

## **CHAPTER 5**

### **CONCLUSIONS AND MANAGERIAL IMPLICATIONS**

#### **5.1 Introduction**

This chapter will discuss about the conclusions, the implication of this study to manager, the limitation of this study, and some suggestions for future research.

#### **5.2 Conclusions**

Based on the result of hypotheses testing, attitudes, subjective norm, perceived behavioral control, and bargaining intention have influences to bargaining behavior. Attitudes, subjective norms and perceived behavioral control were variables that had positive impact on bargaining intention. These positive impact means that young Chinese customers in Yogyakarta have a high consideration on these factors will have a high favorable and competitive in bargaining.

An attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given action (or object). Therefore, the attitude towards an action is the overall favorable or unfavorable feeling towards the action, or the amount of affect for performing the action (Fishbein, 1980, pp. 1-3). Attitude had influence and positive relation to bargaining intention. Indonesia is developing country, and the economics is still growing. Here, all the prices are in variety. Ironically, the price can easily changed and one market to another market still has a high difference in pricing. Each province in Indonesia has different standards pricing based on income per capita. Therefore, it is

possible for customers to carefully survey prices and locations which consider affordable and worth with its product's quality. Because of these kinds of markets in a country, the citizens consistently behave to bargain or negotiate whenever they shop.

Subjective norms are a person's own estimate of the social pressure to perform or not perform the target behavior. Subjective norms are assumed to have two components which work in interaction: beliefs about how other people, who may be in some way important to the person, would like them to behave (normative beliefs). Young Chinese customers still believe in negotiating cultures, but family tradition, cultures, and norms are not the strongest factor which influence them to decide to do bargaining. Perhaps, in total 175 respondents, there are Chinese youths who still believe in subjective norms and another Chinese youths not much concern about subjective norm influencing their bargaining behavior. It might be probably all the respondents' parents were not a retailer, however working in the company. In that case, they were less watching or learning how to negotiate or doing bargaining. And, other youths have a family business so that they tends to practice more with their parents and from their environment.

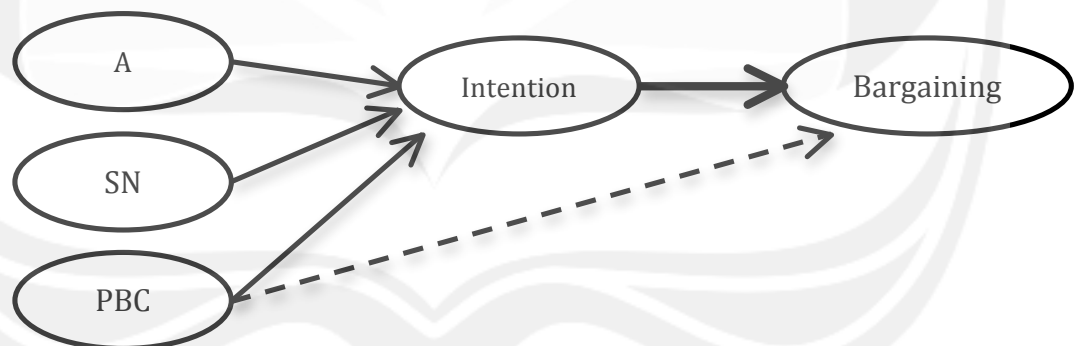
Perceived behavioral control is an individual's perceived ease or difficulty of performing the particular behavior. It is assumed that perceived behavioral control is determined by the total set of accessible control beliefs. However, Control beliefs are an individual's beliefs about the presence of factors that may facilitate or impede performance of the behavior (Ajzen, I., 1991). Perceived behavioral control was significantly influencing bargaining intention and also

bargaining behavior. This means young Chinese customers in Yogyakarta have no burden or pressure to do bargaining. Therefore, they have a high favorable of bargaining behavior will also have a high confident to bargain.

Even though the bargaining intention in average did not show a high influence, it can be assumed that it is just a preference if they are given a choice to bargain. In other words, when both bargaining intention and bargaining behavior in regression analysis, it gave positive relation between the intention and bargaining behavior are significantly high.

**Figure 5.1**

**Conceptual Model**



### **5.3 Managerial Implication**

This research could be used to help domestic or international investors or retailers to design a strategy especially learning the consumer behaviors in Indonesia. This research is located in Yogyakarta and targeted to Young Chinese Customers. In this research, they represented from one of Indonesia's ethnicity that were sample population in observing bargaining behavior. It could help them

to know whether how to deal with bargainers and design a pricing plan.

There is still a lot of business, which allow bargaining, except in modern market. In modern market place, negotiating might be less occurred, and more preference in fixes prices. Based of the result on this research, Young Chinese customers in Indonesia are competitive in bargaining. Therefore, new coming investors or retailers could decides in which kind of market that they want to penetrate, which kind of consumers that they want to deal with, and how to negotiate well with them.

Yogyakarta is a city of students. This research also can open new opportunity to them in creating innovation into new business, which fit with current young people's life styles and interests of products. In other hand, we can use their competitiveness in bargaining to lead or develop current business especially price offering.

#### **5.4 Research Limitation**

There were some limitations in this study about bargaining behavior of young Chinese Customers in Indonesia. The scope of this study was limited only in one city, Yogyakarta. The result of the study may be more accurate if the research is done in not only one city because there will be more young Chinese Respondents are involved on this research. And, probably there will show difference results about the way of attitudes, perceived bargaining behavior, subjective norms, intention, and bargaining behavior in each provinces Indonesia. The way of Young Chinese customers perceived Subjective norms might be significant in other province, because this research is targeted to Young Chinese

Customers from original Yogyakarta and also from different provinces that are studying in Yogyakarta. Subjective Norms could be proved for its significant if there is also data of respondents' parents job and also a short introduction about the history or development of Chinese Cultures in Yogyakarta.

