



The Effect of Product Utilitarian on Switching of Premium to Peralite Products In Bengkalis

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ABSTRACT

This study aims to the effect of product utilitarian on switching of premium to pertalite products in Bengkalis. The independent variable is productutilitarian and the dependent variable is switching. The type of research used is associative research with a quantitative approach by collecting primary data through a survey method by distributing questionnaires to 100 consumers who have used pertalite in Bengkalis. Data processing uses the SPSS 23 application. The data analysis used is descriptive analysis, classical assumption, simple linier regression, and t-test. Based on the tests carried out, the results of this study indicate that the product utilitarian has a positive and significant effect on the switching of premium to pertalite products. The quality T value product utilitarian 11.805 which shows that utilitarian affect switching then can be seen with the analysis R square 0.587, which means that 58.7% variables of ProductUtilitarian can affect the variable of s Switching, and 41.3% Other variable that affect products switching outside of this study. Respondents prefer to switch premium products to Peralite because the quality of Peralite is good for vehicles, it is more economical and the materials used are more environmentally friendly.

Keywords: Product Utilitarian, Switching, Peralite

1. Introduction

The development of the use of fuel oil is currently growing and increasing. Moreover, fuel oil is one of the main energies for various types of land transportation, according to the Manager of Communication Relations and CSR of Pertamina Regional North Sumatra, Taufikurachman. PT. Pertamina Persero is one of the State-Owned Enterprises (BUMN) which plays the largest role in the Oil, Gas (MIGAS) and new and renewable Energy sectors under the Ministry of Energy and Mineral Resources, Directorate General of Oil and Gas. PT. Pertamina Persero is the nation's economic locomotive with more than 56 (fifty six) years of experience, PT. Pertamina Persero explores oil point sources throughout Indonesia, both land and sea and refines oil into certain products.

Premium is the most popular fuel for motorized vehicles in Indonesia. One reason is because the price is relatively low. The octane number of the lowest premium among other gasoline types, which is 88, is produced in accordance with the Decree of the Directorate General of Oil and Gas Np.3674/K24/DJM/2006 dated March 17, 2006 concerning Specifications for Gasoline 88 Types of Fuel Oil. Peralite is a cleaner and environmentally friendly product better quality of Peralite. And manufactured to fit all types of vehicles. The advantage of Peralite is that it makes the vehicle engine pull lighter. The addictive substance given to Peralite is what makes the quality above Premium. Based on the test between Peralite and Premium, it can be said that the use of Peralite fuel will make the vehicle in the use of fuel more efficient. Because Peralite has a higher RON (Pertamina.com, 2021).

According to Kusumahati, et al (2013) suggests that Utilitarian is more focused on the benefits of the goods as a whole physical, functional and provide value to consumers. Instrumental value These are real physical characteristics of a product such as quantity, weight and type. While the functional value here is the value obtained from product attributes physiologically. And cognitive value consists of consumer beliefs and knowledge about the product. Product Utilitarian has two dimensions, namely efficiency and achievement (Kim in Mo-hammad 2016). Then Yani and Farida (2017) state that the better the utilitarian value offered by other fuel products, the higher the switching behavior of consumers.

Based on this, consumers can be seen by Switching. Switching is a brand switching behavior carried out by consumers for reasons or as a consumer's vulnerability to switching to other brands (Dharmmesta in Kur-niawan, 2016). And according to Trijp in Suwandi and Septrizola (2015) sorts out two factors that influence consumers in switching brands, namely internal and external factors.

Based on the above background, researchers are interested in conducting research with the title "The Effect of Product Utilitarian on Switching of Premium to Peralite Products in Bengkalis".

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Purpose of the study, to find out consumer perceptions of the utilitarian premium and pertalite products in Bengkalis, and to determine the influence of Utilitarian on Product Switching of Premium fuel type to Pertalite type fuel in Bengkalis.

This research is inseperable from the previous research that have been carried out as comparison and study including research conducted by Fallefi and Siregar (2020), in a journal entitled "The Effect of Utilitarian Values and Hedonic Values on Brand Switching with Consumer Satisfaction as Moderating (Case Study of Brand Switching From Another Smartphone to iPhone on Students at Syiah Kuala University)". The results of this study indicate that Utilitarian Value and Hedonic Value Influence on Brand Switching. In addition, the re-sults of the Consumer Satisfaction variables act as quasi moderation on Utilitarian Value variables on Brand Switching, and Consumer Satisfaction plays a role as quasi moderation in Hedonis Value variable on Brand Switching. The higher the Utilitarian Value and Hedonic Value, The Higher Consumer Satisfaction, the stronger the Brand Switching owned by the consumer.

