#### **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.

Conceptual Model

A Intention Bargaining

SN

PBC

#### **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 in 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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### 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. Kuisioner 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."

sesuai

Selamat Menjawab!

BAGIA	N PERTAMA : <u>PROFILE RESPONDENTS</u>
	on beri tanda centang (🗸) di alternatif jawaban yang paling n 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?
6.	Dalam 5 bulan terakhir ini, apakah Anda pernah melakukan tawar-menawar ketika membeli produk?
	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
Α	Saya sangat suka menawar	1	2	3	4	5
В	Setiap kali saya berbelanja saya pasti menawar	1	2	3	4	5
С	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 proritas 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
В	Saya suka menawar daripada membeli dengan harga pas	1	2	3	4	5
С	Saya memiliki banyak energi untuk menawar	1	2	3	4	5
D	Menawar itu sangat mudah	1 _	2	3	4	5
Е	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		2	3	4	5
В	Dengan tawar-menawar,		2	3	4	5
С	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
Е	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
В	Sejak kecil saya belajar tawar-menawar dari keluarga	1	2	3	4	5
С	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
Е	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
В	Saya akan menawar pada tingkat harga seberapapun	1	2	3	4	5
С	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
Е	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 menggangap 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!

LIKVI	SIAGE	PRUFIL	E KESPUN	DENIS

(Please give a sign  $(\checkmark)$  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 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
Α	I really love bargaining	1	2	3	4	5
В	Whenever I shop, I always bargain	1	2	3	4	5
С	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
В	I prefer bargaining than fix prices	1	2	3	4	5
С	I have much energies to bargain	1	2	3	4	5
D	Bargaining is very easy	1	2	3	4	5
Е	I will come to the shops which allow me to bargain	1	2	3	4	5

