

## CHAPTER IV

### DATA ANALYSIS

In answering the research questions, the writer analyzed the data got from the questionnaire that consists of some sections. First, the writer asked about the background of the participants customers since the main topic of this research is the customers' perception of the use of *Instagram* in promoting cars. The writer used SPSS to analyze the data. The writer distributed the questionnaire to 50 consumers who visited the showroom and who have instagrams. The writer asked them to follow the instagram of Sutomo Motor and asked them to answer the questionnaire.

#### 4.1 The Customers' Background

In this part, the writer describes the customers' background like their gender, their age and their salary.

##### 4.1.1 General background

First, the data of the customers' gender is presented.

Table 1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	6	12.0	12.0	12.0
Male	34	68.0	68.0	100.0

The participants of this research are mostly male. There are only few of them are female as usually people who buy are men who know about

machines. The respondents were those who usually came to asked the price and see the cars. Then, some of them also came again after they see the new cars uploaded.

The following data is on the age of the participants. There are 4 groups of age as follows

1. 21 - 30
2. 31 – 40
3. 41 – 50
4. 51 – 60

Table 2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	10	10	10
	2	9	18	18	28
	3	23	46	46	74
	4	13	26	26	100
	Total	40	100,0	100,0	

The big number of the participants are those who are 41 to 50 years old. There are 46%. The second highest comes from those who are 51 to 60 years old. The next is 31 to 40 years old group and the smallest number is 21 - 30 years old with 10%. It can be concluded that those who usually buy cars are people who are 41 to 50 years old.

The next data is on their income group. The writer divides the customers into 4 groups.

1. Less than 3 million
2. 3.1 to 5 million
3. 5.1 to 7 million
4. More than 7 million

Table 3. Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	6	6	6
2	2	4	4	10
3	25	50	50	60
4	23	46	46	100
Total	40	100,0	100,0	

The data on the age shows that those who come to buy cars are the ones who have income as much as 5.1 -7 million (50%) and more than 7 million (46%). However, there are 6 % who has income less than 3 million and 4% whose income is 3.1 – 5 million.

#### 4.1.2 Customers' Habits of Online shopping

Based on the result of the questionnaire, all the participants have had experiences of online shopping. All the respondents stated that they

have done online shopping although the frequency was different as it can be seen in the following table.

Table 4. Frequency of Online Shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	0	0	0	0
2	18	36	36	36
3	32	64	64	100
4	0	0	0	0
Total	50	100,0	100,0	

There are four options as follows

- a. Very often (more than 12 times a month)
- b. Sometimes (less than 12 times)
- c. Seldom
- d. Never

The table shows that most of them (64%) seldom do an online shopping and the rest (36%) sometimes do the online shopping. This shows that the participants are familiar with online shopping although they do not do it very often.

The next table shows the things or stuffs that the participants usually buy through online shopping. There are 6 options in the questionnaire as follows.

- a. Assesories
- b. Clothing
- c. Household appliances

- d. Books
- e. Electronic appliances
- f. Others

Table 5. Stuffs bought through online shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	2	2	2
2	19	38	38	40
3	4	8	8	48
4	1	2	2	50
5	14	28	28	78
6	11	22	22	100
Total	50	100,0	100,0	100,0

The table shows that clothing (38%) followed by electronic appliances (28%) and others (22%) which consists of 8% buying car accessories, 4% health equipment, 6% buying shoes and 2% buying health product. It implies that the participants of this study is used to buying mostly clothing and electronic appliances. Still there are some who bought car accessories. The customers perceive this item positively.

The next item of the questionnaire is asking the way or procedures that the customers follow to buy things through online shopping. There are four ways as follows

1. I bought via Instagram after analyzing the information provided on Instagram
2. I get information from Instagram and discuss with others before making an online booking.
3. I get information from Instagram, visit stores to verify details and order online or buy locally.
4. I get information from Instagram but I only buy from local dealers / stores.