Then the research Conducted by Pramita and Danibrata (2021), in a journal entitled "Hedonic Value and Utilitarian Value on Customer Satisfaction and Its Impact on Behavior Intentions". The result on this research is hedonic value has not impact to customer satisfaction. Utilitarian value has impact to customer satisfaction. Hedonic value has impact to behavioral intentions. Utilitarian value has not impact to behavioral intentions. Customer satisfaction has impact to behavioral intentions.

In this research the are several general theories, based on Kusumahati et al. (2013) utilitarian is more fo-cused on the benefits of the goods as a whole physical, functional and provide value to consumers. Instrumen-tal value These are real physical characteristics of a product such as quantity, weight and type. While the func-tional value here is the value obtained from product attributes physiologically. And cognitive value consists of beliefs and knowledge consumers about the product. Product Utilitarian is marked as critical and ra-tional mission, correct decisions that, affect customer perceived value (Mohammad, 2016). Measurement of utilitarian indicators According to Kim in Mohammad, (2016) there is two dimensions of product utilitarian, namely efficiency and achievement. Switching is the removing of trademarked products from primarily visual media in order to avoid the payment of licensing fees, if the trademark owner objects, or if the broadcaster would prefer not to publicise a product for free, if the owners have not paid for it to be included in a programme. There are two types of Switching within the industry, which are identified as fictionalized and unbranded Switching. Switching is a time when a customer or group of customers switch loyalty from one brand of a par-ticular product to other brand. Purnomo, M. (2011). As for this in indicators Product switching are Product Attrib-utes, Price, Promotion, and Product inventory.

2. Research Method

The location of this research was carried out at all public fuel filling stations in Bengkalis. The object of this research is Premium and Pertalite fuel products. This study uses an associative type of research with a quantitative approach. The data in this study are primary data obtained from distributing questionnaires and secondary data is literature books, theses, and journals relevant to the research variables. According to Sugiyono (2016) Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. The population in this study is all people in the city of Bengkalis who use Pertalite-fueled motorized vehicles that move from Premium. To determine the number of samples used in this study. The Stanley Leme show formula is determined (Ridwan, 2012).

$$n = \frac{z^2 x p^{(1-p)}}{d^2}$$

$$n = \frac{1.96^2 x 0.5^{(1 to 0.5)}}{0.1^2}$$

$$n = 96$$

Where:

n = Number of Samples

z = z score at 95% = 1.96

P = Maximum Approximation = 0.5

d = Alpha (0.001) or Sampling Error = 10%

From the calculation results obtained a minimum sample size of 96 people, to get better population data results, the number of samples taken is 100 people. In this study using non-probability sampling whit purposive sampling. According to Sugiyono (2016) Purposive Sampling is a sampling technique with certain considerations. So in this study researchers used data processing techniques as editing, coding, tabulation, data entry, check data and the SPSS version 23 program or statistical product and service solution. The measurement scale used in this study is the liker scale. The method of analysis in this study is test of validity and reliability. The method of analysis in this study is descriptive statistic, Simple Linear Regression, t-test result, and coefficient of determination.

3. Result and Discussion

General data on respondent identity is intended to identify respondents. Respondents taken in this study were all people in the city of Bengkalis, who had used Premium fuel and now switched to using Peralite fuel, totaling 100 people. The characteristics of these respondents include the name of gender, occupation, income. The diversity of Respondents by gender can be shown in Table 1 respondents by Gender below:

Tabel 1 Profile of Respondents in Research Based on Gender

Gender	Frequency	Percentage
Male	29	29 %
Female	71	71 %
Total	100	100%

Source: Processed Data (2021)

Based on the Table 1, explains that the majority of respondents are Male as many as 29% people and respondents are Female 71% people. This means that Premium fuel users who switch to Peralite fuel in Bengkalis are predominantly Female. The diversity of types of can occupation be seen from Table 2 of respondents according to the type of occupation.

Table 2 Profile of Respondents in Research by Occupation

Occupation	Frequency	Percentage
Farmers	7	7%
Fishers	0	0
Labors	7	7%
Civil Servant	10	10%
Students	42	42%
Others	34	34%
Total	100	100%

Source: Processed Data (2021)

From the data above 2, it can be seen that most of the respondents' jobs are Farmers as much as 7% and Fishers as much as 7%, Labors as much as 7%, Civil Servant 10%, students as much as 42% and others as much as 34%. So the dominant Premium fuel users who switch to Peralite fuel in Bengkalis are mostly students. The diversity of Respondents by income can be shown in Table 3 respondents by Income.

Tabel 3 Profile of Respondents in Research Based on Income

Revenue	Frequency	Percentage
< Rp. 1.000.000,-	56	56%
Rp. 1.000.000 – Rp. 3.000.000	32	32%
>Rp. 3.000.000,-	12	12%
Total	100	100%

Source: Processed Data (2021)

Based on the Table 3, it can be seen that the number of respondents the income of <Rp. 1.000.000 was 56% people, and at the income of Rp. 1.000.000 – Rp. 3.000.000 were 32% people, and at the income of >Rp. 3.000.000 were 12% people. And dominating Premium fuel users who switch to Peralite fuel in Bengkalis community is < Rp. 1.000.000,- in general, with the total respondent is 56 people (56%). This study uses a simple linear regression analysis test to determine the effect of product utilitarian on switching. This analysis uses data based on distributed questionnaires.

Table 4 Significant Calculation Result of Linear Regression Test

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	6.988	2.859		2.444	,016
Product Utilitarian	1.439	,122	.766	11.805	,000

a. Dependent Variable: Switching

Source: Processed Data (2021)

From the Table 4 above shows the results obtained constant value (a) amounted to 6.988 while the value of Product Utilitarian (b / regression coefficients) of 1.439. From these results it can be entered in the regression equation as follows:

$$Y = 6.988 + 1.439X$$

The results of the above equation have a constant value (a) of 6.988, which means that if roduct Utilitarianis assumed to be zero (0) or Utilitarian does not occur, it will not affect the switching of premium to peralite products for consumers in Bengkalis amounting to 6.988. Then the regression coefficient value is 1.439 which states that if Product Utilitarian has increased by 1 unit, then this can affect the switching of premium to peralite products on consumers in Bengkalis by 1.439.

The t-test is carried out to show how far the influence of the independent variable and the dependent variable is. If the significant value (Sig.) is less than 0.05, a variable is said to have a significant effect on other variables. The value of t-table with alpha 5% and the number of samples n minus the number of variables used, the t-table is 1.98472.

Table 5 t-test Result (Partially)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	6.988	2.859		2.444	,016
	Utilitarian	1.439	,122	,766	11.805	,000

a. Dependent Variable: Products Switching
Source: Processed Data (2021)

Based on Table 5 it can be seen that the value t_{count} 11.805 is greater than the value of t_{table} 1.98472 with a significant value of $0,000 < 0,05$. It can be explained that the product Utilitarian has a positive and significant effect on the switching of premium to pertalite products because value $t_{count} > t_{table}$ and significant value is smaller than 0,05. So the independent variable affects the dependent variable.

The coefficient of determination (R^2) basically measures how far the model's ability to explain the dependent variable. The coefficient of determination is zero and one. A low R^2 value means that the ability of the independent variable to explain the dependent variables is very limited. A value that is close to one independent variable. Provides almost all the information needed to predict the dependent variable. Based on the R^2 test carried out in the table below:

Table 6 Coefficient of Determinant

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,766 ^a	,587	,583	5.477

a. Predictors: (Constant), Product Utilitarian
Source: Processed Data (2021)

The amount of influence between the Product Utilitarian (X) on Switching (Y) simultaneously can be seen from the magnitude of the correlation between the variables of Product Utilitarian with the squared (R square) variable of Switching. The coefficient of determination is defined as the square of the correlation coefficient squared then multiplied by 100%. Based on the results of the analysis R square = 0.587, which means that 58.7% variables of Product Utilitarian can affect the variable of Switching. and 41.3% Other variable that affect switching outside of this study.

