

CHAPTER 4

DATA ANALYSIS

This chapter discusses Car Users' Perception on the use of bilingual product knowledge of *Semarang Auto Care* products. The data were collected through questionnaires distributed to thirty four customers of Semarang Auto Care. The questionnaire consists of fifteen questions using Likert scale (1 to 5). Data obtained from the questionnaires were analyzed using SPSS 24 (Statistical Package for Social Science).

The following is the descriptive statistics.

Descriptive Statistics		
	N	Mean
The Respondents' Belief on the Quality of Semarang Auto Care Products Using English	34	3.9412
I am proud to buy local car cleaning products.	34	4.2059
I am willing to spend more money on car cleaning products that are written using Indonesian	34	3.6471
I am more confident in car cleaning products of Semarang Auto Care if it uses English.	34	4.1471

I never bought car cleaning products made in Indonesian.	34	3.7941
I agree with the existence of bilingual car cleaning product information.	34	4.5000
The use of Indonesian and English in product information is more interesting than product information that only uses Indonesian.	34	4.4706
I am interested in the product when the information and information from the product is written using two languages	34	4.2647
I feel that products written in English can be trusted with quality.	34	4.0000
I feel proud when buying car cleaning products written in English	34	3.9118
I prefer products that are imported compared to local products.	34	3.7353
I am willing to spend more money on car cleaning products that are written using English as they believe in their quality	34	3.8235
I don't like car cleaning products that are written in Indonesian.	34	3.6765

I believe in products written in English or two languages even though the product is a local product, because I believe the product has a standard equivalent to foreign products.	34	3.3824
I do not believe in products that are only written using Indonesian.	34	4.5294
AVERAGE		4.00196

The average means in the table above is 4.00196 with the lowest mean is 3.3824 (I believe in products written in English or two languages even though the product is a local product because I believe the product has a standard equivalent to foreign products) and the highest mean is 4.5294 (I do not believe in products that are only written using Indonesian).

Table 3
The Respondents' Belief on the Quality of Product Using English.

Q1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	2.9	2.9	2.9
2.00	4	11.8	11.8	14.7
3.00	1	2.9	2.9	17.6
4.00	18	52.9	52.9	70.6

5.00	10	29.4	29.4	100.0
Total	34	100.0	100.0	

The highest score is 5 meaning that “Agree” with total of 18 respondents (52.9%). It is supported by the second highest answer 5 “Strongly Agree” with total of 10 respondents (29.4%). This indicates that respondents believe in the quality of products which are using English language. Products which use English language are usually imported. People believe that imported products have a good and guaranteed quality considering that local products are often found poorly made.

Table 4.4

I am proud to buy local car cleaning products.

Q2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	5.9	5.9	5.9
3.00	2	5.9	5.9	11.8
4.00	17	50.0	50.0	61.8
5.00	13	38.2	38.2	100.0
Total	34	100.0	100.0	

The highest score is 5 (Strongly Agree) meaning that the customers are proud to buy local products, while the minimum score is 1 (Strongly Disagree) meaning that the customer is not proud to buy local products.

38.2% of the respondents strongly agree that they are proud to buy local product, 50% choose Agree. This indicates that the respondents are proud of using local product although some local products are poorly made. It is a sign for local product to be developed since the target market are proud of local product. 5.9% respondents answered neutral which means that they are neither agree nor disagree about being proud of buying local products.

Table 4.5

I am willing to spend more money on car cleaning products that are written using Indonesian.

Q3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	2.9	2.9	2.9
2.00	7	20.6	20.6	23.5
3.00	3	8.8	8.8	32.4
4.00	15	44.1	44.1	76.5
5.00	8	23.5	23.5	100.0
Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customer is willing to spend more money on car cleaning products that are written using Indonesia language. However,

the minimum score is 1 "Strongly Disagree" meaning that the customers do not agree to spend more money to buy car cleaning products that are written using Indonesian language.