#### **5.4 Suggestions**

Future studies may be included a question about which province that you came from, and distribute prevalently. Result may be varying between one and the other city or other countries (international project). From the result, researcher can make comparison between cities or try compare with other ethnicity like Javanese.

Future research may adopt this model of study to research more specific ethnicity or nationality, such as Chinese-Hongkong, Chinese-Singapore, Chinese-Jakarta, and Chinese-Pontianak. Chinese are also diverse in many countries and regions.

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# **APPENDIX 1**

# Research of “Bargaining Behavior of Young Chinese Costumers in D. I. Yogyakarta”

## OPENING

Saudara/I yang saya hormati,

Saya mahasiswi jurusan Manajemen Internasional, Fakultas Ekonomi, Universitas Atma Jaya Yogyakarta. Pertama-tama, saya ucapkan terima kasih atas bantuan, ketersediaan waktu, dan kerja samanya kepada responden untuk mengisi angket pertanyaan ini. Kuisisioner ini bertujuan untuk mendukung dan menunjang penelitian Skripsi/Tugas Akhir program sarjana saya. Pertanyaan-pertanyaan di bawah ini akan mendiskusikan tentang “Budaya Tawar-Menawar pada Kaum Muda Tiong Hua di Indonesia. “

Selamat Menjawab!

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### BAGIAN PERTAMA : ***PROFILE RESPONDENTS***

(Mohon beri tanda centang (✓) di alternatif jawaban yang paling sesuai dengan kondisi anda)

1. Apakah Anda adalah keturunan Tiong Hua?

- Iya  
 Bukan

2. Berapakah Usia Anda?

Jawaban dalam angka : \_\_\_\_\_

3. Apakah Jenis Kelamin Anda?

- Pria  
 Wanita

4. Dimanakah level pendidikan Anda sekarang?

- Tidak Lulus SD  
 SD  
 SMP  
 SMA  
 Diploma  
 Program Sarjana  
 Program Pascasarjana  
 Lainnya \_\_\_\_\_

5. Berapakah penghasilan atau uang jajan Anda per bulannya?

- < Rp 500.000, 00
- Rp 500.000,00 – Rp 1.000.000,00
- Rp 1.100.000,00 - Rp 3.000.000,00
- Rp 3.100.000,00 – Rp 5.000.000,00
- Rp 5.100.000,00 – Rp 10.000.000, 00
- > Rp 10.000.000,00

6. Dalam 5 bulan terakhir ini, apakah Anda pernah melakukan tawar-menawar ketika membeli produk?

- Ya
- Tidak

Bila 'Ya', berilah tanda centang (✓) pada produk yang pernah Anda beli, (**Jawaban bisa lebih dari satu**)

- Furniture
- Makanan atau Minuman
- Barang Elektronik atau Gadget
- Sayur/Buah
- Pakaian
- Lain-lainnya (Tolong disebutkan)\_\_\_\_\_

BAGIAN KEDUA :

**(Seberapa setujukah Anda dengan pernyataan berikut? Tandai dengan melingkari salah satu dari gambarnya!)**

### 7. BARGAINING BEHAVIOR

	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
A	Saya sangat suka menawar	1	2	3	4	5
B	Setiap kali saya berbelanja saya pasti menawar	1	2	3	4	5
C	Seberapa banyak uang yang saya miliki saya akan selalu menawar	1	2	3	4	5
D	Saya merasa senang sewaktu menawar	1	2	3	4	5
F	Menawar adalah prioritas utama	1	2	3	4	5

## 8. BEHAVIORAL INTENTIONS

	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
A	Saya memiliki banyak waktu untuk menawar	1	2	3	4	5
B	Saya suka menawar daripada membeli dengan harga pas	1	2	3	4	5
C	Saya memiliki banyak energi untuk menawar	1	2	3	4	5
D	Menawar itu sangat mudah	1	2	3	4	5
E	Saya akan mendatangi toko yang memperbolehkan tawar-menawar	1	2	3	4	5

## 9. ATTITUDES

	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
A	Dengan tawar-menawar, saya dapat lebih berhemat	1	2	3	4	5
B	Dengan tawar-menawar, saya dapat berbelanja lebih banyak	1	2	3	4	5
C	Dengan tawar-menawar, saya bisa mengontrol pengeluaran	1	2	3	4	5
D	Dengan tawar-menawar, saya dapat mengukur uang yang saya miliki	1	2	3	4	5
E	Dengan tawar-menawar, saya mendapat banyak manfaat	1	2	3	4	5
F	Dengan tawar-menawar, saya dapat membeli produk yang berkualitas	1	2	3	4	5
G	Dengan tawar-menawar, saya mendapatkan harga yang terjangkau	1	2	3	4	5

## 10. *SUBJECTIVE NORMS*

	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
A	Tawar-menawar adalah budaya turun-temurun warga Tiong Hua	1	2	3	4	5
B	Sejak kecil saya belajar tawar-menawar dari keluarga	1	2	3	4	5
C	Mereka yang suka menawar adalah konsumen yang berduit	1	2	3	4	5
D	Orang-orang yang saya sayangi lebih menghargai saya bila saya menawar	1	2	3	4	5
E	Saya percaya bahwa tawar-menawar lebih menguntungkan	1	2	3	4	5
F	Keluarga dan teman-teman beranggapan bahwa Tawar-menawar adalah suatu hal yang lazim dan biasa terjadi	1	2	3	4	5
G	Saya merasa bahwa menawar adalah suatu keharusan	1	2	3	4	5

## 11. PERCEIVED BEHAVIORAL CONTROL

	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
A	Walau harga murah pun saya akan menawar	1	2	3	4	5
B	Saya akan menawar pada tingkat harga sebarang	1	2	3	4	5
C	Saya sangat berani menawar tanpa ada rasa gengsi atau malu	1	2	3	4	5
D	Saya menawar setelah saya mengumpulkan banyak informasi harga dan pendapat orang lain	1	2	3	4	5
E	Menawar atau tidak menawar adalah hak saya	1	2	3	4	5
F	Saya menawar jikalau saya memiliki waktu luang	1	2	3	4	5
G	Saya menganggap diri saya sebagai penawar harga yang handal	1	2	3	4	5

# Research of “Bargaining Behavior of Young Chinese Costumers in D. I. Yogyakarta”

## OPENING

Dear Respondents,

I am a student from International Business and Management Program, Faculty of Economics, Universitas Atma Jaya Yogyakarta. At First, I would like to say thank you for the participation, time, and corporate to fill this survey. This questionnaire is supposed to conduct and support the research for final report/dissertation. These questions below discusses about “Bargaining Behavior of Young Chinese Costumers in Indonesia”

Good Luck!

