

## STUDY OF SUPERCAR COMMUNITY INFLUENCE ON ITS EFFECT TOWARDS SUPERCAR BUYER'S PURCHASE INTENTION

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**Abstract-** Having a supercar, a high-performance sports car is the dream of every car enthusiasts. But not everyone can buy supercar because of its very expensive price. Even though more people can buy a supercar nowadays, but still a lot of considerations have to be made before buying supercar because of its price. To overcome this, supercar sellers are creating a supercar community consists of supercar owners as their member. The existence of the community is advantageous for supercar seller, community can help increase the supercar's brand image to the customer and decrease the risk that the buyer can think about. To know the buyer's behavior in deciding to buy supercar, this research revolves in finding what factor influence the buyer's purchase intention, and what factor that influenced by buyer's purchase intention. Including the purchase intention itself, there are 12 variables that used in this research. The data collection method that used in this research is using questionnaire and spread to 40 supercar owners that joins supercar community in Jabodetabek area, Bandung, and Bali. After all the data collected, the data analyzed using reliability test, factor analysis test, ANOVA and regression test. After spreading the questionnaire for a month, the data is analyzed. The result of the data analysis is brand recognition does not influence brand image, perceived risk and word of mouth does not influence purchase intention. The rest of the hypothesis is correct and shows significant influence. The core variable, Purchase Intention is influenced by Brand Image, Brand as Self, and Brand Loyalty Behavior with the level of each significance are 0.05, 0.009 and 0.009

**Keywords:** Supercar, Brand Community, Purchase Intention, Brand Image, Brand Loyalty Behavior

### Introduction

Cars are one of the primary vehicles that used in Indonesia. Cars can be so important thing here because of the poor condition of the public transportation, so people are rushing to buy a car for their family. There are many types of passenger car such as minibus, MPV (Multi-Purpose Vehicle), sedan, SUV (Sport Utility Vehicle), city car, and there are also luxury cars. In 2012, there are 10.432.259 passenger cars in Indonesia. Looking at that number, it looks like selling cars in Indonesia is not a hard thing to do. But there are some cars that are not easily sold here. Luxury cars are not easy to sell because of its price, but there are some unique types of luxury cars that harder to sell, called the supercar. In Oxford Dictionary website (2014), the term supercar means a high-performance sports car. In [www.zero.to.60.times.com](http://www.zero.to.60.times.com) (2014), supercar means an eye catching factory car that accelerates faster and is more expensive than at least 98% of the other cars manufactured in the same year. From the definition is known that supercars are hard to sell because of its price and performance. At first, in Indonesia only the Importir Umum sold supercar. Only a few car enthusiasts that have a lot of money that bought this kind of car. These car enthusiasts then meet in the racing events at the only circuit in Indonesia, Sentul Circuit. Then the car enthusiasts get to know each other and create a community for car enthusiasts that has a supercar so that they can gather and discuss more about their hobby.

This supercar community then got bigger by inviting other supercar owner, not just limited only to car enthusiasts. These types of people who doesn't really understand cars, bought supercars not because they like cars, they bought it because they can. Nowadays supercars are the symbols of prestige, even people that don't understand car at all can know supercar is not an ordinary car and very expensive by just looking at its looks.

The number of the communities also gets increased along the increase of the supercar owners in Indonesia. The communities also varies, there are supercar community that focuses on the speed performance, and there are also supercar community that the main activity of its company is to show off their supercar by hang out in various places or participated on a car contest. Although the purpose of the community is different, all supercar communities share the same trait: exclusivity just for supercars. Beside the prestige and exclusivity factor, the positive economic growth of Indonesia make more Indonesians can buy supercar. These conditions are also supported by the arrival of the official brands of supercar to Indonesia in the early 2000's. The supercar brands are making their own community based on their respective brands, the example is Ferrari create Ferrari Owners Club Indonesia (FOCI) and Porsche create Porsche Club Indonesia (PCI), both in 2002.