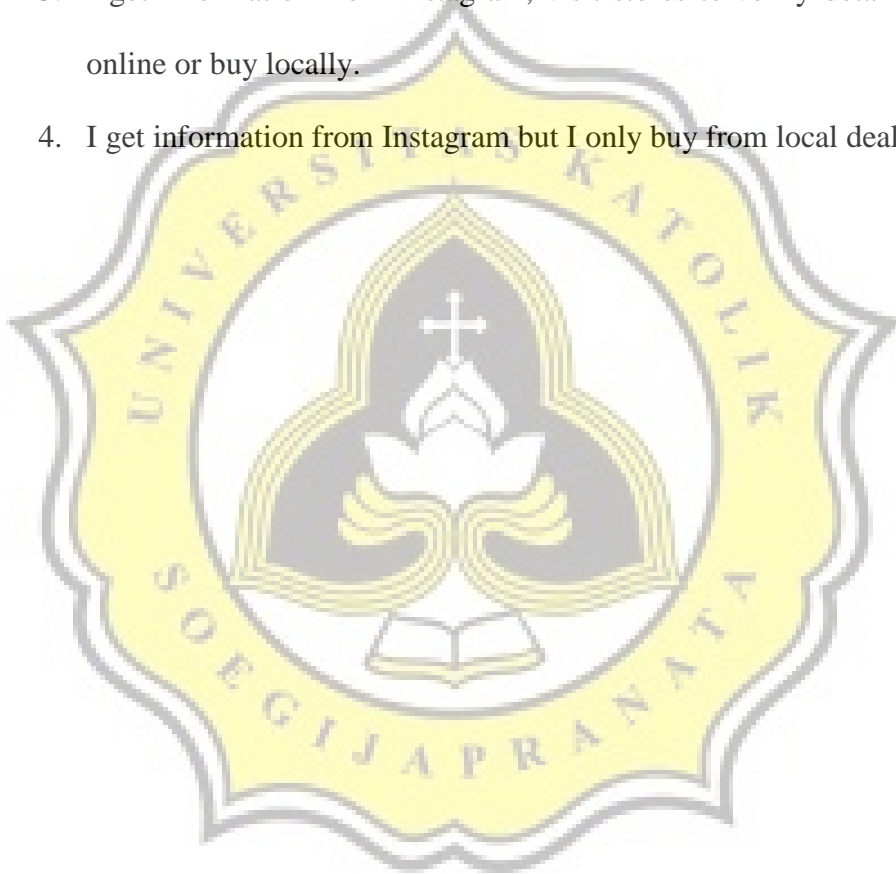


Table 6. Methods applied when doing online shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	12	24	24	24
2	20	40	40	64
3	12	24	24	88
4	6	12	12	100
Total	50	100,0	100,0	100,0

Most respondents (40%) chose “I bought via Instagram after analyzing the information provided on Instagram”, the next two “I get information from Instagram and discuss with others before making an online booking” and “I get information from Instagram, visit stores to verify details and order online or buy locally.” Were chosen by the same number of respondents (24% each). 12 % of the respondents stated that they get information from Instagram but they only buy from local dealers / stores. It can be inferred that they do not trust the online shopping.

The next data is on how often they visit the online shops in the last 12 months.

There are six items given as the options as follows:

1. Never
2. 1-2 times
3. 3-5 times
4. 6-10 times
5. 11 – 20 times
6. More than 20 times

Table 7. Visit Frequency in the last 12 months

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	0	0	0	0
2	3	6	6	6
3	17	34	34	40
4	20	40	40	80
5	10	20	20	100
6	0	0	0	100
Total	50	100,0	100,0	100,0

The data presented in the table shows that the respondents visited online shops in the last twelve months. Almost half of them visited 6 to ten times in a year. It means that they do not often visit online shops.

When they visit online visits, they may buy stuffs. The following is the data on the frequency they buy stuffs in online shops. There are four options given as follows:

1. Once every 10 days
2. Once a month
3. Once every 2 months
4. (specify) .....



Table 8. Frequency buying in online shop

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	12	24	24	24
2	20	40	40	64
3	12	24	24	88
4	6	12	12	100
Total	50	100,0	100,0	100,0

Most respondents (40%) buy in online shop once a month and 24% buy every ten days and every two months. The rest (12%) buy stuffs every three to six months. This means that the subjects under the study are used to buying things in online shop. The next question is on how much they spend to buy things in online shops. There are

1. Less than Rp 500.000, -
2. Between Rp 500.000, and Rp 1.000.000, -
3. Between Rp 1.000.000, to Rp 5.000.000, -
4. (specify) .....