#### 9. ATTITUDES

$\mathbb{Z}$	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	Because of bargaining, I save much money	1	2	3	4	5
В	Because of bargaining, I can shop more	1	2	3	4	5
С	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
Е	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
В	I learnt bargaining since a kid	1	2	3	4	5
С	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
Е	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
В	I bargain at all price levels	1	2	3	4	5
С	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
Е	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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No.	Age	G e n d e	E d u L e v	a I S	e li g i	I n 5 c m o o m n	Product	Places	B B 1	В		В	B B B I 5 1	1	1	1	B /						A 7	SN 1	SN 2	SN 3	SN 4	SN 5	SN 6	SN 7	PBC 1	PBC 2	PBC 3	PBC 4	PBC 5	PBC 6	PBC 7
1	21	2	5	1	4	4 1	45	12	3	3	3	4	3 3	2	3	3	3 4	4	4	4	3	4	4	3	3	3	4	3	3	3	2	3	3	3	3	4	3
2	19	2	6	1	4	3 0		3	3	3	3	3	3 3	3	3	3	4 4	4	4	4	5	3	5	2	2	2	2	4	4	3	3	3	3	4	4	3	3
3	23	2	7	1	4	3 1	5	1	5	4	5	4	4 3	4	4	4	5 5	5	5	4	5	4	5	2	4	2	2	5	4	3	3	3	4	2	5	2	3
4	21	2	4	1	4	3 1	6	5	5	3	4	4	4 3	4	4	3	4 4	4	4	4	4	4	4	5	5	4	4	4	4	3	3	3	3	4	4	4	3
5	23	1	6	1	4	1 1	2	3	3	3	3	3	3 2	3	2	3	3 4	4	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3
6	20	2	6	1	4	2 1	245	3	4	4	4	4	2 4	2	2	4	2 4	4	2	2	4	2	4	2	4	2	2	4	4	4	2	4	1	2	4	2	3
7	19	1	6	1	4	3 1	5	4	3	2	2	1	1 2	3	1	2	5 5	5	5	4	1	3	5	1	4	4	2	5	4	2	3	5	2	5	5	5	1
8	21	2	6	1	4	2 0	235	4	4	4	4	3	3 2	3	2	3	4 5	5	4	3	4	3	4	4	3	2	3	4	4	3	2	2	3	4	5	3	2
9	20	2	4	1	4	2 1	45	35	5	3	3	4	3 3	4	3	4	3 3	4	3	3	3	3	4	3	3	3	2	4	3	3	4	3	3	4	5	4	3
10	21	1	6	1	4	2 1	4	3	2	1	3	3	2 2	2	2	3	5 5	5	3	1	3	3	3	1	1	1	1	4	3	1	1	1	3	2	5	5	2
11	20	1	6			3 1	5	2	3	3	3	3	3 3	4	3	3	4 4	4	4	3	3	3	4	4	3	3	3	4	4	3	3	3	4	4	4	4	4
12	19	2	6			3 1	4	245	3	2	3	3	3 3	3	3	3	3 3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	4	3	3
13	24	2	6			3 1	26	4	4	2	2	4	2 2	2	2	3	2 4	2	4	4	2	2	4	2	2	2	2	3	3	2	2	2	2	4	4	2	2
14	17	2	6			3 0	3	2	2	2	2	1	1 3	2	2	3	3 4	3	3	4	3	2	4	2	1	3	3	2	4	2	1	1	1	3	3	2	1
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17	25	1	7			3 1	5	4	3	2	2	4	2 2	_	2	2	3 3	3	2	2	3	3	2	2	2	2	2	2	4	2	3	3	2	4	4	4	3
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23	19	1	6			5 1	3	2	1	3	2	1	3 3	3	2	3	5 4	1	4	4	2	1	4	3	4	3	3	3	3	2	1	1	2	3	4	2	3
24	20	1	6			2 1	3	3	4	3	3	3	2 2	3	2	2	4 4	_	4	3	4	2	5	3	4	3	2	4	5	4	2	3	4	4	4	4	2