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### FIRST STAGE : ***PROFILE RESPONDENTS***

(Please give a sign (✓) at the alternative answers which the most appropriate with your condition)

1. Are you Chinese?

- Yes  
 No

2. How old are you?

Answer in numerical: \_\_\_\_\_

3. What is your gender?

- Man  
 Woman

4. What is the level of your education now?

- Incomplete Primary High School  
 Primary School  
 Junior High School  
 Senior High School  
 Diploma  
 Undergraduate  
 Postgraduate  
 Other \_\_\_\_\_

5. How much is your income or pocket money per month?

- < Rp 500.000,00
- Rp 500.000,00 – Rp 1.000.000,00
- Rp 1.100.000,00 - Rp 3.000.000,00
- Rp 3.100.000,00 – Rp 5.000.000,00
- Rp 5.100.000,00 – Rp 10.000.000,00
- > Rp 10.000.000,00

6. During 5 months, did you do bargaining when you shopped?

- Yes
- No

If 'Yes', give a sign (✓) to which products that you ever bought  
(**Answer can be more than one**)

- Furniture
- Foods or Drinks
- Electronics or Gadgets
- Vegetables/Fruits
- Clothing
- Others (Please Mention) \_\_\_\_\_

STAGE 2:

(How much do you agree with the statements? Sign the question by circling one of the numbers below).

### 7. BARGAINING BEHAVIOR

	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	I really love bargaining	1	2	3	4	5
B	Whenever I shop, I always bargain	1	2	3	4	5
C	Money is not a big deal to bargain	1	2	3	4	5
D	I feel happy when I bargain	1	2	3	4	5
F	Bargaining is priority	1	2	3	4	5



## 8. BEHAVIORAL INTENTIONS

	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	I have much times to bargain	1	2	3	4	5
B	I prefer bargaining than fix prices	1	2	3	4	5
C	I have much energies to bargain	1	2	3	4	5
D	Bargaining is very easy	1	2	3	4	5
E	I will come to the shops which allow me to bargain	1	2	3	4	5

## 9. ATTITUDES

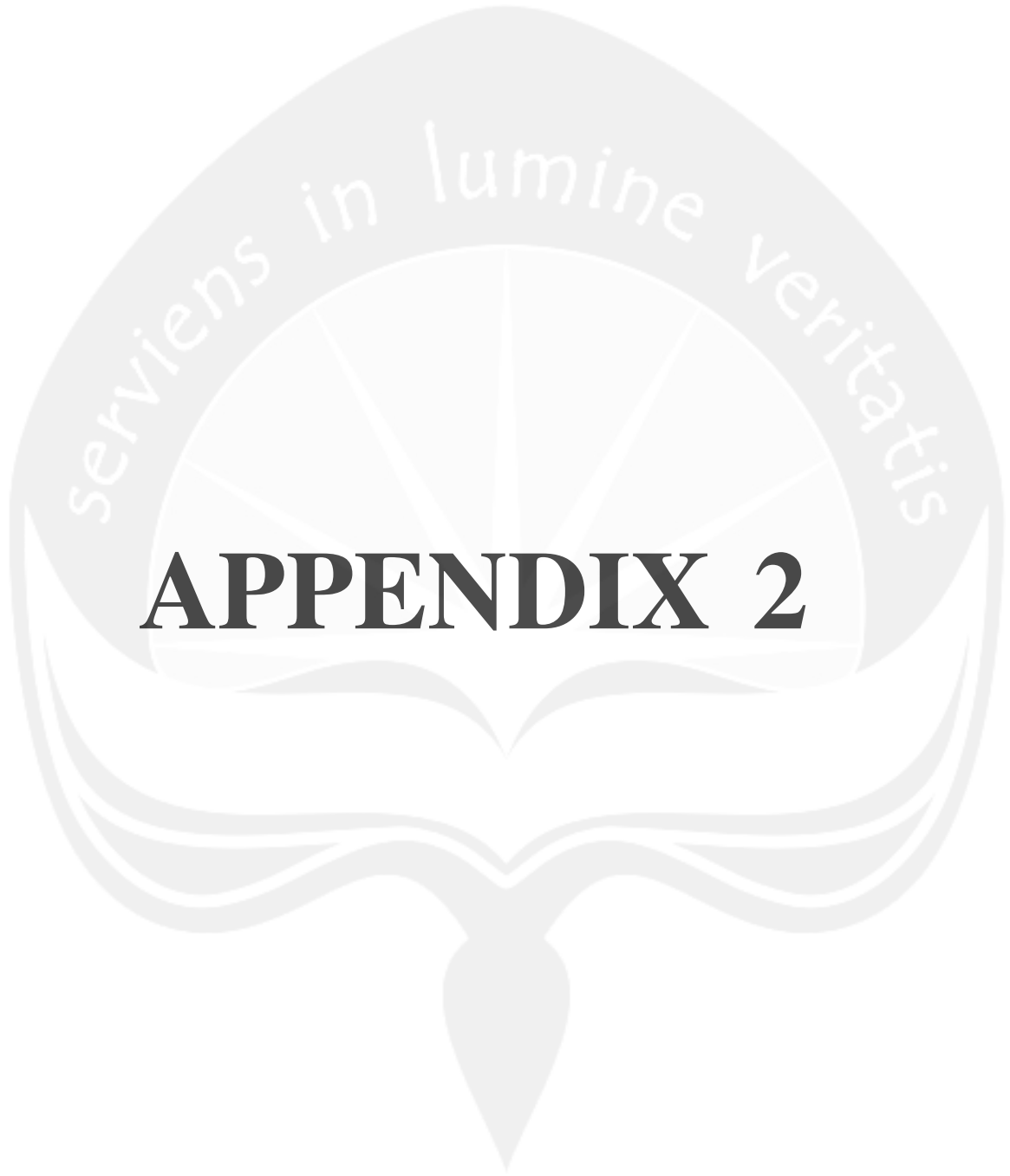
	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	Because of bargaining, I save much money	1	2	3	4	5
B	Because of bargaining, I can shop more	1	2	3	4	5
C	Because of bargaining, I can control my expenses	1	2	3	4	5
D	Because of bargaining, I can measure my money	1	2	3	4	5
E	Because of bargaining, I get a lot of benefits	1	2	3	4	5
F	Because of bargaining, I can buy good quality products	1	2	3	4	5
G	Because of bargaining, I can get affordable prices	1	2	3	4	5