The Influence of Product Utilitarian on Switching of Premium to Pertalite Products in Bengkalis. Based on the test results, it is known that product utilitarian has a positive effect on the switching, it means that every increase in product utilitarian will affect the switching. This is reinforced and supported by a significant value smaller than the alpha value, which is $0.000 < 0.05$, meaning that product utilitarian has a positive and significant effect on switching. This means, in terms of characteristics product Utilitarian, H_a is accepted and H_0 is rejected. Furthermore, it can be seen that the results of the t_{count} are greater than the table, namely, 11.805 is greater than the value of t_{table} 1.98472, meaning that the independent variable affects the dependent variable. So this shows that the of product utilitarian on switching of premium to pertalite products in Bengkalis. The results of this study indicate that the u product tilitarian has a positive and significant effect on the switching of premium to pertalite products.

The results of this study support previous research conducted Fallefi and Siregar (2020) conducted research related to The influence of Utilitarian Values and Hedonic Values on Brand Switching, The results show that there is a direct positive and significant influence between Utilitarian Values on Brand Transfer. Thus, the higher the utilitarian value of a consumer, the more likely the consumer is to make a brand switch. Pramita dan Danibrata (2021), conducted research related to Hedonic Value and Utilitarian Value on Customer Satisfaction and Its Impact on Behavior Intentions, the results show that utilitarian value has a positive and significant influence on customer satisfaction. This phenomenon can lead that the better the level of Utilitarian, the higher the level of products switching felt by consumers.

Consumer Perceptions of the Product Utilitarian Premium and Pertalite Products in Bengkalis. This can be seen from several respondents who were sampled in this study. The first indicator Efficiency gets a mean value of 3.75 and is a high value. Consumer perceptions of product Utilitarian Premium and Pertalite products in Bengkalis have a positive impact on respondents, it is felt by consumers who prefer to use Pertalite because it is more efficient and easy to find from premium fuel which is rare or can be said to be non-existent anywhere, and with fuel consumption pertalit vehicle becomes more efficient.

Then, in the second approach, Achievement gets a value of 3.92 and is a high score. Consumer perceptions of Product Utilitarian Premium and Pertalite products in Bengkalis have a positive impact on respondents. This shows that Pertalite fuel products make vehicle engines last longer for vehicles, and there are differences between fuel users and premium fuels, the difference is when using fuel Pertalite fuel for consumer vehicle acceleration is lighter.

The Product Utilitarian Premium and Peralite products are expected to have a positive impact on consumers. From the data obtained, the perception of consumers of Product Utilitarian Premium and Peralite products carried out in Bengkalis has had a positive impact and also obtained good benefits for users of peralite fuel, it does not mean that premium fuel is not good, but consumers think according to what they see and the impact feel.

There are some influences from previous research in referring premium products to peralite which have several opinions and reasons. Widyastuti, N. L. (2018). Additional Peralite Policy and Gasoline Consumption Patterns in Indonesia From the analysis results show that Peralite consumers continue to consume Peralite regardless of the increase in Peralite prices due to supply constraints at Premium and Peralite prices are slightly different from other types of gasoline. The policy of adding Peralite to the gasoline variant has a positive impact on the community, especially Premium consumers. This shows that the government's idea to add Peralite has succeeded in making consumers switch to higher quality gasoline. Therefore, the government must control the supply and price difference of gasoline so that more and more Premium consumers will switch to Peralite.

Luthfi, M., Setiyo, M., & Munahar, S. (2018). Peralite and Premium Fuel Composition and Combustion Emissions Test. the results of the research conducted to get the components that make up peralite are more than premium. Peralite consists of 38 constituent components, while premium is only 32 constituent components, HC emission content from peralite is lower than premium for almost the entire engine speed range, and CO₂ emission content from peralite is higher than premium and O₂ emission content is lower than premium indicates that peralite combustion is better than premium.

4. Conclusion

Based on the results of the research and discussion described in the previous chapter, the research can draw the following conclusion :

1. From the results of testing the research hypothesis, there is has partially positive and significant effect between product utilitarian on switching. This means that if there is an increase in perceived value then switching will also increase. So it can be stated that the hypothesis H_a which states "There is partially effect of product Utilitarian (X) on Switching (Y) in premium to peralite products" is accepted based on the assumptions of the previous hypothesis. This means that the existence of product utilitarian has influenced switching which consists of product attributes, price, promotion, and product inventory.
2. Consumer perceptions of product utilitarian premium and petalite products are seen from the efficiency and achievement indicators with a high mean value and have a positive impact, so that they obtain good benefits for peralite fuel users, it does not mean that premium fuel is not good, but consumers think according to what they see and the impact you feel.

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