the type purchased with buying behavior, because  $X^2 \text{ count} > X^2 \text{ table} = 12,1143 > 9.48$

e. Chart 2.



f. Table 10. Analysis of consumer Perception with Purchasing Behavior of Shell Helix Lubricating Oil Products

Consumer Perception of brands on type purchased	Price			Total
	Buy again	Not know	No longer	
Helix super	24	17	7	47
Helix ultra	16	2	9	27
Helix plus	18	7	1	26
Total	58	25	17	100

Source: Questionnaire Result

The influence between consumer perceptions of the brand on the type purchased with consumer behavior.

a.  $H_0$  = no influence between consumers' perception of the brand on the type purchased with consumer behavior.

$H_a$  = there is an influence between consumers' perceptions of brands on the type purchased with consumer behavior.

b. Significant Level = 5%

$$d = (r-1) (c-1)$$

$$= (3-1) (3-1)$$

$$= 4$$

$$X^2 \text{ table} = 9,488$$

$$X^2 \text{ count} = 11,679$$

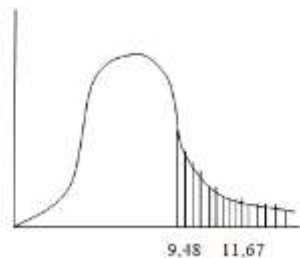
c. Criteria for acceptance and rejection

$H_0$  will be accepted if  $X^2 \text{ count} < X^2 \text{ table}$

$H_0$  will be rejected if  $X^2 \text{ count} > X^2 \text{ table}$

d. From the calculation, can be proved that there is an influence between the type purchased with buying behavior, because  $H_0$  is rejected because  $X^2 \text{ count} > X^2 \text{ table} = 11,679 > 9,488$

e. Chart 3.



f. Table 11. The Influence between Consumer Perception on Product Attributes on Type Purchased with Consumer Behavior in Buying Lubricant Oil

Influence on the type purchased	Purchasing Behavior	Comparison of $X^2$ Count with $X^2$ Table
Price	There is a significant influence	18,3656 > 9,488
Quality	There is a significant influence	12,1143 > 9,488
Brand	There is a significant influence	11,679 > 9,488

Source: Questionnaire result

The above table can be interpreted that:

The influence of consumer perceptions of prices on the type purchased is very influencing consumers in consumer behavior. Consumer perception of a product attribute is always different so that their behavior is affected. Consumer perceptions of the quality of the type purchased has an influence on consumer buying behavior. If the quality of Shell Helix lubricant oil is good, it will make the product the choice and have a good image in the eyes of

consumers. Consumer perception of brands greatly affects consumers in their buying behavior.

### 3. Analysis of Consumer Behavior

In accordance with the purpose of the study, the author wants to know consumer behavior towards purchases. To find out how consumer buying behavior, and what factors influence consumers in making purchases, the author uses tables based on field analysis obtained.

#### a. The Time Situation of Purchase will be Carried Out

##### 1) Stage of awareness arising

At this stage, the buyers get information. They know that certain products or certain services are available for purchase, and they may know the seller's identity. But the attitude of the buyers to the goods concerned is neutral and indifferent, so they do not pursue further information.

##### 2) Stage of interest arising

Buyers move from the stage of emergence awareness, to the stage of arising interest. They are now beginning to know that the product in question can provide benefits that help them solve certain problems, or benefit from certain opportunities. Buyers begin to reflect on the situation they begin to think of a particular product or service, which may meet a need and they begin to observe prices. At this stage of interest, buyers (candidates) begin to actively collect the necessary information. Prices can be accepted, if it is connected to the value of the item perceived. The seller in question is considered as a source that can supply the product.

##### 3) Stage of action

If buyers are strong enough, then they make decision to buy. The drive to buy immediately beats the tendency to suspend buying activities.

##### 4) Stage of reaction

Post-purchase behavior of buyers is important. The buyers buy something of goods or services so that the feeling of their needs is satisfied. The purchases they make or cause feelings of balance, or feelings of dissatisfaction arise.

Regardless of what results will appear, this will affect their behavior. To find out whether there is an influence between consumer perceptions and consumer behavior on Shell Helix lubricant oil, consumer behavior here is the buying behavior of Shell Helix lubricants.

#### b. Location of Purchasing Shell Helix Lubricant Oil

Table 12. Location of Purchasing Shell Helix Lubricant Oil

	Frequency	%
Super Market	24	24

Oil Shop	9	9
Workshop	67	67
Total	100	100

Source: Questionnaire Result

Based on the results of the study, it is found that the location or place of purchase of Shell Helix lubricant oil that is most dominantly chosen by consumers is a workshop that is capable of achieving a total 67%, 24% supermarket, and 9% oil shop. The habits of consumers to buy lubricant oil seem to differ somewhat in each class of society. This is reflected in the result of research conducted showing that the higher the social class of the community or the higher the level of community income, the higher the percentage of consumers using lubricant oil in the workshop.

c. Location of Purchase Selected by Consumer in case of Emergency

Tabel 13. Location of Purchase Selected by Consumer in case of Emergency

Purchase Location in case of emergency	Frequency	%
Just buy at the Oil Shop	20	20
Go to custom workshop	80	80
Total	100	100

Source: Questionnaire result

Based on the above table, seems that the place of custom workshop tends to be an alternative choice of consumers in case of emergency. This can be seen from the total role that can reach 80%, while for those who buy at the oil shop is 20%. With the increasing income of the people in Jakarta, the tendency of the community to choose the workshop is decreasing.

d. Consumer Information Search Process

To meet the needs that arise, consumers will seek information that is pleasing to these needs. Information can be obtained from Television / Radio, Magazines, Newspapers and Friends / Family. In this process this decision consumers receive information passively. This table is the result of respondents' questionnaires about the sources of information used by respondents so that they are familiar with Shell Helix lubricant oil products.

Table 14. Respondent Information Sources

Information tool	Frequency	%
Television/Radio	20	20
Magazine	35	35
Newspaper	30	30
Friend/Family	15	15
Total	100	100

Source: Questionnaire result

The most widely used information source of respondents is Television/Radio by 20%, then 35% say they know Shell Helix lubricant oil from Magazines, 30% from Newspapers and 15% from Friends/Family.

e. Recognition Level Toward Brand

Table 15. Recognition Level Toward Brand

Recognition Level	Frequency	%
Very famous	80	80
Quite famous	20	20
Not famous	-	-
Total	100	100

Source: Questionnaire result

From the above table can be seen that 80 respondents (80%) said that Shell Helix brand is very famous, while 20 respondents said it was quite famous (20%).

f. Frequency of Purchasing Shell Helix Lubricant Oil Products

Table 16. Frequency of Purchasing Shell Helix Lubricant Oil Products

Information tools	Frequency	%
Every month	10	10
Once a month	12	12
Twice a month	27	27
Every 3 months	51	51
Total	100	100

Source: Questionnaire result

Based on the above table, the frequency of purchase of Shell Helix lubricant oil is mostly three months with a percentage of 51%, while every month is 10%, then for purchase once a month and once every two months is 12% and 27%.

### Implication to Research and Practice

With the construction of an oil marketing questionnaire, it is expected that research on Environmental Factors, technology development and company competition will increase consumer value and satisfaction with the lubricating oil products offered. Competitive, specific buyer behavior can be explored in more detail, and more developed, and more profound.

### CONCLUSION

Based on the results of the research that the author has done, can be concluded that:

Consumers get information about Shell Helix lubricant oil products from Television / Radio, Newspaper, Magazines, Friends / Family. The most influential information source is Magazine because this media can reach all consumers. Consumer perceptions of product attributes on consumer behavior towards the purchase of Shell Helix lubricant oil have a significant effect. Consumer perceptions of product attributes (price, quality, brand). Consumer behavior towards the purchase of Shell Helix lubricant, namely: Consumers make purchase in several places, but most consumers make purchases in the workshop. The frequency of purchasing Shell Helix lubricant oil is very diverse, namely: every month, once a month, twice a month and once every three months. This opens the opportunity for Shell Helix lubricant oil to be purchased by them. The location of the purchase of Shell Helix lubricant oil in case of emergency is at the custom workshop is the main choice for most consumers.

### **Future Research**

By paying attention to the results of the analysis that has been done where the consumer's perception of product attributes is less satisfying so that it affects consumer behavior towards the purchase of Shell Helix lubricant oil, the author will try to propose some suggestions related to the improvement of some Shell Helix lubricant oil attributes that have not been able to satisfy them. The distribution needs to be increased so that consumers can be more easily to get Shell Helix lubricant oil products, because Shell Helix products can only be obtained in official workshops so that consumers found difficulties in obtaining/consuming Shell Helix lubricant oil products.

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