## 10. *SUBJECTIVE NORMS*

	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	Bargaining is Chinese culture	1	2	3	4	5
B	I learnt bargaining since a kid	1	2	3	4	5
C	Bargainers are mostly from rich community	1	2	3	4	5
D	People who I love more respect me If I bargain	1	2	3	4	5
E	I believe that bargaining is more profitable	1	2	3	4	5
F	Family and friends assume that bargaining is common and generally happening	1	2	3	4	5
G	I feel that bargaining is a must	1	2	3	4	5

## 11. *PERCEIVED BEHAVIORAL CONTROL*

	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	I still bargain even in cheap prices	1	2	3	4	5
B	I bargain at all price levels	1	2	3	4	5
C	I am fearless and no shy to bargain	1	2	3	4	5
D	I bargain after I collect all information about prices.	1	2	3	4	5
E	Bargaining or no is my right	1	2	3	4	5
F	I will bargain if I have time	1	2	3	4	5
G	I perceive my self as a great bargainer	1	2	3	4	5



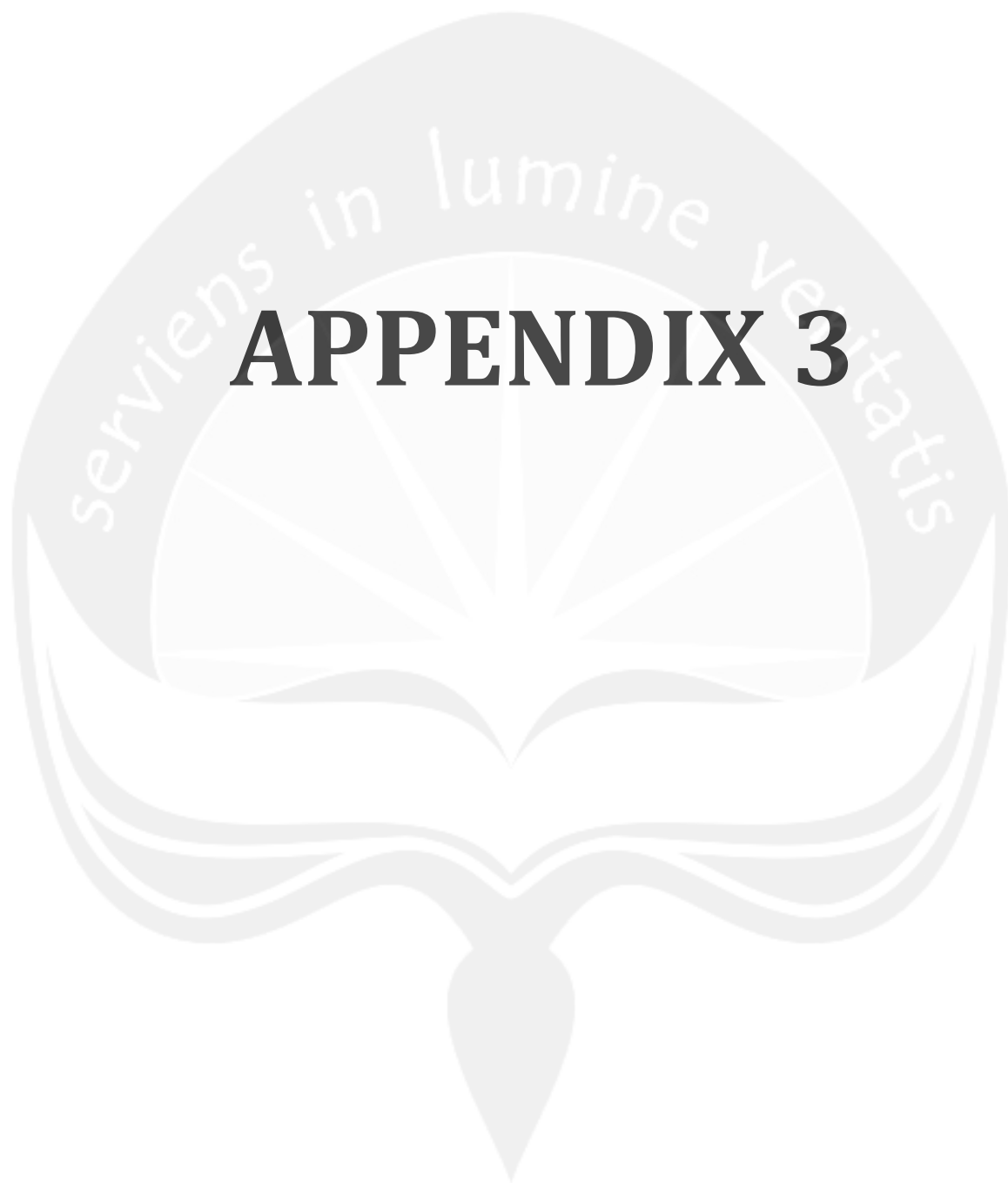
# **APPENDIX 2**







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153	25	1	7	1	4	3	1	3	4	4	3	2	1	1	4	1	2	2	5	1	4	4	4	4	4	5	5	1	1	5	4	3	1	1	2	5	5	5	3	3	
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155	21	2	6	1	2	4	1	5	3	4	3	4	3	3	4	4	4	4	4	4	4	4	3	4	4	4	3	2	4	4	3	3	4	4	4	4	4	4			
156	21	1	6	1	3	3	1	2345	35	1	1	1	2	1	1	1	1	1	1	1	1	1	5	1	1	1	5	1	3	1	5	1	1	1	1	5	5	1	1	1	
157	21	2	6	1	3	3	1	235	245	3	2	2	2	1	2	1	4	4	4	4	4	4	4	4	4	4	4	3	3	2	3	3	4	2	3	3	3	3	3	4	3
158	17	2	4	1	4	5	1	35	23	2	1	1	1	1	1	1	1	1	3	2	3	2	1	1	1	1	2	3	1	3	5	2	2	2	3	2	3	4	1	1	
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171	24	2	6	1	4	3	1	1456	245	3	3	4	3	3	3	2	3	4	3	4	3	3	3	4	3	3	2	2	3	4	3	3	3	3	3	3	3	3	3	3	4
172	23	1	6	1	3	2	1	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	2	2	3	3	3	2	3	3
173	25	2	7	1	4	2	1	3	4	4	2	2	3	3	2	2	3	2	2	2	3	3	2	3	3	4	5	1	3	3	5	3	5	4	5	5	5	5	4	5	2
174	22	1	4	1	3	1	1	3	4	2	4	2	2	1	1	3	1	2	2	4	4	4	5	3	4	4	2	3	2	5	1	3	2	2	2	2	5	4	4	2	3
175	22	1	4	1	4	3	1	3	1	3	2	3	2	2	2	2	3	2	3	3	2	3	3	3	2	2	3	3	2	2	4	3	2	2	2	3	4	3	3	2	2