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125	21	2	6	1	4	4 1	145	234	4	2	3	2	3 3	_	5	4 4	_	4	4	4	3 4	1	2	1	1	2	5	1	2	4	3	4	5	4	1	2
126	26	2	6	1	4	4 1	2345	23	3	3	2	2	3 2	2	2	3 4	4	4	2	2	4 4	3	3	2	2	4	4	3	2	3	2	4	4	4	2	3
127	20	1	6	1	3	3 0		3	2	1	3	1	1 3	_	2	3 4	3	2	3	3	3 2	2	2	3	2	3	4	2	4	4	3	3	5	3	2	3
128	20	2	6	1	4	3 1	25	4	3	3	3	2	3 4	4	3	2 3	4	4	5	4	4 4	5	3	3	3	2	4	3	4	5	5	5	4	3	3	4
129	24					3 1		34	3	2		_	2 2		2	4 4	_	4	_	4	3 4	_		3	1	4	4	1	1	1	4	4	4	2	2	2
130	23	2	6	1	4	3 0		4	1	1	2	2	1 1	1	2	1 2	2	2	2	2	1 2	2	2	2	1	2	2	1	1	1	1	1	2	2	1	2
131	21	2	6	1	3	4 1	3	4	2	2	2	2	3 2	3	3	2 3	3	1	2	2	2 3	2	2	2	1	3	2	2	1	2	3	2	4	2	1	2
132	17	1	4	1	4	3 1	15	234	3	3	2	1	5 5	2	4	5 5	3	2	2	4	1 4	1	2	2	2	4	5	3	4	5	3	1	5	2	3	4
133	19	1	6	1	4	1 1	2	2	5	4	5	5	5 5	5	5	5 5	5	5	5	_ 5	5 5	5	5	5	5	5	5	5	5	5	5	5	5	2	4	5
134	23	2	4	1	4	3 1	3	5	5	3	4	4	4 4	4	5	4 5	5	5	5	3	3 5	4	3	3	4	5	4	3	1	1	5	3	5	3	2	3
135	23	1	6		_	3 1		12345	3	_		-	3 3	+	4	3 4	_	4	4	4	4 3	_	_	3	4	5	4	3	3	2	4	5	4	2	3	4
136	24	1	8	1	4	5 1	3	1	3	2	1	2	1 1	1	2	1 2	3	2	3	2	2 2	2	2	2	2	2	2	2	1	2	2	2	2	2	2	2
137	18	1			_	2 0		12	4	+	_	-	3 5	_	_	5 5	_	4	3	5	1 1	-	_	1	3	3	5	5	5	3	3	4	5	3	3	5
138	18	1	6	_	_	1 1	245	25	2	+	_	_	2 2		2	2 3	3	3	3	3	3 3	-	_	3	3	3	3	3	3	3	3	3	3	2	2	2
139	21	2	6			3 1	5	4	3	1	-	_	1 3		1	1 5	_	3	3	2	1 1	_		1	1	1	3	1	1	1	1	2	5	2	1	1
140	21	2		1	_	3 0		23	3	2	4	_	3 4		4	2 3	_	3	2	2	2 4	_	_	2	4	5	5	2	2	4	4	4	3	2	4	4
141	19	1				3 1	_	12	3	_	-	_	1 2		1	2 3	_	3	2	3	2 4		_	2	1	2	3	2	2	1	1	4	4	4	1	2
142	19	1	6		2	3 1	5	2	5	3	_	_	5 5		1	4 5	_	5	5	5	2 5	-	_	5	3	5	5	3	2	3	4	4	5	5	4	5
143	18	2	6			2 1	2	3	3	4		_	4 4	_	3	4 5	_	5	5	5	3 5	_	_	2	3	5	5	3	2	2	3	3	4	2	3	5
144	19	1	6		_	3 1	3	15	3	3	<u> </u>	_	3 4		3	3 1	_	1	-	1	1 1		_	1	4	5	5	5	5	5	5	5	5	5	5	4
145	23	2			_	1 1	24	235	3	3	_	_	2 4		-	3 4	_	4	$\overline{}$	4	2 4		_	1	2	4	4	3	2	3	3	4	5	2	3	3
146	20	2	6	_	_	3 1	4	3	2	_	_	-	1 2	_	4	1 1	_	1	1	1	1 5	_	+	1	1	1	4	1	1	1	1	5	5	1	4	1
147	18	2	6			5 1	24	3	3	2	_	_	3 1	_	2	2 5	5	2	1	3	2 4	_	+	1	1	1	3	2	1	1	1	4	5	5	2	3
148	18	1	6		_	3 1	36	5	3	1	-	_	1 1	_	1	1 5	_	3	2	1	2 3	_	_	3	1	4	5	2	1	1	2	5	5	5	1	2
149	24		_		_	4 1		4	3	3	_	-	1 2	_	3	2 2	_	2	-	3	1 5	_	_	3	4	5	5	3	3	5	5	5	5	5	3	3
150	23	1	6		_	1 1		35	1	4	-	-	3 4		_	3 4	_	5	4	4	4 5	3		3	3	4	4	2	2	3	2	4	5	4	2	4
151	19		_			4 1		3	4	_			2 3	_	_	4 5		3		3	3 4	_		2	4	4	4	2	3	3	3	5	5	4	2	3
121	13	1	4	1	<b>→</b>	7 1	3	3	4	3	-	+	_ 3		4	4 5	٥ ا	3	3	э	э 4		2		4	4	4		3	3	3	5	3	4		3

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152	23	1	6	1	4	3	1	46	235	3	3	4	3	3	3	2	2	4	4	4	3	3	4	3	3	4	3	2	2	5	4	3	2	3	3	5	4	4	2	3
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
154	19	2	6	1	4	3	0	2	4	1	1	1	1	1	1	1	1	1	3	2	3	2	1	1	2	1	1	1	1	3	3	1	1	1	1	3	2	3	1	3
155	21	2	6	1	2	4	1	5	3	4	3	4	3	3	4	4	4	3	4	4	4	4	4	3	4	4	4	3	2	4	4	3	3	4	3	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	3	3	2	3	3	4	2	3	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
159	21	1	6	1	4	3	1	135	235	2	2	1	2	2	3	2	3	3	3	3	3	3	2	2	4	2	4	4	2	1	4	2	3	3	3	5	5	4	3	2
160	23	2	7	1	4	4	1	45	34	3	3	1	1	3	3	1	3	4	4	3	1	1	2	1	2	1	3	1	1	5	3	1	1	1	1	3	5	4	3	1
161	17	2	4	1	4	2	1	5	3	3	3	3	3	3	4	3	2	5	5	5	5	5	5	4	5	3	3	3	3	4	3	2	3	3	3	4	3	3	2	3
162	20	2	6	1	3	2	1	45	34	3	2	3	2	3	2	2	2	3	3	2	2	3	3	3	4	3	3	2	2	3	3	2	2	2	1	3	4	3	3	2
163	18	1	6	1	4	3	1	4	3	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	1	3	1	2	4	4	2	1	3	4	4	5	3	2	4
164	19	1	6	1	4	3	1	3	245	3	2	3	2	2	2	1	3	4	5	5	5	5	5	5	5	5	4	1	3	4	5	3	1	2	4	5	4	5	3	3
165	26	2	6	1	4	5	1	45	1234	4	3	4	3	3	3	3	2	4	4	5	5	5	5	3	4	4	3	2	3	5	4	4	4	2	3	3	4	3	2	3
166	20	1	6	1	4	2	1	5	3	3	2	1	2	2	1	1	2	2	4	2	4	2	3	1	3	2	2	2	1	5	4	2	4	3	2	2	2	2	1	1
167	22	1	6	1	4	3	1	5	3	4	5	4	4	4	5	4	3	4	4	5	3	4	4	3	4	5	5	5	3	5	5	4	4	4	5	5	4	4	3	5
168	21	1	6	1	4	3	0		23	2	2	2	2	2	2	2	2	4	4	4	4	4	3	3	4	3	3	3	3	4	3	2	2	3	3	4	4	4	2	2
169	25	1	6	1	4	6	1	134	25	3	3	3	3	1	4	2	3	3	4	4	4	4	3	3	4	4	4	2	2	5	3	1	1	3	2	5	5	5	2	3
170	18	2	4	1	3	3	0		234	3	2	1	2	2	2	2	2	1	4	4	5	5	3	4	3	3	2	3	3	3	3	3	1	2	2	3	4	3	2	2
171	24	2	6	1	4	3	1	1456	245	3	3	4	3	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	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	2	3	4	3	3	3	4	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	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	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
							•		•													_			_				•	•					•	•		•	•	



# Bargaining Behavior

**Reliability Statistics** 

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

4.7	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 Money is not a	11.01	14.187	.773	.606	.878
big deal to bargain I feel happy	11.00	13.670	.763	.588	.881
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 Based	
	on	
Cronbach's	Standardized	
Alpha	Items	N of Items
.825	.823	5

	Scale Mean if Item	Scale Variance if Item	Corrected Item-Total	Squared Multiple	Cronbach's Alpha if Item
	Deleted	Deleted	Correlation	Correlation	Deleted
Always have time to bargain Prefer	11.61	11.421	.717	.520	.759
bargaining than fix prices	11.78	12.514	.636	.421	.785
Have much energies to	11.76	13.810	.475	.262	.828
bargain		10.010		.202	.020
Bargaining is very easy	11.44	12.065	.682	.482	.771
Prefer Bargaining Shop	10.68	12.865	.590	.416	.798

#### Attitudes

**Reliability Statistics** 

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

		Scale		0	Cronbach's
( · ( O · )	Scale Mean	Variance if	Corrected	Squared	Alpha if
	if Item	Item	Item-Total	Multiple	Item
	Deleted	Deleted	Correlation	Correlation	Deleted
Saving Money	18.68	30.183	.703	.515	.865
Shop More	18.90	29.190	.750	.593	.859
Expenses	40.40	00.704	040	004	0.54
Controling	19.10	28.701	.812	.681	.851
Measuring	18.98	30.477	.699	503	.865
Money	10.90	30.477	.099	.503	.005
Gain a lot of	19.59	30.869	.678	.488	.868
benefits	19.59	30.669	.070	.400	.000
Able to get					
good quality	18.81	31.963	.562	.371	.882
products					
Get affordable	19.27	30.730	.545	.362	.887
prices	19.27	30.730	.545	.302	.007

# Subjective Norms

**Reliability Statistics** 

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

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

#### Perceived Behavioral Control

**Reliability Statistics** 

		Cronbach's	
		Alpha	
ı		Based on	
ı	Cronbach's	Standardize	N of
ı	Alpha	d Items	Items
	.763	.761	7

~ ~ ~	Scale	Scale		$V_{-}$	Cronbach'
	Mean if	Variance if	Corrected	Squared	s Alpha if
. 65	Item	Item	Item-Total	Multiple	Item
	Deleted	Deleted	Correlation	Correlation	Deleted
Still	1			1,0	
Bargaining in Cheap Prices	18.93	18.307	.545	.365	.719
Bargaining at					
all price	18.67	17.574	.632	.484	.700
levels Fearless and		N 17 7			
no shy to	18.05	19.055	.439	.273	.743
Bargain					
Price and	4= 40		100		/ [
Information required	17.43	19.871	.420	.257	.746
Bargaining is	40.07	04.000	000	070	
my right	18.07	21.200	.260	.072	.777
Bargaining					
only when I have leisure	18.86	19.224	.485	.279	.733
time					
Perceiving					
my self is a great	18.54	17.977	.599	.405	.708
bargainer					

# APPENDIX 4

# **Descriptive Analysis**Profile of Respondents

# **Frequency Table**

Age

Age								
			Valid	Cumulative				
	Frequency	Percent	Percent	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

			Valid	Cumulative
	Frequency	Percent	Percent	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
I	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** 

				Valid	Cumulative
		Frequency	Percent	Percent	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**

		From		Valid	Cumulative
\	E	Frequency	Percent	Percent	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
. 0	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
$\cup$ $\wedge$	26	1	.6	.7	67.8
o /	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	Y 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 Total	System	23 175	13.1 100.0		



# **Correlations**

**Descriptive Statistics** 

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

#### Correlations

Correlations						
		BB	BI	Α	SN	PBC
BB	Pearson Correlation	1	.852**	.692**	.662**	.690**
	Sig. (2-tailed)		.000	.000	.000	.000
7)	N	175	175	175	175	175
ВІ	Pearson Correlation	.852 <sup>**</sup>	1	.714**	.661**	.730**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	175	175	175	175	175
А	Pearson Correlation	.692 <sup>**</sup>	.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

<sup>\*\*.</sup> Correlation is significant at the 0.01 level (2-tailed).

# APPENDIX 6

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

$\sim$			Test	t Value =	0	7 .0
					95% Co	nfidence
				Mean	Interva	l of the
			Sig. (2-	Differen	Differ	rence
	t	df	tailed)	ce	Lower	Upper
Saving Money	40.220	174	.000	3.537	3.36	3.71
Shop More	36.203	174	.000	3.320	3.14	3.50
Expenses Controling	34.700	174	.000	3.131	2.95	3.31
Measuring Money	38.369	174	.000	3.257	3.09	3.42
Gain a lot of benefits	31.468	174	.000	2.640	2.47	2.81
Able to get good quality products	39.565	174	.000	3.411	3.24	3.58
Get affordable prices	29.478	174	.000	2.937	2.74	3.13

	N	Mean	Std. Deviation	Std. Error Mean
Bargaining is Chinese Culture Llearnt	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	175	3.15	1.218	.092
bargain Believing bargaining is	175	3.75	.956	.072
more profitable Believing in		0.10	.000	1012
family and friends that bargaining is	175	2.71	1.044	.079
common Bargaining is a must	175	2.33	1.101	.083

