The Influence of Brand Image and Attributes of Passenger Cars on Purchase Decisions through Online Consumer Review

Ivan Prihatno[1], Bambang Supriadi[2*], Sina Setyadi[3], Hadiansyah[4]

[1,2,3] Department of Economics Development, Universitas Merdeka Malang, Indonesia
[4] Akademi Maritim Nusantara Banjarmasin, Indonesia

Abstract

The increasing economic growth after COVID-19 has encouraged high consumption of automotive products, coupled with the development of information on social media, making Mitsubishi Xpander products increasingly popular in the Greater Malang area. This research aims to determine the influence of brand image and passenger car attributes on purchasing decisions through online consumer reviews of consumers purchasing Mitsubishi Xpander cars and taking samples from 145 respondents, using non-probability for all PT consumers. Using the SEM-PLS analysis method, Sun Star Motor Singosari Malang purchases in October, November, and December 2023 and January, February and March 2024. The research results show that brand image does not affect purchasing decisions, passenger car attributes affect purchasing decisions, brand image has a significant effect on online consumer reviews, passenger car attributes have an effect on online consumer reviews, online reviews have an effect on purchasing decisions, brand image has an effect on purchasing decisions through online consumer reviews, and passenger car attributes influence purchasing decisions through online consumer reviews when purchasing a Mitsubishi Xpander car at PT. Sun Star Motor Singosari Malang.

1. Introduction

The development of the automotive industry, especially cars today, means that consumers have many choices of products that offer various advantages, from design, price, features and financial convenience (Featherman et al., 2021). Almahdi et al. (2023). Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. If consumers have yet to experience a product, they tend to trust preferred or well-known brands (Shende, 2014). This is the reason that encourages companies to strengthen their brand position in order to create a positive brand image that is firmly established in the minds of consumers because, through brand image, consumers can recognize a product, evaluate quality, reduce purchasing risks, and gain experience and satisfaction from differentiation. Certain products (Arrosyid et al., 2023).

Attributes are everything attached to a product, Kotler and Keller (2014) explain that product attributes differentiate a product, providing added value and benefits and being considered when making purchasing decisions. Car marketing is a type of product marketing that prioritizes technology and accompanying attributes to fulfill consumers' psychological desires by prioritizing information as an extension of conveying product excellence to consumers through mass media and social media as a driver of interest, consumer interest in a product by searching for information additional. Park & Lee, (2009), then consumers will build trust in the results of the information obtained and consider the risks that may arise (Setiadi, 2008).

Regularly delivering information from car manufacturers and previous consumers or automotive technology experts through online consumer reviews has provided input for

consideration and increased confidence for prospective car buyers. Online consumer reviews are critical for consumers when making online purchases. When consumers cannot evaluate a product personally, consumers often rely on online reviews (Diels et al., 2017).

The COVID-19 pandemic has hit many sectors of the Indonesian economy, including the automotive industry, prompting the government to implement fiscal policy to reduce the negative impact. In order to revive the automotive industry sector, the Indonesian government is providing sales tax incentives on luxury goods (PPnBM), valid as of April 1, 2020 (Elwalda & Lu, 2022). The PPnBM cut turned things around (Sopiah et al., 2021). Referring to data from the Association of Indonesian Automotive Industries (Gaikindo), there was an increase in car sales both wholesale (factory to dealer) and retail (dealer to consumer) in 2021. The growth reached 66.6 % (yoy) for wholesale sales and 49.2% (yoy) for retail. The number of car sales (wholesales) throughout 2021 was recorded at 887,200 units, and car sales (retail) reached 863,359 units.

As a tool for disseminating information, the Internet includes making social media offer opportunities for consumers to talk to hundreds or even thousands of other consumers worldwide; companies are no longer the only source of brand communication (Farki & Baihaqi, 2016). Based on survey results from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in 2022-2023. This number increased by 2.67% compared to the previous period, which had 210.03 million users. The number of internet users equals 78.19% of Indonesia's population of 275.77 million. Compared with the previous survey period, Indonesia's internet penetration rate this year has increased by 1.17 percent compared to 2021-2022, which was 77.02%. A study by Moe and Schweidel (2012) shows that 70% of internet users trust consumer evaluations on social media platforms.

2. Methods

This research uses a quantitative descriptive approach to describe it systematically and measurably. Kriyantono (2010) states that the quantitative descriptive research method describes a problem whose results can be generalized systematically and measurably. This research was conducted to test the influence of variables X1 (brand image) and X2 (passenger car attributes) on variable Y (purchasing decision) through variable Z (online consumer review). Meanwhile, to analyze the influence of each variable using SEM Pls so that information is obtained about the variables as a causal relationship. This research consists of four variables, namely the independent variable X1 (brand image), X2 (passenger car attributes), the dependent variable Y (purchase decision) and the intervening variable Z (online consumer review). This research was conducted at PT. Sun Star Motor Singosari Malang, Malang, East Java Province, located at Jl. Panglima Sudirman No.183, Pangetan, Pagentan, Singosari District, Malang Regency, East Java 65111. From February to April 2024.