# **APPENDIX 3**



## Bargaining Behavior

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.904	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Like bargaining so much	10.64	14.526	.770	.603	.880
Always shop with bargaining	11.01	14.187	.773	.606	.878
Money is not a big deal to bargain	11.00	13.670	.763	.588	.881
I feel happy when bargaining	11.22	13.764	.770	.596	.879
Bargaining is priority	11.36	14.573	.717	.517	.890

## Bargaining Intention

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.825	.823	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Always have time to bargain	11.61	11.421	.717	.520	.759
Prefer bargaining than fix prices	11.78	12.514	.636	.421	.785
Have much energies to bargain	11.76	13.810	.475	.262	.828
Bargaining is very easy	11.44	12.065	.682	.482	.771
Prefer Bargaining	10.68	12.865	.590	.416	.798
Shop					

## Attitudes

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.887	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Saving Money	18.68	30.183	.703	.515	.865
Shop More Expenses	18.90	29.190	.750	.593	.859
Controlling Measuring Money	19.10	28.701	.812	.681	.851
Gain a lot of benefits	18.98	30.477	.699	.503	.865
Able to get good quality products	19.59	30.869	.678	.488	.868
Get affordable prices	18.81	31.963	.562	.371	.882
	19.27	30.730	.545	.362	.887

## Subjective Norms

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.806	.809	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bargaining is Chinese Culture I learnt	16.75	20.211	.552	.333	.779
bargaining with family since little Bargainers are usually from rich community	17.23	21.608	.452	.224	.797
People more respect me if I bargain	17.31	20.486	.638	.420	.764
Believing bargaining is more profitable	16.53	21.058	.463	.251	.796
Believing in family and friends that bargaining is common	15.94	22.184	.511	.284	.786
Bargaining is a must	16.97	21.062	.576	.428	.775
	17.35	20.377	.614	.460	.767

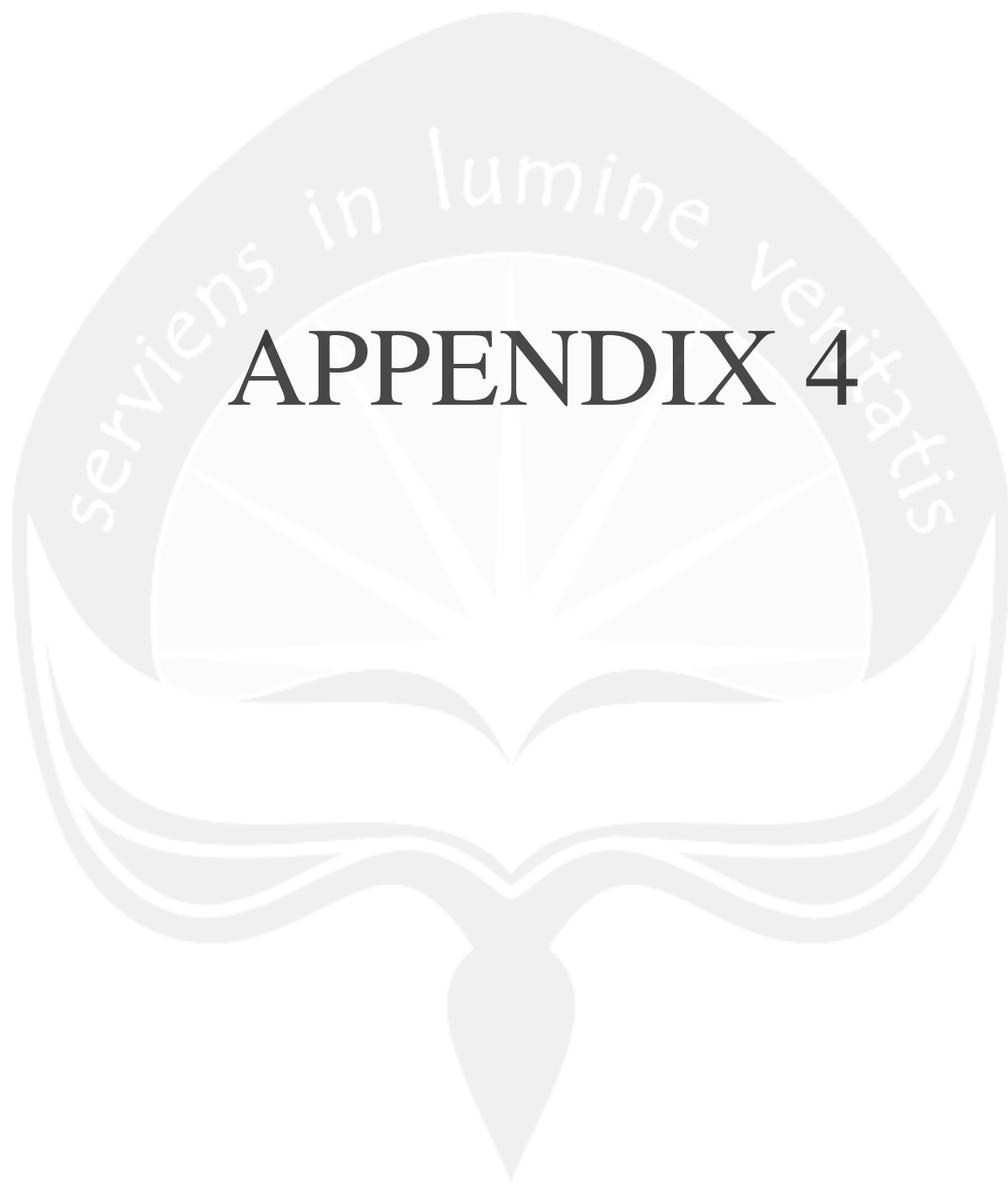
Perceived Behavioral Control

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.763	.761	7

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Still Bargaining in Cheap Prices	18.93	18.307	.545	.365	.719
Bargaining at all price levels	18.67	17.574	.632	.484	.700
Fearless and no shy to Bargain	18.05	19.055	.439	.273	.743
Price and Information required	17.43	19.871	.420	.257	.746
Bargaining is my right	18.07	21.200	.260	.072	.777
Bargaining only when I have leisure time	18.86	19.224	.485	.279	.733
Perceiving my self is a great bargainer	18.54	17.977	.599	.405	.708



# APPENDIX 4

**Descriptive Analysis**  
Profile of Respondents

**Frequency Table**

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17	8	4.6	4.6	4.6
18	15	8.6	8.6	13.1
19	23	13.1	13.1	26.3
20	17	9.7	9.7	36.0
21	30	17.1	17.1	53.1
22	31	17.7	17.7	70.9
23	18	10.3	10.3	81.1
24	14	8.0	8.0	89.1
25	9	5.1	5.1	94.3
26	5	2.9	2.9	97.1
28	1	.6	.6	97.7
29	2	1.1	1.1	98.9
30	1	.6	.6	99.4
33	1	.6	.6	100.0
Total	175	100.0	100.0	

**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Man	101	57.7	57.7	57.7
Woman	74	42.3	42.3	100.0
Total	175	100.0	100.0	

### Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Incompleted Primary School	1	.6	.6	.6
Senior High School	25	14.3	14.3	14.9
Diploma	2	1.1	1.1	16.0
Undergraduate	135	77.1	77.1	93.1
Postgraduate	8	4.6	4.6	97.7
Other	4	2.3	2.3	100.0
Total	175	100.0	100.0	

### Pocket or Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp 500.000	9	5.1	5.1	5.1
Rp 500.000 - Rp 1.000.000	37	21.1	21.1	26.3
Rp 1.100.000 - Rp 3.000.000	86	49.1	49.1	75.4
Rp 3.100.000 - Rp 5.000.000	18	10.3	10.3	85.7
Rp 5.100.000 - Rp 10.000.000	19	10.9	10.9	96.6
> Rp 10.000.000	6	3.4	3.4	100.0
Total	175	100.0	100.0	

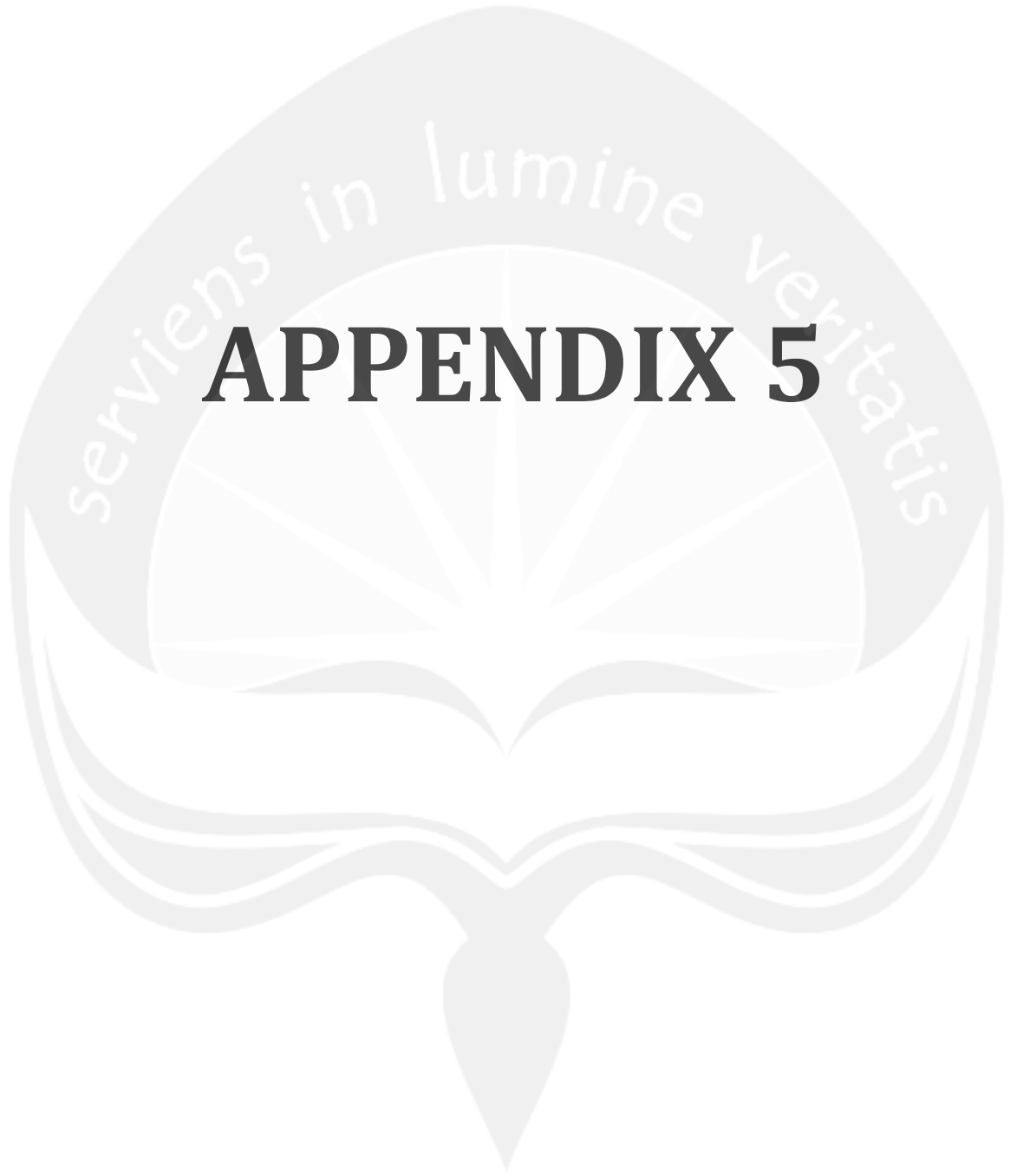
### Ever purchased in the last 5 months

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	28	16.0	16.0	16.0
Yes	147	84.0	84.0	100.0
Total	175	100.0	100.0	



**Products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Furniture	1	.6	.7	.7
	Foods or Drinks	10	5.7	6.6	7.2
	Electronic or Gadget	34	19.4	22.4	29.6
	Vegetables or Fruits	14	8.0	9.2	38.8
	Clothings	26	14.9	17.1	55.9
	Others	9	5.1	5.9	61.8
	13	1	.6	.7	62.5
	15	1	.6	.7	63.2
	23	1	.6	.7	63.8
	24	3	1.7	2.0	65.8
	25	2	1.1	1.3	67.1
	26	1	.6	.7	67.8
	34	2	1.1	1.3	69.1
	35	6	3.4	3.9	73.0
	36	1	.6	.7	73.7
	45	6	3.4	3.9	77.6
	46	1	.6	.7	78.3
	134	1	.6	.7	78.9
	135	1	.6	.7	79.6
	145	1	.6	.7	80.3
	234	1	.6	.7	80.9
	235	6	3.4	3.9	84.9
	245	4	2.3	2.6	87.5
	345	2	1.1	1.3	88.8
	1235	2	1.1	1.3	90.1
	1356	2	1.1	1.3	91.4
	1456	1	.6	.7	92.1
	2345	6	3.4	3.9	96.1
	12345	5	2.9	3.3	99.3
	123456	1	.6	.7	100.0
	Total	152	86.9	100.0	
Missing	System	23	13.1		
Total		175	100.0		



# **APPENDIX 5**

## Correlations

### Descriptive Statistics

	Mean	Std. Deviation	N
BB	2.7577	.93356	175
BI	2.8640	.87100	175
A	3.1763	.91174	175
SN	2.8122	.75529	175
PBC	3.0678	.70981	175

### Correlations

		BB	BI	A	SN	PBC
BB	Pearson Correlation	1	.852**	.692**	.662**	.690**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	175	175	175	175	175
BI	Pearson Correlation	.852**	1	.714**	.661**	.730**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	175	175	175	175	175
A	Pearson Correlation	.692**	.714**	1	.671**	.592**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	175	175	175	175	175
SN	Pearson Correlation	.662**	.661**	.671**	1	.782**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	175	175	175	175	175
PBC	Pearson Correlation	.690**	.730**	.592**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	175	175	175	175	175

\*\* . Correlation is significant at the 0.01 level (2-tailed).



# **APPENDIX 6**

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Saving Money	175	3.54	1.163	.088
Shop More Expenses	175	3.32	1.213	.092
Controlling Measuring Money	175	3.13	1.194	.090
Gain a lot of benefits	175	3.26	1.123	.085
Able to get good quality products	175	2.64	1.110	.084
Get affordable prices	175	3.41	1.141	.086
	175	2.94	1.318	.100

### One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Saving Money	40.220	174	.000	3.537	3.36	3.71
Shop More Expenses	36.203	174	.000	3.320	3.14	3.50
Controlling Measuring Money	34.700	174	.000	3.131	2.95	3.31
Gain a lot of benefits	38.369	174	.000	3.257	3.09	3.42
Able to get good quality products	31.468	174	.000	2.640	2.47	2.81
Get affordable prices	39.565	174	.000	3.411	3.24	3.58
	29.478	174	.000	2.937	2.74	3.13