## Literature Review

### Brand Community

The concept of brand community is keep changing due to the relationship between the customer and the special brand. Susan (1998) thinks that it should be explored further and should not be limited to the binary relation between the brand and the customer. He states that it should be understood through associative relationship (or partnership) and the mutual influence of the overlapping situations between the customer and the special group. The value of the brand community has been given attention by scholars in recent years (McAlexander, Schouten & Koenig, 2002; Muniz & O'Guinn, 2001; Muniz & Schau, 2005). Brand community is a group of a series of relationships shaped by the customers who are fond of a specific brand. What is particularly distinct is that the brand community is one that overcomes geographic restrictions founded on the set of social relationships based on the interest (or adoption) of a specific brand (Muniz & O'Guinn, 2001). Bender (1978) states in his study that the network of social relationships should be the link established based on interrelationships and the emotion, which is in correspondence with the concept of the community, known in the analysis of social network by many former scholars.

## Methodology

### Research Design

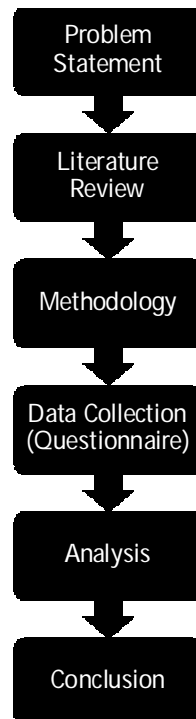


Figure 1 Research Design

### Sampling

Sampling is a process used in statistical analysis in which a predetermined number of observations will be taken from a larger population. The sampling method used in this research is judgmental sampling, because the population of the owners of the supercar in Indonesia is very limited. Not all of supercar owner are joining supercar community, so the supercar owner who joins supercar community is even more limited. But, the

main reason why the sample is supercar owner that joins a supercar community because these people is already enough to make the data complete. The sample size of supercar owner that joined supercar community in Jabodetabek, Bandung, and Bali that used in this research are 40 people; 18 respondents in Jabodetabek, 13 respondents in Bandung, and 9 respondents from Bali.

#### Data Collection Method

This research only use primary data to collect the data because the primary data alone is already enough to cover the entire problem in this research. The method used in the primary data collection is questionnaire. The respondent of the questionnaire is the people who has a supercar and lives in Jabodetabek, Bandung, and Bali. The data was collected in January and February 2014. The questionnaire used Bahasa Indonesia as its language because it is the primary language used in Jabodetabek, Bandung, and Bali.

There are four types of question in this questionnaire; multiple-choices, fill-in-the-blanks, scaling, and guess-the-picture. In the multiple-choices section, the respondent chooses between the answers provided. If there is no answer that most suitable with the respondent, he/she can choose "other", one more space provided for the respondent to fill the most suitable answer. In the fill-in-the-blanks, the respondent only has to follow the instructions and write the answer. Both of this question types are in Demographic section.

The last 2 types of question in this questionnaire are used in the next part of the questionnaire. The next question is scaling. The respondent has to choose the scale based on the statement given. Scaling that used in this questionnaire is Likert scale, because Likert scale is commonly used in questionnaires and is the most widely used scale in survey research. The Likert scale used is 1-10, 1 for Strongly Disagree until 10 for Strongly Agree. In guess-the-picture question, the respondent write the answer based on the picture given. The guess-the-picture question is to measure Brand Recognition of the respondent.

Table 1. Statement on Likert Scale Question

No	Variables	Measures	Author	Scaling Type	Scaling Technique
1	Brand Image	Supercar brand is trustworthy	Selda Başaran ALASÖZ, Nezahat EKİCİ, Mahmut Sami İŞLEK, 2011	Interval	Likert Scale 1-10
		Supercar brand is likeable		Interval	
		Supercar brand is a very good brand		Interval	
		Supercar is a very attractive brand		Interval	
2	Perceived Risk	Functional Risk	Menmet Özer DEMİR, 2011	-	
		When buying a new supercar I worry the performance is not as good as I hope		Interval	
		When buying a new supercar I worry the features is not as good as I hope		Interval	
		Financial Risk		-	
		When buying a new supercar I worry I will waste my money		Interval	
		I worry I can't pay the maintenance of my car		Interval	
		Social Risk		-	
		I buy supercar to gain popularity from people around me		Interval	
		I worry getting negative thoughts from people around me about my supercar		Interval	
		Physical Risk		-	
		I worry high-speed supercar can threaten my life		Interval	
		I worry high-speed supercar can threaten lives of people around me		Interval	
		Psychological Risk		-	
		Having a supercar make me worry about the opinion of people around me		Interval	
		Having a supercar make me worry my supercar is disturbed or wrecked by people that jealous against me		Interval	

Table 1 .Statement on Likert Scale Question (cont.)

No	Variables	Measures	Author	Scaling Type	Scaling Technique
2	Perceived Risk	Time Risk	Mehmet Özer DEMİR, 2011	-	Likert Scale 1-10
		I worry wasting a lot of time just for learning how to use the supercar		Interval	
		I worry I forgetting the time when I use my supercar		Interval	
3	Brand as Self	My supercar helps me achieve the identity I want to have	Sarah M. Haas, 2007	Interval	
		My supercar helps me narrow the gap between what I am and what I try to be		Interval	
		My supercar is central to my identity		Interval	
		My supercar is part of who I am		Interval	
		I derive some of my identity from my supercar		Interval	
		Supercar and I have a lot in common		Interval	
		Supercar's image and my self-image are similar in a lot of ways		Interval	
		Supercar reminds me of who I am		Interval	
		I tell positive things about this community to other people		Interval	
		I encourage the other people to join this community		Interval	
4	Word of Mouth	I recommend this community to people who ask my advice	Selda Başaran ALAGÖZ, Nezahat EKİCİ, Mahmut Sami İŞLEK, 2011	Interval	
		I often tell others about the supercar brand that I use		Interval	
		I recommend the supercar brand that I use to others		Interval	
		I will leave positive comments about my supercar brand on community sites		Interval	
5	Purchase Intention	Probably I will buy a supercar in a near future	Gou-Fong Liaw, 2011	Interval	
		If I had the chance, I will probably buy a supercar in the future		Interval	
				Interval	
6	Brand Community Participation	Members of this community helps each other	Selda Başaran ALAGÖZ, Nezahat EKİCİ, Mahmut Sami İŞLEK, 2011	Interval	
		When I seek for advice, I am likely to find someone supportive in this community		Interval	
		I have made a new friends as a result of joining this community		Interval	
		Friendships in this community are important to me		Interval	
		Social contacts and friendships are supported by this community offers for interaction		Interval	
7	Brand as Partner	I know my supercar really appreciates me	Sarah M. Haas, 2007	Interval	
		I know my supercar really respects me		Interval	
		My supercar shows an interest in me		Interval	
		My supercar always take care of me		Interval	
		I feel my supercar has earned my respect		Interval	
8	Brand Community Trust	I trust this community	Won-Moo Hur, Kwang-Ho Ahn, Minsung Kim, 2009	Interval	
		I rely on this community		Interval	
		This is a honest community		Interval	

Table 1 Statement on Likert Scale Question (cont.)

No	Variables	Measures	Author	Scaling Type	Scaling Technique
9	Brand Community Commitment	I feel a sense of belonging in this community	Won-Moo Hur, Kwang-Ho Ahn, Minsung Kim, 2009	Interval	Likert Scale 1-10
		I will visit this community continuously		Interval	
		I will exchange informations and opinions with the members of this brand community		Interval	
		I will collect information through this brand community		Interval	
10	Brand Community Affect	This community makes me happy		Interval	
		I gain benefit in joining this community		Interval	
		I feel good when I participate in this community		Interval	
11	Brand Loyalty Behaviour	Note: the underline ("___") indicates the supercar brand that you currently use	Ki-Joon Back, 2001		
		Even if the others brands is offering better price, I will still use ___		Interval	
		I intend to continue using ___		Interval	
		I consider ___ to be my first supercar choice	Pascale Quester, Ai Lin Lim, 2003	Interval	
		It was important to me to buy ___ compared to other brands		Interval	
		Although another brand was on sale, I still bought ___		Interval	
		I always buying ___ over another brands		Interval	
		If ___ is not available, I would rather not buy at all If I have to choose another brands		Interval	