The highest score is 4 "Agree" with total of 15 respondents (44.1%). It is supported by the second highest answer 5 "Strongly Agree" with total of 8 respondents (23.5%). This indicates that respondents are willing to spend more money on car cleaning product written in Indonesian language. This statement also refers to the question number 2 that the respondents are proud of using local products. It is clearly seen that local products have potential to develop.

Table 4.6

I am more confident in car cleaning products of Semarang Auto Care if it uses English

Q4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	11.8	11.8	11.8
3.00	2	5.9	5.9	17.6
4.00	13	38.2	38.2	55.9
5.00	15	44.1	44.1	100.0
Total	34	100.0	100.0	

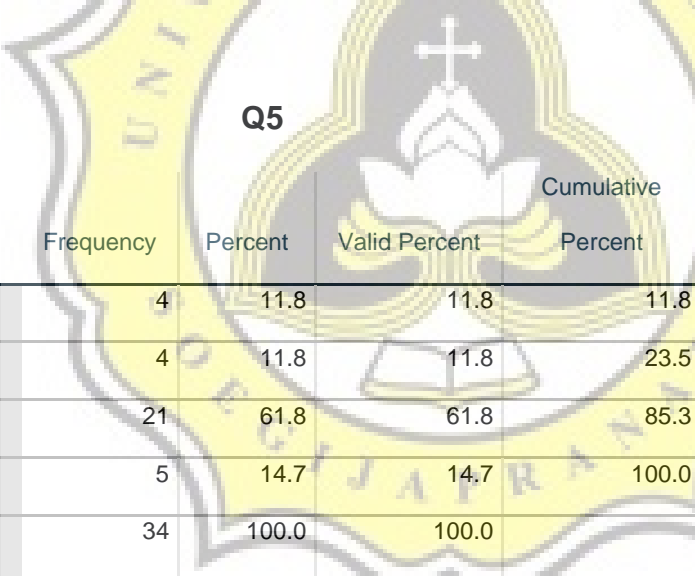
The highest score is 5 "Strongly Agree" meaning that the customer is more confident in car cleaning products of Semarang Auto Care if it uses English. However, the

minimum score is 1 "Strongly Disagree" meaning that the customer does not agree with the statement above.

The highest score is 5 "Strongly Agree" with total of 15 respondents (44.1%). It is supported by the second highest answer 5 "Agree" with total of 13 respondents (38.2%). This indicates that respondents become confident and sure to buy car cleaning products which are written in English language. It is a proof that the use of English may increase the value of the products itself as the customers become sure of the products.

Table 4.7

I never bought car cleaning products made in Indonesian.



Q5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	11.8	11.8	11.8
3.00	4	11.8	11.8	23.5
4.00	21	61.8	61.8	85.3
5.00	5	14.7	14.7	100.0
Total	34	100.0	100.0	

The highest score is 5 "Strongly Agree" meaning that the respondent does not like local products. However, the minimum score is 1 "Strongly Disagree" meaning that the customer does not agree with the statement above.

The highest score is 4 “Agree” with total of 21 respondents (61.8%). It shows that more than half of the respondents agree with the statement. This answer indicates that respondents are proud of buying local car cleaning products which are made in Indonesia. It is supported by the question number 3 that respondents are willing to spend more money on local car care products. This means that not all local product are poorly made that they can compete their products’ quality to imported products

Table 4.8

I agree with the existence of bilingual car cleaning product information.

Q6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	5.9	5.9	5.9
4.00	11	32.4	32.4	38.2
5.00	21	61.8	61.8	100.0
Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customers agree with the existence of bilingual car cleaning product information. However, the minimum score is 1 ”Strongly Disagree” meaning that the customer does not agree with the statement above.

The highest score is 5 “Strongly Agree” with total of 21 respondents (61.8%). It is supported by the second highest answer 4 “Agree” with total of 11 respondents (32.4%). This indicates that respondents agree with the use of bilingual product knowledge in car

cleaning products. Question number 1, 2, and 3 can be used to support the reason the respondents agree with this statement. The respondents agree with the quality of product which are written in English as it is stated on the question number 1. However, they are also proud of local products that they are willing to spend more money on local products which are in a good quality as it is stated on question number 2 and 3. It turns out that the use of bilingual product knowledge in the researcher local business, *Semarang Auto Care*, are agreed by the customers.

Table 4.9

The use of Indonesian and English in product information is more interesting than product information that only uses Indonesian.

Q7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	5.9	5.9	5.9
4.00	12	35.3	35.3	41.2
5.00	20	58.8	58.8	100.0
Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the use of Indonesian and English in product information is more interesting than that of only uses Indonesian. However, the minimum score is 1”Strongly Disagree” meaning that the customer does not agree with the statement above.

The highest score is 5 “Strongly Agree” with total of 20 respondents (58.8%). It is supported by the second highest answer 4 “Strongly Agree” with total of 12 respondents (35.3%). This indicates that respondents agree with the existence of bilingual product knowledge. It has been stated on question number 4 that the respondents become confident and sure about the product which are using English. This statement supports the statement that the use of English might attract customers of local business.

Table 4.10

I am interested in the product when the information and information from the product is written using two languages.

Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	5.9	5.9	5.9
	2.00	1	2.9	2.9	8.8
	3.00	1	2.9	2.9	11.8
	4.00	12	35.3	35.3	47.1
	5.00	18	52.9	52.9	100.0
	Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customer is interested in the product when the information and information from the product is written using two languages.

However, the minimum score is 1 "Strongly Disagree" mean that the customer does not agree with the statement above.

The highest score is 5 "Strongly Agree" with total of 18 respondents (52.9%). It is supported by the second highest answer 4 "Agree" with total of 12 respondents (35.3%). This indicates that respondents agree with the use of bilingual product knowledge. This statement is supported by the question number 6 that the respondents are agree with the existence of bilingual information in products. For them, the use of bilingual product knowledge seems to be more attractive and interesting.

Table 4.11

I feel that products written in English can be trusted with quality.

Q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	2.9	2.9	2.9
	2.00	5	14.7	14.7	17.6
	4.00	15	44.1	44.1	61.8
	5.00	13	38.2	38.2	100.0
	Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customer feels that products written in English can be trusted with quality. However, the minimum score is 1”Strongly Disagree” mean that the customer does not agree with the statement above.

The highest score is 4 “Agree” with total of 15 respondents (44.1%). It is supported by the second highest answer 5 “Strongly Agree” with total of 13 respondents (38.2%). This indicates that respondents agree that the use of English language on a product can increase the value of the product itself. This statement is supported by question number 1 stating that the respondents agree with the quality of the product which are written in English.

Table 4.12

I feel proud when buying car cleaning products written in English.

Q10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	6	17.6	17.6	17.6
3.00	3	8.8	8.8	26.5
4.00	13	38.2	38.2	64.7
5.00	12	35.3	35.3	100.0
Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customer feels proud when buying car cleaning products written in English. However, the minimum score is 1”Strongly Disagree” meaning that the customer does not agree with the statement above.

The highest score is 4 “Agree” with total of 13 respondents (38.2%). It is supported by the second highest answer 5 “Strongly Agree” with total of 12 respondents (35.3%). This indicates that respondents feel proud when they are buying car cleaning products which are written in English. This statement is supported by question number 4 stating that the respondents are confident in buying products using English.

Table 4.13

I prefer products that are imported compared to local products.

Q11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	10	29.4	29.4	29.4
	3.00	2	5.9	5.9	35.3
	4.00	9	26.5	26.5	61.8
	5.00	13	38.2	38.2	100.0
	Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customer prefers products that are imported compared to local products.. However, the minimum score is 1”Strongly Disagree” meaning that the customer does not agree with the statement above.

The highest score is 5 “Strongly Agree” with total of 13 respondents (38.2%). However, the second highest answer is 1 “Strongly Disagree” with total of 10 respondents (29.4%) then followed by 4 “Agree” with total of 9 respondents (26.5%). This indicates that there are respondents who prefer imported products and those who do not. This statement is supported by question number 4 and 9 stating that the respondents believe and become confident in buying products which are using English language. Products which use English are usually imported products. However, the answer of this question is also supported by the question number 2 stating that respondents are proud of local product. As a result, there are people who choose imported products, and there are also those who choose local products.