Table 9. Money spent to buy stuffs in online shop

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	2	2	2
2	16	32	32	34
3	29	58	58	92
4	4	8	8	100
Total	50	100,0	100,0	100,0

Most customers (58%) spend Rp 1.000.000, to Rp 5.000.000, - a month to buy things in online shops. While 4 respondents spent till Rp 7.000,000, - per month to buy

things in online. This is a quite big number that it can be said that these customers are wealthy.

The next data is on the name of online shops that they buy things from. The writer did not give any options so that they can write the names of the online shops.

Table 10. Online shops

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	18	18	18
2	8	16	16	34
3	7	14	14	48
4	6	12	12	60
5	5	10	10	70
6	4	8	8	78
7	11	22	22	100
Total	50	100,0	100,0	100,0

There are six shops which were chosen by at least four respondents.

They are quite famous online shops as it can be seen below.

1. Shopee
2. Lazada
3. Bukalapak
4. Toko pedia
5. Blibli
6. Jakarta note book
7. Others

Those who are classified as others are those who chose different online shops and they are not famous as the writer himself did not know the shops. There are two online shop with the name Padang (*Toko Padang shop and HSP Padang*), but the writer who is from Padang never heard these shops. The other online shops mentioned are *Dapur Baju Pria, Sigma Footwear, Enterkomputer, Fedofone, Herbal Sehat Msi, Irene Boutique, Vip Bodykit, Zona Lucky.*

The last item asked the respondents to choose their consideration in deciding to buy things in online shops. The following are the data on the important consideration.

Table 11. Consideration in choosing the online shops

Items	Frequency	Percentage
1. Security		
2. Ease of use	11	22
3. Speed / time saving	14	28
4. Reliability		
5. Offers given by companies		
6. information	2	4
7. Various choices	15	30
8. Easy payment mechanism	1	2
9. Fast delivery	7	14
10. Access to global markets		
<b>TOTAL</b>	<b>50</b>	<b>100</b>

The table shows that various choices is considered the most important factor to decide whether they will buy the products or not while Speed / time saving is the

next one followed by ease of use and fast delivery. Security is not the most priority, so it can be concluded that they trust online shop.

#### 4.2. The Customers' perception of the use of *Instagram* in promoting cars

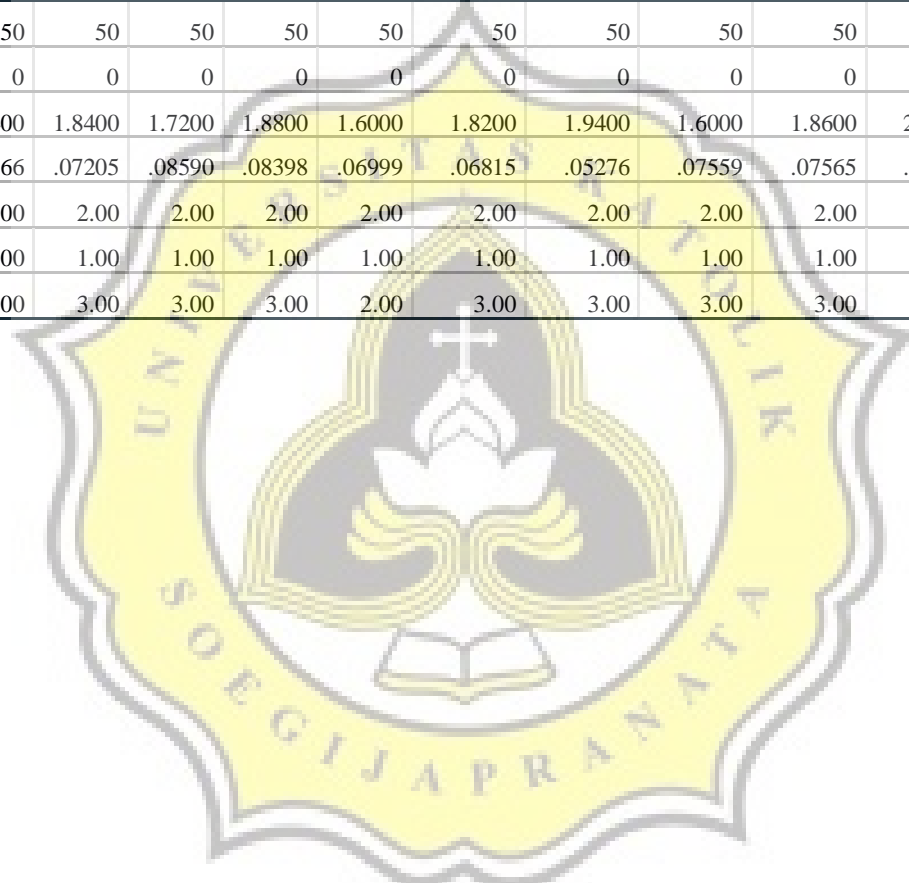
In order to get data on the customers' perception of the use of Instagram in promoting cars, the writer made 15 statements on it with 4 options as follows.

- SS : Strongly Agree (1)
- S : Agree (2)
- TS : Disagree (3)
- STS : Strongly Disagree (4)

The following table shows the mean of most items is less than 2 (but item 12 and 13). This can be interpreted that they the respondents agree with the statements given in the questionnaire. The mode of all variables, except variable 12 and 13, is 2, meaning that most participants agree with the statement. The standard deviation is varied from 0.5 to 0.9, meaning that there are quite varied answers. The next part will discuss one by one.

Table 12. Statistics

		VAR1	VAR2	VAR3	VAR4	VAR5	VAR6	VAR7	VAR8	VAR9	VAR10	VAR11	VAR12	VAR13	VAR14	VAR15
N	Valid	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		1.7400	1.8400	1.8400	1.7200	1.8800	1.6000	1.8200	1.9400	1.6000	1.8600	2.0600	2.5800	1.4800	1.7000	1.6200
Std. Error of Mean		.07985	.05966	.07205	.08590	.08398	.06999	.06815	.05276	.07559	.07565	.09218	.07608	.07688	.08207	.08025
Mode		2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	1.00	2.00	2.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00

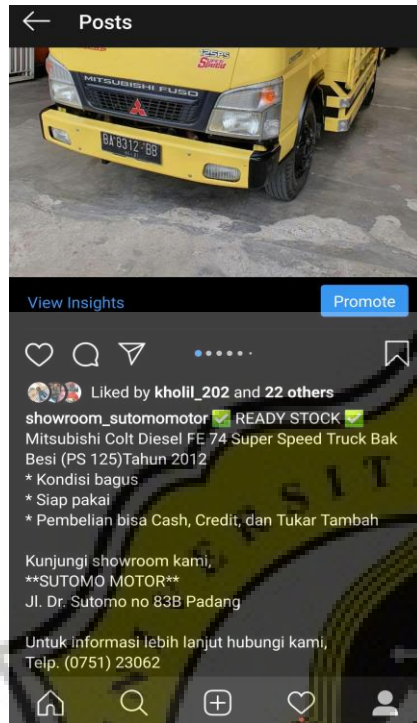


The first item asks whether the explanation of the car displayed on Instagram is very clear.

Table 13. Table The explanation of the car displayed on Instagram is very clear.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	16	32.0	32.0	32.0
	2.00	31	62.0	62.0	94.0
	3.00	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

The table above shows that almost all the participants in this study agree with the statement. This indicates the respondents positively perceive towards the statement. It seems that they consider that the explanation is quite clear. However, still there are 6% of the respondents who disagree. As it can be seen below, the explanation given in the IG covers the data about the car.



**Figure 2. Explanation**

The figure above is a proof that in the Sutomo IG, there is explanation on the product. It describes the year of the production, the kind of car and also the payment method.

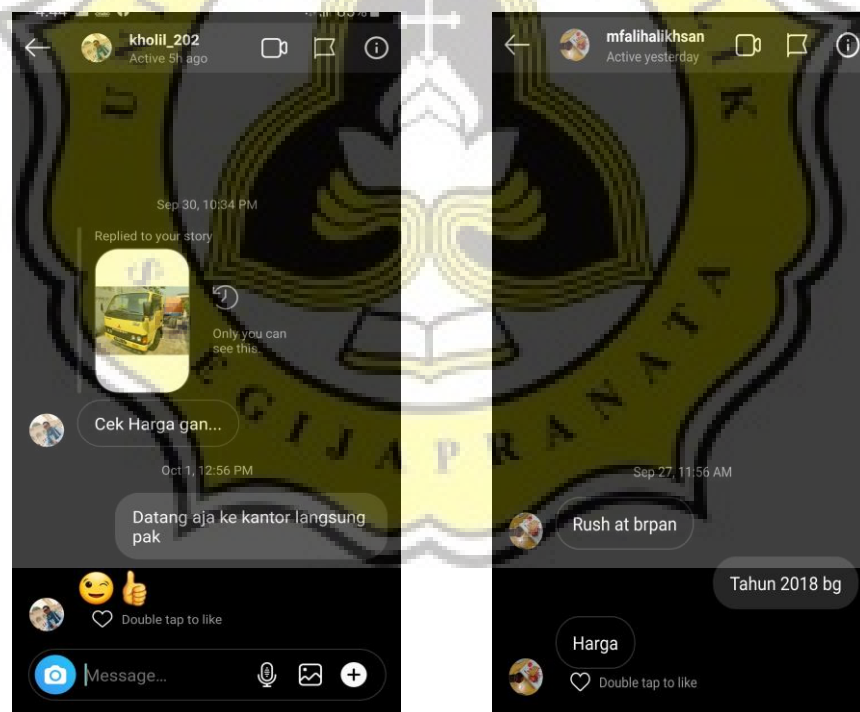
The next item is “Sutomo Motor Instagram allows visitors to get the information they need.

Table 14. Sutomo Motor Instagram allows visitors to get the information they need.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	18.0	18.0	18.0
	2.00	40	80.0	80.0	98.0
	3.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Almost all the participants agree that from Sutomo Instagram, they can get information they need. However, there is one visitor who disagrees. It means that more information can be added in the Instagram, this indicates the respondents positively perceive towards the statement.

Nevertheless, the data shows that nearly 98% of the respondents agree that the Instagram allows the customers to get the information they need. They may think so because they can make a direct message (DM) the owner and the owner directly answered any questions in DM as it can be seen in the following.



**Figure 3. Direct message**

The figure above shows that the customers asked to get information on prices. The owner of Sutomo motor actually does not want to include information on price



because he is afraid that by mentioning price people may think that the price is higher than the market price. In pricing, it is not based on the year of the production. However, people usually think that it is the year of the production that they may see to decide whether the price is high or not.

The next question is on the product selection in the IG. It asks the participants their opinion whether the product selection on Sutomo Motor Instagram is easy. The following is the data

Table 15. Product selection on Sutomo Motor Instagram is easy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	22.0	22.0	22.0
	2.00	36	72.0	72.0	94.0
	3.00	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

22% of the respondents chose strongly agree and 72% chose agree. It means that 94% of the respondents agree that the product selection is easy to be done. This shows that in the Instagram Sutomo Motor provides some products and it is easy to find products. This indicates the respondents positively perceive towards the statement.

The next is asking their opinion whether the IG is interesting to see. The table shows their opinion.

Table 16. Sutomo Motor’s Instagram showroom is interesting to see

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	36.0	36.0	36.0
	2.00	28	56.0	56.0	92.0
	3.00	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

92% of the participants agree that Sutomo Motor's Instagram showroom is interesting to see. However, there are 8% disagree with this statement. This means that it still can be improved. The writer thinks he can give more features to make it interesting. This indicates the respondents positively perceive towards the statement.

The next item is asking the participants whether they agree or not that the instagram uses multimedia and color graphics and shows colored car pictures. The data can be seen in table 17.

Table 17. This Instagram uses multimedia and color graphics and shows colored car pictures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	24.0	24.0	24.0
	2.00	32	64.0	64.0	88.0
	3.00	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

There are participants who chose 4, meaning that no one who chose strongly disagree. Most of them chose agree ( 64%) and strongly agree (24%). This means that most respondents perceive the instagram which shows the colorful cars. But still 6 out of 50 participant disagree with the statement. This can be interpreted that the instagram

has presented colorful cars. This indicates the respondents positively perceive towards the statement.

The next is perception of the pictures that show the real cars as it can be seen in table 18.

Table 18. The pictures of the cars show the real cars

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	20	40.0	40.0	40.0
	2.00	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

All participants agree because the picture uploaded is the picture of the real cars. The photos are taken from any different sides, the front part, sides and the back sides. Thus, all of them agree that the pictures uploaded in the Instagram are the real ones. This indicates the respondents positively perceive towards the statement.

The next is on the additional information. In the Instagram there are some information which is always given, such as the year of the production, the condition, the address and the phone number. The following table is the data.

Table 19. Additional information such as year, type of car, condition of the car, as well as address and telephone number information is clearly displayed on the Instagram.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	22.0	22.0	22.0
	2.00	37	74.0	74.0	96.0
	3.00	2	4.0	4.0	100.0

Total	50	100.0	100.0
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The data shows that 96% participants agree that additional information is clearly displayed on the instagram. There are still 4% who disagree. It seems that they are not satisfied with the additional information, for example the word smooth condition, while the used cars usually have some dents. This indicates the respondents positively perceive towards the statement.

The next is the direct message. It asks whether the owner directly answered the direct message from the customers. The data is presented below.

Table 20.

Sutomo Motor Instagram Showroom can receive and send DM (direct messages) quickly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	10.0	10.0	10.0
	2.00	43	86.0	86.0	96.0
	3.00	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

The table shows that most participants agree that they get answer from the owner in the direct message fast. However, the writer found that the owner did not always answer the direct message directly. Sometimes, they replied one hour after the message was sent. Therefore, there are participants who disagree with the statement. This indicates the respondents positively perceive towards the statement.

The next item is on the complete contact person or contact number. It asks the participants whether the instagram has complete contact person.

Table 21. Instagram Showroom Sutomo Motor has complete contact person.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	21	42.0	42.0	42.0
	2.00	28	56.0	56.0	98.0
	3.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

The table shows that there is one person who disagree that the instagram has complete contact person and contact number although the others agree with the statement because actually in the instagram there is a contact number that the customers can contact, but there is no contact person's name. Therefore, the writer considers to add the contact person's name in the instagram. This indicates the respondents positively perceive towards the statement.

The next item is on the confirmation. It asks whether the owner of Sutomo motor confirms when there is an order from the customers. The next is the data.

Table 22. Sutomo Motor Instagram confirms when there is an order from the customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	22.0	22.0	22.0
	2.00	35	70.0	70.0	92.0
	3.00	4	8.0	8.0	100.0

Total	50	100.0	100.0
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The table shows that there are 92% of respondents agree with the statement, meaning that they acknowledge that Sutomo Motor confirms when there is an order from the customers. This indicates the respondents positively perceive towards the statement. Actually there is no order placed in instagram. They usually come to the showroom when they want to buy the car. However, there are some conversation with visitors who ask about a product. They can ask Sutomo motor to find a product they they want. Then the owner would try to fulfil what they ask.

The next table is the data got from the tenth item. It asks whether Sutomo Motor Instagram gives a detail of services to the customers.

Table 23. Sutomo Motor Instagram gives a detail of services to the customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	18.0	18.0	18.0
	2.00	29	58.0	58.0	76.0
	3.00	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

The table shows that around a quarter of the respondents disagree with the statement, while the three quarters agree with the statement. This indicates the respondents positively perceive towards the statement "Sutomo Motor Instagram gives a detail of services to the customers". This indicates the respondents positively perceive towards the statement. Actually, there is not enough information on the services.

However, the information can be asked through direct message. For example, there is a customer who asked whether he could get the service of checking the machine in the garage. This is one of the services that the customer can get after they pay the down payment and with certain condition that is discussed.

The next one is also statement on the service. It asks whether the Instagram provides after sales service details.

Table 24. Sutomo Motor Instagram provides after-sales service details.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	2.0	2.0	2.0
	2.00	19	38.0	38.0	40.0
	3.00	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

The table shows that more than half of the respondents (60%) disagree with the statement. This indicates the respondents **negatively** perceive towards the statement. There are no after-sales services provided by Sutomo motor. However, when customers want to get information on this, they can ask. The owner has always realized that he does not only sell second hand cars, but they have also to give good services. One of the after-sale services that they give is answering the questions of the customers after they bought the cars. It is done to keep the reputation and to make customers satisfied.

The next is the data on the statement asking whether *the cars in the showroom are the same as the products displayed in the Sutomo Motor Instagram*.

Table 25. The cars in the showroom are the same as the products displayed in the Sutomo Motor Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	27	54.0	54.0	54.0
	2.00	22	44.0	44.0	98.0
	3.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Almost all of the respondents agree that the cars in the showroom are the same with the pictures in the Instagram. However, there is one customer who disagrees. The writer assumes that this customer disagreed because he found some dents that could not be seen in the picture in Instagram. This indicates the respondents positively perceive towards the statement.