Research variables are anything in any form that a researcher determines to be studied to obtain various information about them. Then, conclusions can be drawn according to Sugiyono (2018). The variables used in research can be grouped into two, namely, independent variables and dependent variables. A dependent variable is a variable that is influenced or explained by another variable but cannot influence other variables (Szamatowicz & Paundra, 2019). A dependent variable is a variable that can change due to the influence of the independent variable.

The dependent variable is often called the affected or dependent variable, dependent, effect, dependent, and abbreviated as variable Y. This research's independent variable is the purchasing decision (Y). Independent variables influence and explain other variables (Szamatowicz & Paundra, 2019). An independent variable is a variable that, if it exists at the same time as another variable, can change in its diversity. This independent variable can also be called the variable influence, treatment, power, treatment, independent, and abbreviated as variable X. An independent variable influences other variables to appear. This research includes the independent or brand image variables (X1) and passenger car attributes (X2).

The population in this research is all Mitsubishi Xpander buyers in the final quarter of 2023 (October, November and December) and the first quarter of 2024 (January). So, we got data on 145 buyers. Sampling used non-probability sampling with census techniques, thus taking the entire research population. Data collection techniques are techniques or methods used to collect data to be researched. Data collection techniques or the process of collecting data, as well as the existence of research instruments, are an integral part and are included in the research methodology component because the research instrument is a tool used to collect, examine, and investigate the problem being researched. The questionnaire method collects data from several respondents through questions to be answered. Provide a list of existing questions according to the indicators of each variable to be answered. The answers obtained are then collected as data. The data is processed and included in the research results. This information can be obtained from books, scientific papers, theses, dissertations, encyclopedias, the Internet, and other sources used in this research and given to respondents by distributing questionnaires directly with a likert scale.

3. Results and Discussion

3.1. Results

This research uses Smart PLS 3.0 with three criteria in data analysis techniques, namely assessing the outer model, Convergent Validity, Discriminant Validity and Composite Reliability. The validity of measurements on items that measure the same variable must be highly correlated. The outer model is a model that describes the relationship between manifest variables as indicators and latent variables. Outer loading is also called the measurement model. The outer model test aims to specify the relationship between latent variables and their indicators. Based on the model above, outer loading is obtained. Outer loading is considered good if it has a value above 0.7.

Table 1. Outer Loading Values for Each Indicator

Indicator	Car Attributes	Brand Image	Buying decision	Online Consumer Reviews
X1.1		0.827		
X1.2		0.835		
X1.3		0.891		
X2.1	0.863			
X2.2	0.792			
X2.3	0.830			
X2.4	0.775			
X2.5	0.829			
X2.6	0.870			
X2.7	0.796			
X2.8	0.821			
Y1			0.739	
Y2			0.797	
Y3			0.744	
Y4			0.742	
Y5			0.789	
Y6			0.775	
Y7			0.774	
Y8			0.831	
Z1				0.799
Z2				0.795
Z3				0.736
Z4				0.739
Z5				0.798
Z6				0.752

Source: Data Processed (2024)

Construct validity is important in ensuring that the resulting model can accurately reflect the latent variables used in the theory. (Hair et al., 2017). Construct Validity and Reliability can be assessed through Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). Cronbach's alpha in Smartpls is an indicator coefficient used to measure an indicator's internal reliability or consistency - the indicators measured to describe a construct or latent variable in partial path analysis. If this value exceeds 0.7, the variable is considered to meet the test reliability requirements so that it can be used in research (Garson, 2021).

Table 2. Respondents by Age

Variable	Cronbach's Alpha
Passenger Car Attributes	0.955
Brand Image	0.890
Buying decision	0.948
Online Consumer Reviews	0.914

Source: Data Processed (2024)

Based on the values above, the values for each variable are consistent in each measurement. Composite Reliability refers to the extent to which the indicators that measure a variable have a significant relationship and are interconnected (Garson, 2021). Based on the Composite Reliability value, all variables have a value above 0.7, this shows that each variable used in this research meets the standards.

Table 3. Results composite reliability

Variable	Composite Reliability
Passenger Car Attributes	0.960
Brand Image	0.916
Buying decision	0.953
Online Review	0.926

Source: Data Processed (2024)

Average Variance Extracted (AVE) in SMART PLS is a statistical measure used to measure the extent to which variations in the indicators used to measure a construct can be explained by the construct itself. AVE exceeds 0.5, so it is considered that the variable does not have reliability problems.