#### Research Framework

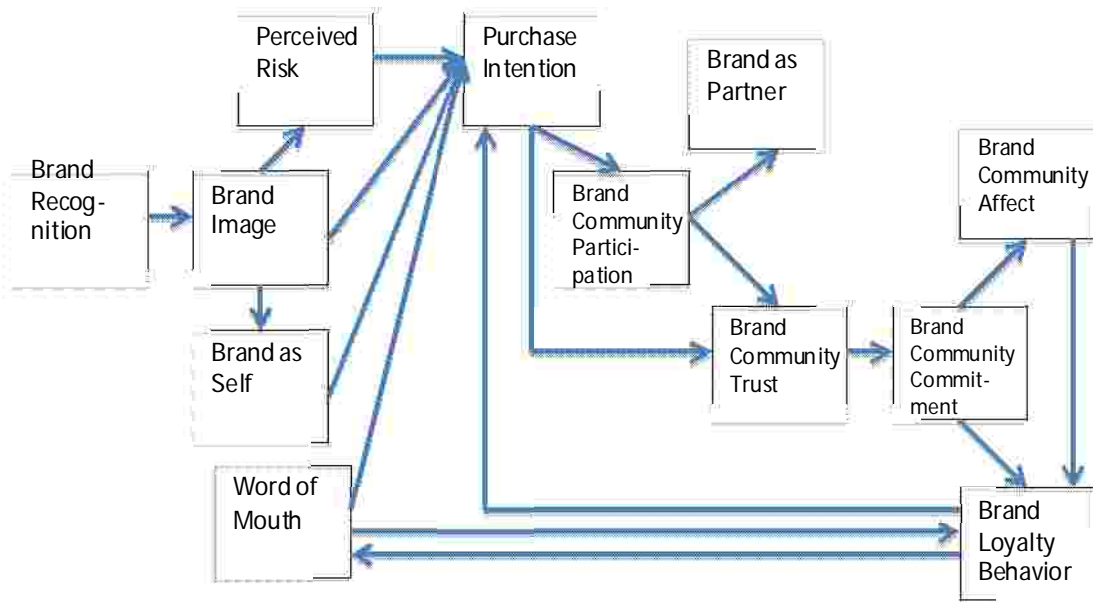


Figure 2 Research Framework

#### Research Variable

Based on the referenced journal, this research uses 12 variables to measure the supercar community influence on supercar buyer's purchase intention. The variables are Brand Recognition, Brand Image, Perceived Risk, Brand as Self, Word of Mouth, Purchase Intention, Brand Community Participation, Brand as Partner, Brand Community Trust, Brand Community Commitment, Brand Community Affect, and Brand Loyalty Behavior.

#### Research Hypothesis

These are the hypothesis in this research, based on the research framework.

H1: Brand Recognition will have a positive influence on Brand Image.

H2a: Brand Image will have a positive influence on Perceived Risk.

- H2b: Brand Image will have a positive influence on Brand as Self.
- H3a: Perceived Risk will have a positive influence on Purchase Intention.
- H3b: Brand Image will have a positive influence on Purchase Intention.
- H3c: Brand as Self will have a positive influence on Purchase Intention.
- H3d: Word of Mouth will have a positive influence on Purchase Intention.
- H3e: Brand Loyalty Behavior will have a positive influence on Purchase Intention.
- H4a: Word of Mouth will have a positive influence on Brand Loyalty Behavior.
- H4b: Brand Loyalty Behavior will have a positive influence on Word of Mouth.
- H5a: Purchase Intention will have a positive influence on Brand Community Participation.
- H5b: Purchase Intention will have a positive influence on Brand Community Trust.
- H6a: Brand Community Participation will have a positive influence on Brand as Partner.
- H6b: Brand Community Participation will have a positive influence on Brand Community Trust.
- H7: Brand Community Trust will have a positive influence on Brand Community Commitment.
- H8a: Brand Community Commitment will have a positive influence on Brand Community Affect.
- H8b: Brand Community Commitment will have a positive influence on Brand Loyalty Behavior.

#### Data Processing Method

After data collection is complete, the data will be processed using SPSS 20 for Mac with confidence level of 95% or 5% alpha.

#### Frequency Distribution

The frequency distribution of respondent profile will be analyzed to know the characteristics of the respondents involved in this study. Things that will be analyzed are gender, age, occupation, personal expense per month, car community affiliation and how long they have been in the community, current supercar, and previous owned supercar.

#### Reliability Test

According Priyatno (2009), the reliability test is used to determine the consistency of measuring instruments, ensure the question used is reliable and consistent if the measurement is repeated. Reliability test that used in this research is using Cronbach's Alpha, because this method is suitable for testing the reliability of Likert scale questions. The data can be categorized as reliable if the Cronbach's Alpha value is more than 0,6.

#### Factor Analysis

Factor analysis prove the feasibility and validity of the variables used. This analysis calculates the variables used to measure the factors that shape the research framework. The purpose of this analysis is to identify the feasibility of variables are represented by basic factors contained in this research.

#### ANOVA and Regression Test

Regression analysis is a process for estimating the relationships between the dependent variable and one or more independent variables. If the independent variable is more than one, it is called multiple regression. This research use one multiple regression analysis. This analysis is used to determine the direction of the relationship between the dependent and independent variables, to know the relationship of the variables associated positively or negatively (Priyatno, 2009). While ANOVA (Analysis of Variance) is used to analyze the differences between group means and their associated procedure.

#### Data Analysis

##### Respondent's Profile

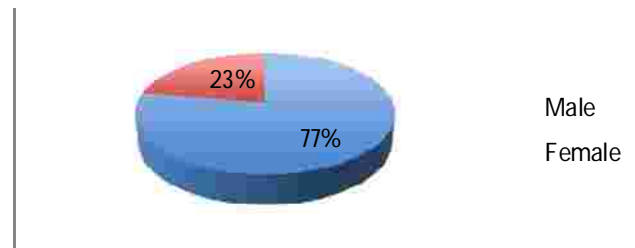


Figure 3 .Respondent's Gender

As we can see on figure 3, the respondents consist of 31 male (77,5%) and 9 female (22,5%). This shows that more male have supercar and joins supercar community than female.

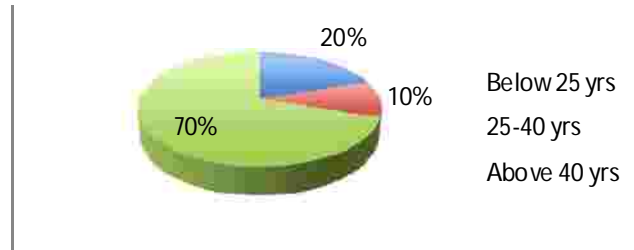


Figure 4. Respondent's Age

According to figure 4, the majority of respondents (28 people, 70%), who have supercar and joins supercar community, are more than 40 years old. The next majority is below 25 years old; consist of 8 people (20%). The least is from age 25 until 40, which only 4 people (10%).

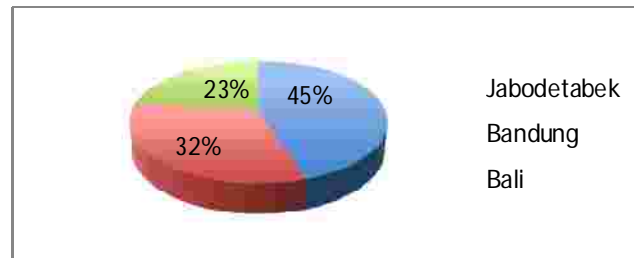


Figure 5. Respondent's Residency

Based on figure 5, 18 supercar owners and joins supercar community (45%) lives in Jabodetabek area, 13 people (32,5%) lives in Bandung, and the rest, 9 people (22,5%) live in Bali.

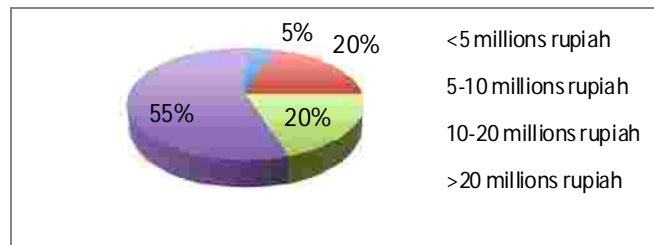


Figure 6. Respondent's Monthly Personal Expense

Figure 6 illustrates the personal expense of the owner of supercar and joins supercar community. 22 people (55%) spent more than 20 millions rupiah per month. There are two same results in this figure, 8 people (20%) spent 5 until 10 millions rupiah per month, and 8 people also spent 10 until 20 million rupiahs per month. Only 2 people in this research spent below 5 millions rupiah per month.

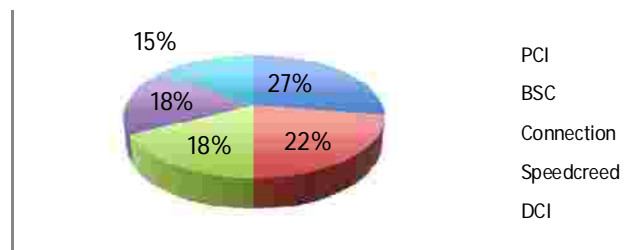


Figure 7. The supercar community that the respondent currently joined

Figure 7 shows the supercar community that the owners of the supercar join. 11 people (27,5%) join PCI (Porsche Club Indonesia), 9 (22,5%) people join BSC (Bali Supercar Community). Another two same results, 7 (17,5%) people join Connection and the other 7 joins Speedcreed. The last is DCI (Dream Car Indonesia), 6 people (15%) join this community.

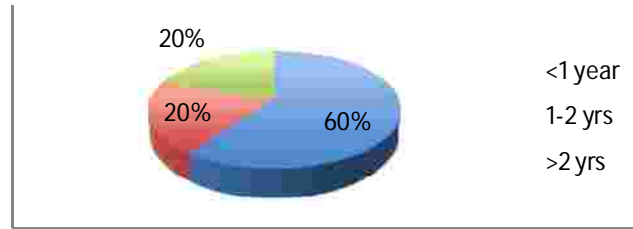


Figure 8 How long the respondent joined the current community

Figure 8 illustrates the number of respondent based on how long they join the current community. The figure is divided into three, below 1 year, 1 until 2 years, and above 2 years. Most of the respondent (24 people, 60%) joins the supercar community for 1 until 2 years. 8 people join (20%) supercar community below 1 year, and another 8 people join supercar community above 2 years.

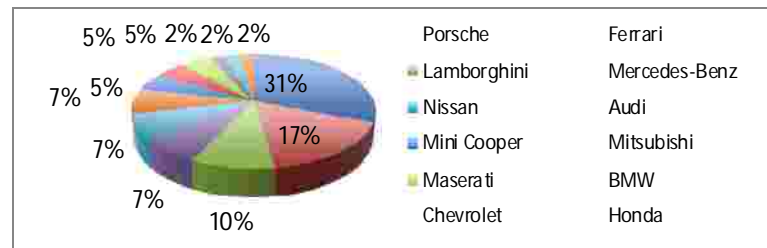


Figure 9 Respondent's current supercar

The figure 9 describes which brand of supercars that the respondents currently use. Most people in this research use Porsche (12 people, 30%). 6 people use Ferrari, 4 people use Lamborghini. 3 people own Mercedes-Benz and Nissan respectively, and Audi, Mini Cooper, and Mitsubishi is owned by 2 people respectively. The brand Maserati, BMW, Chevrolet, and Honda owned by only 1 people respectively in this research. There are two people that have more than 1 supercar. 1 of the respondents currently has Porsche, Ferrari and Maserati altogether, and the other 1 has both Porsche and Audi.

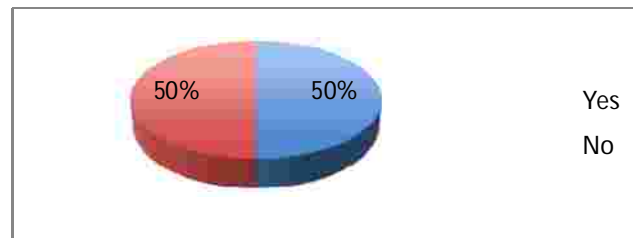


Figure 10 Respondent's previous supercar ownership

Based on figure 10, the respondent's previous ownership of supercar is a tie. 20 people (50%) owned a supercar before, and the rest is never owned a supercar before.

#### Validity Test

To make sure the data collected from the respondents is valid, validity test is needed. Measuring the validity of the data collected is using factor analysis. Factor analysis is used to determine the feasibility of the variables to measure the factors to set up the research framework. The test used in the factor analysis are Kaiser-Mayer-Olkin (KMO) Measure of Sampling Adequacy (MSA) and Bartlett's Test of Sphericity, while another factor used is Extracted Variance and Factor Loading. These tests' value should be more than 0.5 and 50% (except the value should less than 0.05 for Bartlett) to consider the variable and the questions in the questionnaire is valid and can be used in the next step of study.

Nearly all of the questions are valid and can be used in the next step of study, except the third and sixth question of Word of Mouth variable. Beside the two questions of Word of Mouth variable, six questions deleted from Perceived Risk variable because the questions make the Extracted Variance value of Perceived Risk variable go below 50%. After six questions removed, the Extracted Variance value of Perceived Risk variable goes to 65.05%. And with two questions from Word of Mouth variable also removed, the remaining questions can use further in the study.



### Reliability Test

Reliability test is needed to make sure the questions in the questionnaire are reliable to be processed further. If the questions are not reliable, the process cannot be continued. The reliability test uses Cronbach's Alpha formula to each variable in the research. If the value is more than 0,6, then the question in this questionnaire is considered reliable.

All of the variables' Cronbach's Alpha value in this research is more than 0,6. Therefore, all questions in the questionnaire and the variables used in this research are feasible for further process and have a good reliability.

### Relationship of Influence between Variables

ANOVA and Regression test is used to find the significance of each independent and dependent variable. In finding the significance between Brand Recognition and Brand Image, this research only use F-test and ANOVA because the Brand Recognition variable is nominal data type and cannot do the T-test. This is the reason why only F value and its significance are displayed in the table. The t-test significance value should below 0.05 to be considered significant, below 0.01 to be considered have a strong significance, and 0.00 is considered perfect significance.

Table 4 .ANOVA Test

Variables		Mean	Standard Deviation	F	Sig.
Independent	Dependent				
Brand Recognition	Brand Image	8.61	1.14	2.234	0.143

Table 5. ANOVA and Regression Test

Variables		R2	F	Sig.	Beta	t	Sig.
Independent	Dependent						
Brand Image	Perceived Risk	0.172	9.101	0.05	0.44	3.017	0.005
	Brand as Self	0.271	15.492	0	0.538	3.936	0
Perceived Risk	Purchase Intention	0.046	2.892	0.097	0.266	1.701	0.97
Brand Image		0.74	4.094	0.05	0.312	2.023	0.05
Brand as Self		0.147	7.697	0.009	0.41	2.774	0.009
Word of Mouth		0.012	1.483	0.231	0.194	1.218	0.231
Brand Loyalty Behavior		0.146	7.652	0.009	0.409	2.766	0.009
Word of Mouth	Brand Loyalty Behavior	0.128	6.707	0.014	0.387	2.59	0.014
Brand Loyalty Behavior	Word of Mouth	0.128	6.707	0.014	0.387	2.59	0.014
Purchase Intention	Brand Community Participation	0.146	7.684	0.009	0.401	2.772	0.009
	Brand Community Trust	0.125	6.56	0.015	0.384	2.561	0.015
Brand Community	Brand as Partner	0.201	10.838	0.002	0.471	3.292	0.002

Participation	Brand Community Trust	0.669	79.87	0	0.823	8.937	0
Brand Community Trust	Brand Community Commitment	0.65	73.55	0	0.812	8.576	0
Brand Community Commitment	Brand Community Affect	0.481	37.12	0	0.703	6.093	0
	Brand Loyalty Behavior	0.086	4.656	0.037	0.33	2.158	0.037
Brand Community Affect	Brand Loyalty Behavior	0.22	12.005	0.001	0.49	3.465	0.001

From table 4 and 5 we can see the significance value of Brand Recognition-Brand Image, Perceived Risk-Purchase Intention and Word of Mouth-Purchase Intention is above 0.05, therefore it can be say that the variables are not significant and the hypothesis should be rejected. On the contrary, Brand as Self-Purchase Intention, Brand Loyalty Behavior-Purchase Intention, Purchase Intention-Brand Community Participation and Brand Community Participation-Brand as Partner is strongly significant because the significance value is below 0.01. And lastly, there are five results that show perfect significance; Brand Image-Perceived Risk, Brand Image-Brand as Self, Brand Community Participation-Brand Community Trust, Brand Community Trust-Brand Community Commitment and Brand Community Commitment-Brand Community Affect.

#### Hypothesis Result

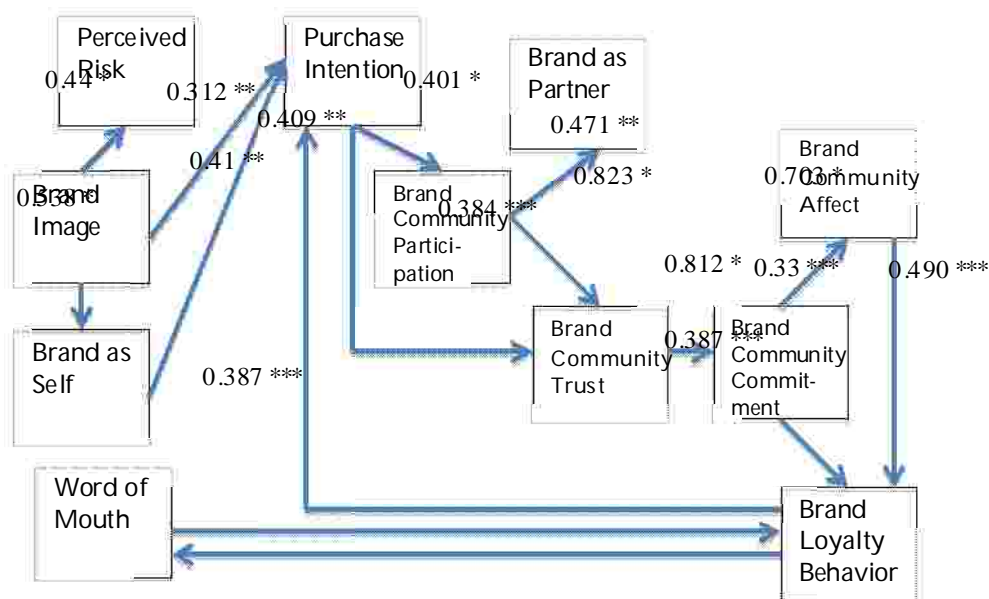


Figure 11 New Research Framework

Note: The value written in the figure is Beta value. The asterisk character after Beta value is t-test significance; 1 asterisk (\*) means perfectly significant, 2 asterisks (\*\*) means strongly significant, 3 asterisks (\*\*\*) means significant.

#### Conclusion

Based on the data analysis, there are some unexpected outcome. Supercar owner's Brand Recognition of supercar brand is not influence supercar owner's views about supercar's Brand Image. In this research, Brand Recognition does not related to other variables. If it turns out that Brand Recognition is not related with Brand

Image, then the variable Brand Recognition can be removed. Hence, the variable used in this research is now decreased into eleven variables.

Rather similar with Brand Recognition and Brand Image's relation, Supercar owner's Perceived Risk and Word of Mouth among supercar owners is not influencing the buyer's Purchase Intention. However, the case is a little bit different with Brand Recognition. Unlike Brand Recognition, Perceived Risk and Word of Mouth is still related to other variables, so although proved not influencing Purchase Intention, both variables are not removed. Perceived Risk is influenced by Brand Image, while Word of Mouth are significantly influenced and influencing Brand Loyalty Behavior.

Aside from the variables stated above, the other variables are still related each other, but now it is known how strong the influence between the variables. Supercar owner's views about supercar's Brand Image perfectly influence supercar owner's Perceived Risk about supercar and supercar owner's Brand as Self, and also significantly influence supercar buyer's Purchase Intention. Supercar owner's Brand as Self is strongly influence supercar buyer's Purchase Intention. Supercar owner's Brand Loyalty Behavior is strongly influence supercar buyer's Purchase Intention and significantly influences Word of Mouth among supercar owners. Supercar buyer's Purchase Intention is strongly influence supercar owner's Participation in the community and significantly influence supercar owner's Trust to the community. Supercar owner's Participation in the community is strongly influence supercar owner's Brand as Partner and perfectly influences supercar owner's Trust to the community. Supercar owner's Trust to the community perfectly influences supercar owner's Commitment to the community. Supercar owner's Commitment to the community perfectly influences supercar owner's Affect to the community and is significantly influence supercar owner's Brand Loyalty Behavior. Supercar owner's Affect to the community is strongly influence supercar owner's Brand Loyalty Behavior.

#### Recommendation

For the further research, in conducting research about brand community there are some points that need to be considered. First, the total respondents should not just 40 respondents like this research because the more respondents for the research, the research will have more data and the result will be more accurate. The reason this research only use 40 respondents because the population of the supercar and the supercar in Indonesia is very limited. It is so rare, even most of the Indonesian people won't see a supercar once a month. Because of its rarity, 40 supercar owners in Jabodetabek, Bandung, and Bali that joins supercar community can represent the behavior of supercar owners in Indonesia and finish the research in brand community about supercar in Indonesia.

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