Table 4.14

I am willing to spend more money on car cleaning products that are written using English as they believe in their quality.

Q12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	2.9	2.9	2.9
	2.00	6	17.6	17.6	20.6
	3.00	3	8.8	8.8	29.4
	4.00	12	35.3	35.3	64.7
	5.00	12	35.3	35.3	100.0
	Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customer is willing to spend more money on car cleaning products that are written using English as they believe in their quality. However, the minimum score is 1”Strongly Disagree” mean that the customer does not agree with the statement above.

The highest score is both 4 and 5 “Agree” and “Strongly Agree” with total of 12 respondents (38.2%) for each answer (total 80,6%). This indicates that respondents are willing to spend more money on buying products which are written in English. This statement is supported by the question number 1 which stated that the respondents believe on the quality of products which are written in English. It is also supported by the question number 4 which stated that the use of English might increase the value of the products. As a result, the customers become sure about the products which may impact on the sales of the products.

Table 4.15

I don't like car cleaning products that are written in Indonesian.

Q13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	2.9	2.9	2.9
	2.00	8	23.5	23.5	26.5
	3.00	3	8.8	8.8	35.3
	4.00	11	32.4	32.4	67.6

5.00	11	32.4	32.4	100.0
Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customer does not like car cleaning products that are written in Indonesian. However, the minimum score is 1”Strongly Disagree” meaning that the customer does not agree with the statement above.

The highest score is both 4 and 5 “Agree” and “Strongly Agree” with total of 11 respondents (32.4%) for each answer (total 64.8%). This indicates that respondents do not like car cleaning product which are written in Indonesia language only because those products are usually local products with doubted quality. It is known that usually local products are poorly made. Customers will choose the best and doubtless products for their cars as choosing the wrong car care products might directly affect the exterior and interior of each panel of the car.

I believe in products written in English or two languages even though the product is a local product, because I believe the product has a standard equivalent to foreign products.

Q14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	12	35.3	35.3	35.3
	3.00	4	11.8	11.8	47.1
	4.00	11	32.4	32.4	79.4
	5.00	7	20.6	20.6	100.0
	Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customers believe in products written in English or two languages even though the product is a local product, because they believe the product has a standard equivalent to foreign products. However, the minimum score is 1”Strongly Disagree” meaning that the customer does not agree with the statement above.

The highest score is 2 “Disagree” with total of 12 respondents (35.3%). However, the second highest answer is 4 “Agree” with total of 11 respondents (32.4%) then followed by 5 “Strongly Agree” with total 7 respondents (20.6%). This indicates that there are respondents who do not believe in local products although those contain English language, and there are those who believe. This statement is supported by the question number 9 which stated that the respondents believe and become confident in buying products which are using English language. However, it is stated on the question number 13 that respondents doubt the quality of local products when it comes to their car care. As a result, there are people who believe on local products which use English, and there are also those who do not.

Table 4.16

I do not believe in products that are only written using Indonesian .

Q15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	2.9	2.9	2.9
	3.00	1	2.9	2.9	5.9

4.00	10	29.4	29.4	35.3
5.00	22	64.7	64.7	100.0
Total	34	100.0	100.0	

The highest score is 5 “Strongly Agree” meaning that the customer does not believe in products that are only written using Indonesian. However, the minimum score is 1”Strongly Disagree” meaning that the customer does not agree with the statement above.

The highest score is both 5 “Strongly Agree” with total of 22 respondents (64.7%). It is supported by the second highest answer 4 “Agree” with total of 10 respondents (29.4%). This indicates that respondents do not believe in products which are written in only Indonesia language when it comes to car care because those products are usually local products with doubted quality. This statement supported by the question number 13 which stated that the respondents do not like the use of Indonesian language in car cleaning products due to doubted quality of local products. It is known that usually local products are poorly made. Customers will choose the best and doubtless products for their cars as the wrong car care products might affect directly to the exterior and interior of each panel of the car.