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Bargaining is Chinese Culture I learnt	175	2.94	1.209	.091
bargaining with family since little	175	2.43	1.127	.085
Bargainers are usually from rich community	175	2.37	1.058	.080
People more respect me if I bargain	175	3.15	1.218	.092
Believing bargaining is more profitable	175	3.75	.956	.072
Believing in family and friends that bargaining is common	175	2.71	1.044	.079
Bargaining is a must	175	2.33	1.101	.083

### One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Bargaining is Chinese Culture I learnt	32.139	174	.000	2.937	2.76	3.12
bargaining with family since little Bargainers are usually from rich community	28.574	174	.000	2.434	2.27	2.60
People more respect me if I bargain	29.645	174	.000	2.371	2.21	2.53
Believing bargaining is more profitable	34.197	174	.000	3.149	2.97	3.33
Believing in family and friends that bargaining is common	51.886	174	.000	3.749	3.61	3.89
Bargaining is a must	34.387	174	.000	2.714	2.56	2.87
	28.022	174	.000	2.331	2.17	2.50

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Still Bargaining in Cheap Prices	175	2.49	1.139	.086
Bargaining at all price levels	175	2.76	1.139	.086
Fearless and no shy to Bargain	175	3.38	1.178	.089
Price and Information required	175	4.02	1.031	.078
Bargaining is my right	175	3.37	1.064	.080
Bargaining only when I have leisure time	175	2.57	1.069	.081
Perceiving my self is a great bargainer	175	2.89	1.113	.084



### One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Still Bargaining in Cheap Prices	28.871	174	.000	2.486	2.32	2.66
Bargaining at all price levels	32.042	174	.000	2.760	2.59	2.93
Fearless and no shy to Bargain	37.997	174	.000	3.383	3.21	3.56
Price and Information required	51.545	174	.000	4.017	3.86	4.17
Bargaining is my right	41.931	174	.000	3.371	3.21	3.53
Bargaining only when I have leisure time	31.820	174	.000	2.571	2.41	2.73
Perceiving myself is a great bargainer	34.285	174	.000	2.886	2.72	3.05

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Always have time to bargain	175	2.71	1.212	.092
Prefer bargaining than fix prices	175	2.52	1.103	.083
Have much energies to bargain	175	2.57	1.080	.082
Bargaining is very easy	175	2.88	1.146	.087
Prefer Bargaining Shop	175	3.64	1.105	.084

### One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Always have time to bargain	29.619	174	.000	2.714	2.53	2.90
Prefer bargaining than fix prices	30.224	174	.000	2.520	2.36	2.68
Have much energies to bargain	31.424	174	.000	2.566	2.40	2.73
Bargaining is very easy	33.248	174	.000	2.880	2.71	3.05
Prefer Bargaining Shop	43.591	174	.000	3.640	3.48	3.80



# **APPENDIX 7**

## REGRESSION

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Attitudes <sup>b</sup>	.	Enter

a. Dependent Variable: Bargaining Intention

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714 <sup>a</sup>	.509	.506	.61199

a. Predictors: (Constant), Attitudes

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.210	1	67.210	179.452	.000 <sup>b</sup>
	Residual	64.793	173	.375		
	Total	132.003	174			

a. Dependent Variable: Bargaining Intention

b. Predictors: (Constant), Attitudes

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.699	.168		4.157	.000
	Attitudes	.682	.051	.714	13.396	.000

a. Dependent Variable: Bargaining Intention

## REGRESSION

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Subjective Norms <sup>b</sup>		Enter

a. Dependent Variable: Bargaining Intention

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661 <sup>a</sup>	.436	.433	.65578

a. Predictors: (Constant), Subjective Norms

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.606	1	57.606	133.955	.000 <sup>b</sup>
	Residual	74.397	173	.430		
	Total	132.003	174			

a. Dependent Variable: Bargaining Intention

b. Predictors: (Constant), Subjective Norms

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.722	.192		3.766	.000
	Subjective Norms	.762	.066	.661	11.574	.000

a. Dependent Variable: Bargaining Intention

## REGRESSION

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Perceived Behavioral Control <sup>b</sup>		Enter

a. Dependent Variable: Bargaining Intention

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 <sup>a</sup>	.533	.530	.59702

a. Predictors: (Constant), Perceived Behavioral Control

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.340	1	70.340	197.346	.000 <sup>b</sup>
	Residual	61.663	173	.356		
	Total	132.003	174			

a. Dependent Variable: Bargaining Intention

b. Predictors: (Constant), Perceived Behavioral Control

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.116	.201		.578	.564
	Perceived Behavioral Control	.896	.064	.730	14.048	.000

a. Dependent Variable: Bargaining Intention

## REGRESSION

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Perceived Behavioral Control <sup>b</sup>		Enter

a. Dependent Variable: Bargaining Behavior

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.690 <sup>a</sup>	.476	.473	.67744

a. Predictors: (Constant), Perceived Behavioral Control

b. Dependent Variable: Bargaining Behavior

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.253	1	72.253	157.438	.000 <sup>b</sup>
	Residual	79.394	173	.459		
	Total	151.647	174			

a. Dependent Variable: Bargaining Behavior

b. Predictors: (Constant), Perceived Behavioral Control

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.027	.228		-.120	.905
	Perceived Behavioral Control	.908	.072	.690	12.547	.000

a. Dependent Variable: Bargaining Behavior

## REGRESSION

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Bargaining Intention <sup>b</sup>		. Enter

a. Dependent Variable: Bargaining Behavior

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 <sup>a</sup>	.726	.725	.48964

a. Predictors: (Constant), Bargaining Intention

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.170	1	110.170	459.519	.000 <sup>b</sup>
	Residual	41.477	173	.240		
	Total	151.647	174			

a. Dependent Variable: Bargaining Behavior

b. Predictors: (Constant), Bargaining Intention

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.141	.128		1.108	.270
	Bargaining Intention	.914	.043	.852	21.436	.000

a. Dependent Variable: Bargaining Behavior