			Tes	t Value = 0		
			95% Con Interval Sig. (2- Mean Differe			
	t	df	tailed)	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	28.574	174	.000	2.434	2.27	2.60
usually from rich community People more	29.645	174	.000	2.371	2.21	2.53
respect me if I bargain Believing	34.197	174	.000	3.149	2.97	3.33
bargaining is more profitable Believing in family and	51.886	174	.000	3.749	3.61	3.89
friends that bargaining is common	34.387	174	.000	2.714	2.56	2.87
Bargaining is a must	28.022	174	.000	2.331	2.17	2.50

	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 rest							
			7	Test Value =	0		
			Sig. (2-	Mean	Interva	onfidence al of the rence	
	t	df	tailed)	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 Price and	37.997	174	.000	3.383	3.21	3.56	
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 my self is a great bargainer	34.285	174	.000	2.886	2.72	3.05	

	N	Mean	Std. Deviation	Std. Error Mean
Always have time to bargain Prefer	175	2.71	1.212	.092
bargaining than fix prices Have much	175	2.52	1.103	.083
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

$\sim$ $\sim$			Tes	st Value = 0		7 0
			0: (0		Interva	onfidence al of the
			Sig. (2-	Mean		rence
	t	df	tailed)	Difference	Lower	Upper
Always have time to bargain Prefer	29.619	174	.000	2.714	2.53	2.90
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

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

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

- a. Dependent Variable: Bargaining Intention
- b. All requested variables entered.

**Model Summary** 

- 1					
		_ ∧`	R	Adjusted R	Std. Error of
	Model	R	Square	Square	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 Regressio n	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>

				Standardize			
		Unstandardized		d			
		Coefficients		Coefficients			
Mod	del	В	Std. Error	Beta	t	Sig.	
1	(Constant )	.699	.168		4.157	.000	
	Attitudes	.682	.051	.714	13.396	.000	

a. Dependent Variable: Bargaining Intention

# 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** 

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

a. Predictors: (Constant), Subjective Norms

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

		Sum of		Mean		
Mode	el	Squares	df	Square	F	Sig.
1	Regressio n	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>

Linetando		landia ad	Standardize		
Unstandardized		0			
	Coefficients		Coefficients		
Model	В	Std. Error	Beta	t	Sig.
1 (Constant)	.722	.192		3.766	.000
Subjective Norms	.762	.066	.661	11.574	.000

a. Dependent Variable: Bargaining Intention

## 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**

	\ \ \	R	Adjusted R	Std. Error of
Model	R	Square	Square	the Estimate
1 0	.730 <sup>a</sup>	.533	.530	.59702

a. Predictors: (Constant), Perceived Behavioral Control

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

Mode		Sum of Squares	df	Mean Square	F	Sig.
1	Regressio n	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>

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

a. Dependent Variable: Bargaining Intention

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

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

a. Dependent Variable: Bargaining

Behavior

b. All requested variables entered.

**Model Summary**<sup>b</sup>

	$\mathcal{N}$		Adjusted R	Std. Error of
Model	R	R Square	Square	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>

Mode	el	Sum of Squares	df	Mean Square	F	Sig.
1	Regressio n	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>

			dardized icients	Standardized Coefficients		
Model		В	Std. Error	Beta	t	Sig.
1	(Constant)	027	.228	Deta	120	.905
	Perceived Behavioral Control	.908	.072	.690	12.547	.000

a. Dependent Variable: Bargaining Behavior

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

a. Predictors: (Constant), Bargaining Intention

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

Мо	del	Sum of Squares	df	Mean Square	F	Sig.
1	Regressio n	110.170	1	110.170	459.519	.000 <sup>b</sup>
N	Residual	41.477	173	.240		
	Total	151.647	174			

- a. Dependent Variable: Bargaining Behavior
- b. Predictors: (Constant), Bargaining Intention

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

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

a. Dependent Variable: Bargaining Behavior