Table 4. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Passenger Car Attributes	0.598
Brand Image	0.645
Buying decision	0.560
Online Consumer Reviews	0.512

Source: Data Processed (2024)

Discriminant Validity means measuring what should be measured (Hair et al., 2019). Discriminant validity is carried out to ensure that each concept from each latent model is different from other variables. Validity testing is carried out to determine how precisely a measuring instrument performs its measurement function (Hair et al., 2019). SMART-PLS discriminant validity testing can be assessed based on the Fornell-Larcker criterion and cross-loading. In the Fornell-Larcker criterion test. Fornell-Larcker Criterion test to test the relationship between variables in the construct.

Table 5. SmartPLS Discriminant Validity Testing

Variable	Passenger Car Attributes	Brand Image	Buying decision	Online Consumer Reviews
Passenger Car Attributes	0.773			
Brand Image	0.370	0.803		
Buying decision	0.382	0.435	0.748	
Online Consumer Reviews	0.431	0.591	0.516	0.716

Source: Data Processed (2024)

From the table above, it can be observed that the correlation value between this variable and other variables is higher. It can be concluded that the Fornell-Larcker test criteria have been met. This method calculates the ratio between the correlation between variables and other variables and the correlation between variables and themselves (heterotrait-monotrait ratio). If this ratio is smaller than 0.90, the limit value used to measure a construct can be explained by the construct itself. Cross-loading is when an indicator correlates highly with more than one latent variable. If an indicator variable has a high cross-loading, it can indicate that it does not exclusively reflect a particular latent variable. Collinearity Statistics, better known as Variance Inflation Factor (VIF), is a method used to identify the level of multicollinearity between variables in a measurement or structural model developed using SMARTPLS. Based on the results above, it was found that there was no multicollinearity in all constructs.

Descriptive Analysis

From the frequency distribution above, it can be concluded that according to Mitsubishi, In the frequency distribution table of passenger car attribute variables above, vehicle dynamics is the most significant factor in consumers deciding to purchase a Mitsubishi Xpander. This may occur because of the assumption that the Mitsubishi. The average frequency distribution value of the purchasing decision variable is 4.586, the indicator of external influence being the most important in this research; this proves the importance of external information in all promotional activities to increase purchasing interest. The Comprehensiveness indicator has the most significant value in the online consumer review variable, 4.583. This means that the assumptions displayed in each consumer review are based on existing developments.

The inner model concerns the relationship between constructs in the research model. Inner models help test hypotheses about relationships between latent variables and analyze the extent to which these relationships are significant. R Square measures the extent to which variations in the dependent variable can be explained by the independent variables in a research model (Hair et al., 2017). Based on the R Square test results above, it can be concluded that the dependent variable of purchasing decisions is influenced by the independent variable by 0.316 or 31.6%. Meanwhile, the remaining 68.4% was influenced by other factors not included in the scope of this research. Then, the Online Review mediation variable is influenced by the independent variable by 0.402 or 40.2%. Meanwhile, the remaining 59.8% was influenced by other factors not included in the scope of this research.

F Square (f^2) is used in the context of Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis to measure the extent to which structural or exogenous variables influence the dependent or endogenous variables in the research model-explanation of the F Square (f^2) value according to Garson (2016). The analysis results show that the influence of passenger car attribute variables on purchasing decisions has an f^2 value of 0.034, indicating a small effect. The brand image variable on purchasing decisions has an f^2 value of 0.026, indicating a small effect. The passenger car attribute variable on online reviews has an f^2 value of 0.087, indicating a small effect.

Image variables brands on online reviews have an f^2 value of 0.361, indicating a significant effect, and the online review variable on purchasing decisions has an f^2 value of 0.103, indicating a small effect. The fit model used in this research uses the SRMR value. SRMR measures the suitability between the resulting path model and the observed data. SRMR functions to assess how well the resulting model can reflect the relationship between variables observed in actual data.

The SRMR value in the saturated model is 0.070, and the estimated model is 0.070, so the model formed is declared to meet the feasibility of the model. Hypothesis testing in SmartPLS is carried out using path coefficients to determine the magnitude and direction of the influence of the independent variable on the dependent variable. The following are the results of testing path coefficients.

Table 6. The Results Of Testing Path Coefficients

Variable Relationships	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Purchase Decision	0.169	1,524	0.128
Passenger Car Attributes -> Purchase Decision	0.171	1,918	0.046
Brand Image -> Online Consumer Review	0.500	7,023	0,000
Passenger Car Attributes -> Online Consumer Review	0.246	3,346	0.001
Online Consumer Review -> Purchase Decision	0.343	3,390	0.001
Brand image -> