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Consumer Preferences on the Selection of Minibus Rental Services

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***Abstract*—The purpose of this study is to analyze and evaluate consumer preferences in choosing minibus rental services in Surabaya. The research method/approach used in this research is descriptive quantitative. The data analysis technique used in this research is conjoint analysis. Conjoint analysis is a technique that is specifically used to understand how consumers want or preferences for a product or service by measuring the level of usefulness and the relative importance of various attributes of a product. JN Transport management can determine market/customer penetration so that JN Transport can outperform competitors. In addition to market penetration, this research can be one of the management considerations to raise the brand (brand) that has been built by management. The management of JN Transport must also be able to see opportunities by analyzing the customers/clients that will be explored for cooperation. Determining the customer/client will be very influential in the future for the sustainability of JN Transport's business. Based on data analysis and discussion, the researcher can conclude that the combination is the most preferred and becomes the customer's attention when choosing to use the services of JN transport with the 5th combination where Hiace is the preferred fleet with driverless services and a 3-month contract method.**

Keywords *— Land Transportation, Consumer Preference, Conjoint Analysis*

1. Introduction

Buses are the people's main choice because of their low prices and flexible times. While minibusses are chosen by people who want to travel and travel with friends and family. Entrepreneurs are starting to work on minibus rentals because they are considered quite prospective and develop along with better infrastructure and the development of Indonesia's tourism sector. The competitive competition among entrepreneurs makes the bus and minibus rental service business climate conducive and healthy. Tourism in East Java, which is increasingly ogled by tourists, is very influential in the land transportation business. According to the East Java BPS report 2017, it explains that Travel Bureaus and Agents in 5 Big Cities in East Java are starting to grow along with better infrastructure and the increasing interest of tourists to visit East Java. In addition to travel agencies, potential *B2B consumers* are vehicle rental owners who do not have a minibus fleet/unit. Leases are regulated in articles 1548 to 1600 of the Civil Code Lease is an agreement, whereby one party associates himself with providing the enjoyment of an item to another party for a certain period, with payment of a price agreed by the latter party. Meanwhile, according to Salim (2015) leasing is an agreement for the temporary use of an object, both movable and immovable, with the payment of a certain price.

JN Transport's minibus rental focuses its business model on *Business to Business (B2B)*. *Business to business (B2B)* is a company activity that sells business goods and services facing professional buyers who are trained and knowledgeable, skilled in assessing competitive offers (Kotler & Keller, 2009). In his research, Audita (2012) suggests that *Business to business (B2B) customers* pay more attention to the price and quality components as well as the functions offered by a product. In addition to functional value. In addition, business customers also focus on efficiency, so it is necessary to pay attention to the savings benefits offered by product providers. These savings can be in the form of costs, time, or resources.

In statistics, Sarwono (2013) explains that conjoint analysis can be used as a method to determine consumer preferences for a product. Conjoint analysis is a multivariate statistical analysis that can be used to obtain the combination or composition of attributes of a product or service that is most preferred by consumers so that consumer preferences for a product or service can be known. According to Tjiptono (2001), attributes are product elements that are considered important by consumers and serve as the basis for the decision-making process. Preference is a

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person's choice or interest in choosing a product, either goods or services (H. Simamora, 2014, p. 87). In this study, the conjoint analysis method approach will be used to determine consumer preferences for minibus rental services in Surabaya. According to Hair *et al* ., (2010, p. 266) Conjoint analysis is a special multivariate technique to understand how respondents develop preferences for each type of object (products, services, or ideas). Practically, the results of this study are expected to be a guide for further research and are expected to be able to assist the development of the minibus rental service business in the future.

2. Literature Review

2.1. Previous research

Previous research by Rodrigues et al., (2018) in "Consumer preferences for cerrado fruit preserves: a study using conjoint analysis aims to increase the availability and add value to exotic Brazilian fruit by developing new products. This paper aims to investigate the effect of different characteristics of preserved Cerrado fruit on intention to purchase using conjoint analysis. This research contributes to the future, supports the development of products based on Cerrado fruit and various products on the market. Research by Meyerding et al., (2019) in "Consumer preferences for beer attributes in Germany: a Conjoint and latent class approach. Aims for development that may be related to reasons such as demographic changes or increased health awareness. This study aims to identify beer attributes that are important to the buying process and to segment the German beer market. In addition to achieving the results from the conjoint analysis, the segments were characterized by sociodemographic status, beer-related questions, and results from a food-related lifestyle approach. This study provides evidence for the slowly changing German beer market. Junaedi and Hidayat's research (2018) in "Analisis Preferensi Konsumen dalam Memilih Bus Pariwisata (Studi Kasus Pengguna Bus Pariwisata Masyarakat Bandung Tahun 2018)" This study aims to analyze consumer preferences in choosing tourism buses in Bandung society. The method used is Conjoint Analysis. The results of this study indicate that all respondents make the toilet attribute their main preference in choosing a tourism bus. Research by Basya et al. (2018) in "Analisis Preferensi Konsumen Terhadap Keputusan Menggunakan Jasa Kursus Bahasa Inggris (Studi Pada Pelanggan Lembaga Kursus Bahasa Inggris di Kampung Inggris Pare)" This study aims to analyze the consumer preferences of course institutions towards the decision to use English course services in Kampung Inggris Pare. The results showed that the teaching method attribute had the highest utility and importance value among other attributes, as a whole, and at each attribute level.

2.2. Theoretical basis

2.2.1. Definition of Service

According to Kotler in Lupiyoadi (2014, p. 7) Service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any transfer of ownership. The production of services may or may not be related to physical products. According to Sumarni (2002, p. 28) services have four characteristics, namely intangible, cannot be separated or cannot be represented, not durable, and diversity. Rangkuti (2003, p. 26) Service is the giving of an invisible performance or action from one party to another. In general, services are produced and consumed simultaneously, where the interaction between service providers and service recipients affects the results of these services. There are 4 (four) main characteristics in services that distinguish them from goods, namely *Intangibility* (cannot be seen, touched, tasted, smelled, or heard), *Inseparability* (service results are influenced by the interaction between service providers and customers which is a special feature in service marketing). , *Variability* (Services are highly variable because they are nonstandardized outputs, meaning that there are many variations in form, quality, and type depending on who, when, and where the service is produced), *Perishability* (commodities are not durable and cannot be stored).

Service attributes are generally divided into two, namely in a narrow sense and in a broad sense. This is stated by Suliyanto (2005, p. 30) who defines attributes in a narrow sense as all the characteristics that stick and become product symbols, while in a broad sense, attributes are defined as consumer considerations of the factors that are used to buy a product. Hariwan et al. (2015) state that by analyzing attributes, companies can find out the

attributes that consumers consider to make product selection decisions, which these results can later recommend companies to make offers.

Kotler (2009) divides services into several categories, namely pure physical goods, tangible goods with supporting services, hybrid, primary services with minor goods and services, and pure services. There are several ways to classify these products. First, it is based on the level of consumer contact with service providers as part of the system when the service is produced. Second, services can also be classified based on their similarities to manufacturing operations.

2.2.2. Transportation Service

Transportation is a service that is used as a tool to obtain economic benefits in various business activities and social relations (Kamaludin, 2003, p. 13). About the goods being transported, the carrier provides its services in various forms, the most important of which is *Bulk Freight Service* (transporting bulky basic goods, such as agricultural and livestock products, mining products, - forest products, plantation products, industrial products, and others), *Merchandise Freight and Express Service* (transportation in small quantities, *Express services* are for "luxury goods transportation services" from house to house), *Passenger Service* (related to efforts to expand the market and the possibilities of selling goods and services that are still potential (Kamaludin, 2003, pp. 39–41).

2.2.3. Consumer Preference

Consumer preference is a person's choice or interest in expressing whether he likes or dislikes a product (H. Simamora, 2014, p. 87). Kotler and Keller (2016) define consumer preference as a consumer's attitude towards a single product brand choice that is formed through the evaluation of various brands in the various available choices. Nicholson (2002) states that there are three basic properties in preference relationships, namely *completeness*, *transitivity*, *continuity*. Furthermore, according to Kardes (2002) preference is an evaluative assessment of two or more objects. Kardes (2002) divides preferences into two types, namely:

1. Attitude-based preferences are preferences that are formed based on consumers' overall attitudes towards two products.
2. Attribute-based preferences are preferences that are formed based on comparing one or more attributes of two or more brands.

Simamora (B. Simamora, 2003, pp. 74–114) states that there are two analyzes to measure consumer preferences, namely the conjoint method and *the compensatory model*. Kotler and Armstrong (2016) explain that consumer preference is the preference of consumers from a variety of existing product choices so consumer preferences have a very close relationship with the problem of making choices. The response stages in the *Hierarchy of Effect model* (Kotler, 2003, p. 568) consist of 3 areas, namely the cognitive area (*awareness*), knowledge (*knowledge*), affective area (*liking*), choice (*preference*), belief (c*onviction*), the action area (this area is the final area, i.e. the consumer will start making purchases).

2.2.4. New service development

Table 2.1 Levels of Service Innovation

New Service Category	Explanation	Example
	Radical Innovation	
High innovation	Services for undetermined markets are usually driven by information technology.	Wells Fargo internet banking in 1995
New business start	New services in markets that have been served by previous services.	MondexUSA, a subsidiary of Master Card International that designs and distributes “smart cards” for use in retail transactions.
New service on the market	Offering new services to consumers within a certain scope of service.	ATM at Starbucks Coffee.
	Innovation in stages	

Service line extension	The addition of services such as new menus, new routes, and others.	The main class on Singapore Airlines transit uses a different room/lounge with passengers from other classes.
Service development	Existing service development	Delta Airlines uses ATM-like distribution tools for its passengers.
Service style change	Changes are seen from the outside of the service to anticipate changes in consumer perceptions, attitudes, and emotions.	Funeral homes like Calvary Mortuary in LA paint their facilities a brighter color, serving flowers overall, adding more lighting and windows.

Source: **Jasfar (2009)**

The analysis model which is divided into levels and attributes is included in the category of newly started businesses that are part of the service innovation level.

3. Research Methods

3.1. Analysis Model

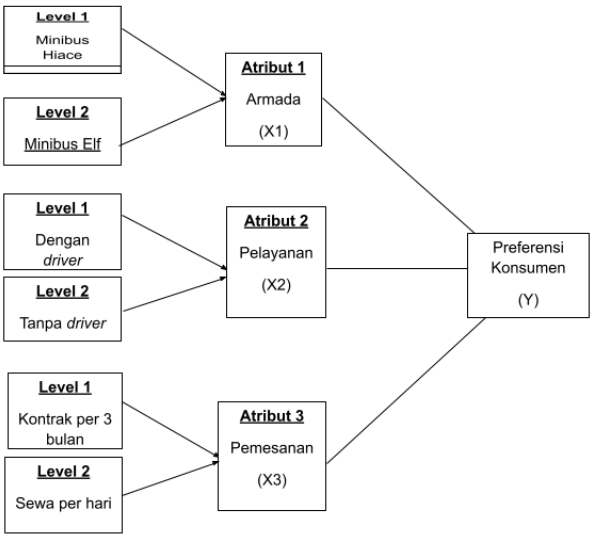

Figure 3.1. Analysis Model
Source: Processed Data (2020)

3.2. Research Approach

The research approach used in this research is descriptive quantitative. This method is a scientific/scientific method *because* it has fulfilled scientific principles, namely concrete/empirical, objective, measurable, rational, systematic, and *replicable* /can be repeated. As for testing the attributes that are consumer preferences in the selection of Minibus rental services using SPSS software. The population in this study were *B2B* JN transport customers as many as 42 people, consisting of travel agents and rental owners, in addition to *potential customers* in East Surabaya as many as 15 people. According to Roscoe in Sugiyono (2014), the minimum number of eligible samples for quantitative research is 42 people, so the use of the sample can be considered to have met these criteria.

3.3. Data analysis method

The data analysis used in this research is conjoint analysis. The main result of conjoint analysis is a form (design) of a product or service or a certain object desired by most respondents (Santoso, 2010). The steps in the conjoint analysis according to Ghozali (2011) sthere are five, namely:

1. Formulation of the problem

Table 3.1. Attribute and Attribute Level

Attribute	Level
Fleet	Hiace Minibus Elf Minibus
Service	With Driver Driverless
Booking	Contract per 3 Months Rent per Day

Source: **Data processed**

2. Stimuli Formation
   This research has 3 attributes consisting of 2 levels for the choice of the fleet, 2 levels for service, 2 levels for ordering. So that the stimuli formed are 2x2x2 = 8.

Table 3.2 *Conjoint Stimuli Table*

No.	Amada	Service	Booking
1	Hiace	With Driver	Contract per 3 months
2	Hiace	With Driver	Rent per day
3	Hiace	Driverless	Contract per 3 months
4	Hiace	Driverless	Rent per Day
5	elf	With Driver	Contract per 3 months
6	elf	With Driver	Rent per day
7	elf	Driverless	Contract per 3 months
8	elf	Driverless	Rent per Day

Source: **Data processed**

3. Data entry
   The opinion of each respondent is referred to as utility, which is expressed in numbers and becomes the basis for calculating conjoint analysis. A rating with several 8 is defined as the most preferred choice while a rating of 1 is interpreted as a choice that is not liked by the respondent.
4. Perform conjoin analysis

The basic model used in the conjoint analysis is formulated mathematically as follows:

$$u(x) = \sum_{i=1}^{m} \sum_{j=1}^{k_i} a_{ij} x_{ij} \qquad (1)$$

Where:

$u(x)$ = all utility of an alternative
a_{ij} = utility level *–jth* attribute *–i*
k_i = number of attribute levels to *–i*
m = *number of attributes*
x_{ij} = value 1 if attribute *I* and attribute level *j* exist and is zero if attribute *i* and attribute level *j* do not exist.

$$I_i = \{(a_i) - min(a_i)\} \qquad (2)$$

Where:
I_i = importance of attribute to *i*
The value of the relative importance of an attribute to other attributes can be formulated as follows:

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$$w_i = \frac{I_i}{\sum_{i=1}^{m} l_i} \; x \; 100\% \qquad (3)$$

4. Results and Discussion

4.1. Description of Research Results

A total of 25 respondents (59.5 %) were male and 17 respondents (40.5%) were female. The largest number of respondents (47.6 %) were respondents aged 26-30 years. A total of 3 respondents (7.1 %) were respondents aged 17-25 years. A total of 13 respondents (31%) are respondents aged 31-40 years. While the remaining 14.3 % are respondents aged 41-50 years. The education level of the largest respondents (88.1 %) is the respondent with the latest education in Academy / College. A total of 4 respondents (9.5 %) were respondents with high school education. While the remaining 2.4 % are respondents with the last education of Junior High School. The largest number of respondents (38.1 %) were respondents with private employees. 1 respondent (2.4%) did not fill in, 12 respondents (28.6%) worked other than the categories given, 4 respondents (9.5%) worked as students, 5 respondents (11.9%) worked as a civil servant, and 1 respondent (2.4%) worked as an entrepreneur. (50%) are respondents who rent minibusses for travel/vacation. A total of 6 respondents (14.3%) rented a minibus for work needs, 5 respondents (11.9%) rented a minibus for office events, 1 respondent (2.4%) rented a minibus for campus events, 1 respondent (2.4%) rent a minibus for campus events and tours/vacations. A total of 1 respondent (2.4 %) rented a minibus for office events, campus events, and travel/vacation. As many as 1 respondent rented a minibus for travel/vacation and work needs. While 2 respondents (4.8 %) rented a minibus for other purposes. The purpose of respondents who rented a minibus with a destination outside the city was (85.7%). A total of 1 respondent (2.4 %) rented a minibus with a destination in the city. While the remaining 5 respondents (11,9 %) rented a minibus with the aim of inside and outside the city. (73.8 %) are respondents who frequently rent minibusses once a month. A total of 5 respondents (11.9 %) rented a minibus with a frequency of more than twice a month. A total of 4 respondents (9.5 %) rented a minibus with a frequency of twice a month. A total of 1 respondent (2.4 %) rented a minibus with a frequency of once a month and twice a month. Meanwhile, 1 respondent (2.4 %) did not fill in. Respondents know where minibus rentals come from, the largest number of respondents (71.4 %) are respondents who know minibus rentals from friends/family. As many as 1 respondent (2.4 %) knew about minibus rental from print media/advertising. As many as 4 respondents (9.5 %) know about minibus rentals from social media. A total of 2 respondents (4.8 %) know about minibus rentals from social media and print/advertising media. As many as 4 respondents know about minibus rentals from friends/family and social media. Meanwhile, 1 respondent (2.4 %) knew about minibus rental from friends/family, social media, and print/advertising media.

The preference of the fleet was preferred by the respondents, as many as 30 respondents (71.4 %) liked the Hiace Minibus fleet. As many as 10 respondents (23.8 %) liked Minibus Elf. Meanwhile, 2 respondents (4.8%) liked the Hiace Minibus and Elf Minibus. The service preferences that the respondents prefer are 36 respondents (85.7 %) who prefer services with drivers. A total of 5 respondents (11.9 %) liked the service without a driver (driver). While 1 respondent (2.4 %) liked the service with a driver and without a driver (driver). Preferences for orders that are preferred by respondents, all respondents, as many as 42 respondents (100%) like ordering rentals per day.

4.2. Conjoint Analysis

The following are the attributes and levels used in this study:

Table 4.1 Attributes, Levels, and Description

Attribute	Level	Information
Fleet	1	Hiace Minibus
	2	Elf Minibus
Service	1	With Driver

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	2	Driverless
Booking	1	Contract per 3 Months
	2	Rent per Day

Source: **Data processed by researchers (2021)**

The following is a table description of the conjoint analysis model:

Table 4.2 Description of the Conjoint Analysis Model

	N of Levels	Relation to Ranks or Scores
armada	2	Discrete
pelayanan	2	Discrete
pemesanan	2	Discrete

Source: **Data processed by researchers (2021)**

From the results of SPSS processing, the orthogonal design is obtained in the table below:

Table 4.3 Design Orthogonal Conjoint Analysis

Stimuli	**fleet**	**service**	**booking**
1	2	1	1
2	2	2	2
3	1	2	2
4	1	1	1
5	1	2	1
6	1	1	2
7	2	2	1
8	2	1	2

Source: **Data processed by researchers (2021)**

Based on the table of orthogonal design results above, it can be seen that level 1 of the fleet attribute is Hiace's fleet, while level 2 is Elf's fleet. The service attribute shows that level 1 is a service with a driver and level 2 is a service without a driver. Meanwhile, level 1 is for the reservation attribute, which is a contract per 3 months, and level 2 is for the reservation attribute, namely the rental per day. The results of data processing in this study using SPSS 16 to obtain the utility value and importance value.
The following is a table of utility values for all respondents:

Table 4.4 Respondents' Overall Utility Value

Attribute	**Level**	**Utility Value**
Fleet	1 (Hiace)	0.167
	2 (Elves)	-0.167
Service	1 (With Driver)	-0.381
	2 (Without Driver)	0.381
Booking	1 (Contract per 3 Months)	0.631

	2 (Rent per Day)	-0.631
Constant		4,554

Source: **Data processed by researchers (2021)**

The utility value which shows a positive value indicates that the respondent prefers the level of attributes offered while the utility value which shows a negative value means that the respondent does not like the level or choice of products/services offered by the company. The fleet attributes show that respondents prefer the Hiace minibus to the Elf minibus. This is shown by the utility value of the Hiace minibus which has a positive value of 0.167 while the Elf minibus has a negative value of -0.167. In the service attribute, where this attribute gives consumers two choices when using the JN Transport service, namely with a driver and without a driver. The last attribute level preferred by respondents in ordering JN Transport services is the 3-month contract model.

The next step in the conjoint analysis after obtaining the utility value at each level of each attribute is to calculate the importance value of all respondents. The use of this important value is to find out which attributes are considered the most important or of interest by the respondents of the JN Transport company. The higher the importance value, the more important the attribute is considered to be for the respondent. The following is the overall importance value of the respondents:

Table 4.5 Importance value of all respondents

Attribute	Importance Value
Fleet	37,476
Service	31,162
Booking	31,162

Source: **Data processed by researchers (2021)**

Of the three attributes used in this study, the fleet attribute has a higher importance value than the other important values, which is 37.476%. Meanwhile, the service and ordering attributes have the same importance value, which is 31.162%. The following is a combination of fleet, service, and ordering to become consumer preferences:

Table 4.6 Combination Value

P	Combination			Utility Value			Total	Rating
1	elf	With Driver	Contract per 3 months	-0.167	-0.381	0.631	0.083	4
2	elf	Driverless	Rent per day	-0.167	0.381	-0.631	-0.417	6
3	Hiace	Driverless	Rent per day	0.167	0.381	-0.631	-0.083	5
4	Hiace	With Driver	Contract per 3 months	0.167	-0.381	0.631	0.417	3
5	Hiace	Driverless	Contract per 3 months	0.167	0.381	0.631	1.179	1
6	Hiace	With Driver	Rent per day	0.167	-0.381	-0.631	-0.845	7
7	elf	Driverless	Contract per 3 months	-0.167	0.381	0.631	0.845	2
8	elf	With Driver	Rent per day	-0.167	-0.381	-0.631	-1.179	8

Source: **Data processed by researchers (2021)**

It can be seen in Table 4.6, the combination most favored by JN Transport customers is the 5th combination, namely using the Hiace fleet, without using a driver, and a 3-month contract with a value of 1,179.

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Table 4.7 Pearson R and Kendall's Tau Test All Respondents

	Value	Sig
Pearson's R	0,923	0,001
Kendall's Tau	0,837	0,002

Source: **Data processed by researchers (2021)**

The results of the accuracy of the predictions of all respondents are shown by Pearson's R-value of 0.923 and Kendal Tau's value of 0.837. Both values show a value greater than 0.5, which means that there is a strong correlation between the estimate and the actual csondition. Meanwhile, the Pearson's value of all respondents showed a significance value of 0.001 and a significance value of 0.002 for Kendall's Tau. This shows that the significance value is smaller than the significance requirement of 0.05, which means that there is also a strong correlation between the estimate and the actual significantly.

4.3. Research Discussion

The results of this study indicate that respondents tend to prefer Hiace's fleet to Elf's fleet, tend to prefer driverless services, and tend to prefer contract orders per 3 months. Based on the data on the characteristics of the respondents above, it can be seen that the male gender on average tends to make more contact and make purchasing decisions for the use of JN Transport services. The first factor that will be a consumer's attention when choosing to use the services of JN transport with a combination of 5 where Hiace is the preferred fleet with driverless services *and* a 3-month contract method. This can be seen in table 5.17 where the combination has a *utility value* greater than the other combinations, which is 1.179.

5. Conclusions and Practical Implication

5.1. Conclusion

Based on data analysis and discussion, the researcher can draw the conclusion that the combination is the most preferred and becomes the customer's attention when choosing to use the services of JN transport with the 5th combination where Hiace is the preferred fleet with driverless services and a 3-month contract method. The results of this study may not necessarily be applied to similar companies or other business fields. This research also has limitations because it was carried out during the Covid-19 pandemic so the questionnaire was distributed online.

5.2. Managerial Implications

Based on the results of the research above, the management of JN Transport received additional information and an overview of which segments are consumer preferences when they are faced with a choice. This information is very much needed by the management of JN Transport in the future to be able to determine the strategy/formula that management feels can make the company more effective and efficient which can help JN Transport to compete with its competitors. This research can also be used as a benchmark for management so that they can bring JN Transport to become the market leader for minibus rentals in Surabaya and in the future in East Java.

This research is also able to determine which segments are considered potential to be developed. Determination of segments can be based on the needs that are most sought after by customers/clients so that we can provide excellent service to customers. One segment that is quite promising to work with is travel business actors who have just started their business or what are now known as the Open Trip business. These business actors are always looking for a fleet that can transport people who have registered to travel. Customers Another thing that the management of JN Transport has begun to explore is business actors engaged in wedding organizers. Business wedding organizers are looking for a practical vehicle for the needs of the bride and groom's family for the shuttle or other needs such as pre-wedding photoshoots, picking up the crew or team that will be on duty at the wedding. The management of JN Transport can determine market/customer penetration so that JN Transport can outperform competitors. In addition to market penetration, this research can be one of the management considerations to raise the brand (brand) that has been built by management. The management of JN Transport must also be able to see

opportunities by analyzing the customers /clients that will be explored for cooperation. Determining the customer / client will be very influential in the future for the continuity of JN Transport's business.

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