Table 26. Sutomo Motor Instagram helps to find the car the customers want.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	36.0	36.0	36.0
	2.00	29	58.0	58.0	94.0
	3.00	3	6.0	6.0	100.0
	Total	50	100.0	100.0	



Almost all of the respondents (94%) agree that Sutomo Motor Instagram helps to find the car the customers want. This indicates the respondents positively perceive towards the statement. However, there are three out of 50 who disagree with the statement.

Table 27. Sutomo Motor Instagram contains a wide selection of cars with different brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	21	42.0	42.0	42.0
	2.00	27	54.0	54.0	96.0
	3.00	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

Almost all of the respondents (96%) agree that Sutomo Motor Instagram contains a wide selection of cars with different brands. However, there are 4% who disagree. The writer assumes that these respondents could not find the cars that they wanted to buy. As Sutomo motor is a show room which sell second hand cars, it depends on the cars Sutomo motor can buy with a good price. This indicates the respondents positively perceive towards the statement.

To get further data, there are three open ended questions. The following are the data.

Table 28. Perception on Appropriateness of Promoting Used cars using Instagram

	frequency	Percentage
Appropriate	23	46
inappropriate	27	54
Total	50	100

The table above shows that promoting used cars using Instagram is in appropriate according to 54% of the respondents. However, the rest (46%) perceive it appropriate. The writer assumes that promoting used cars in Instagram is appropriate.

Table 29. Perception on whether Instagram used for promoting used cars gives benefits to the buyers

	frequency	Percentage
Beneficial	31	62
Not beneficial	11	22
Total	50	100

The table shows that more respondents agree that whether Instagram used for promoting used cars gives benefits to the buyers. This can be related with the result of the close ended questionnaire discussed above. As it is mentioned above, the participants think that the advertisement in Instagram gives benefits to the buyers. They can get information on the cars advertised and they can ask information before they go to the showroom.

Table 30. Perception on whether Instagram used for promoting used cars will be trend

	frequency	Percentage
Trend	41	82
Not trend	9	18
Total	50	100

As far as the writer knows, there is no Instagram account who promotes or advertises cars or used cars. However, the participants perceive that this will be trend as it gives benefits to the buyers.

#### **4.3. General Findings**

Before the writer presents the general findings, the writer would like to provide with the background of the participants as follows.

1. The participants of this research are mostly male.
2. Most of them are 41 to 50 years
3. Their income at least is 5.1 million.
4. They sometimes do online shopping
5. They like to buy clothes and electronic appliances.
6. In a year they usually buy once or twice.
7. They spend between Rp 1.000.000, to Rp 5.000.000, -
8. The reason they choose online shops because of the speed (time saving)

The data above shows that the participants of this study are mostly male as usually who buy cars are men and they are around 41 to 50 years when they have enough money to buy cars. Besides, the participants are those who are familiar with online shopping and they like it because it can save time.

The second part is the finding on the customers' perception of the use of Instagram in promoting cars. Based on the discussions above, it is found that the participants have positive perceptions on the use of Instagram in promoting cars because most of them agree that Sutomo Motor Instagram give clear information on the products that make them get information and can use the Instagram to know the real products which are colourful easily (items 1,2,3,4,5,6) and also on the service and after sales services. Besides through Instagram can make them get information on the address, phone numbers and others (7, 9). The customers can also communicate using direct message and get confirmation, detail information (8,10) and it also gives the real description of the cars promoted (13, 14) and it also provides some choices of the cars (15). However, the customers think that the Instagram does not gives detail services and after sale service. They perceive them negatively.

Table 31. Result

Items	Mean	Remark
1	1.7400	Positive
2	1.8400	Positive
3	1.8400	Positive
4	1.7200	Positive
5	1.8800	Positive
6	1.6000	Positive
7	1.8200	Positive
8	1.9400	Positive
9	1.6000	Positive

10	1.8600	Positive
11	2.0600	Negative
12	2.5800	Negative
13	1.4800	Positive
14	1.7000	Positive
15	1.6200	Positive

There are only two items with the average more than 2. Thus, it can be concluded that they perceive the use of Instagram positively. Besides they believe that using Instagram to promote cars is appropriate and gives benefits to the buyers and it will be trend in the future.

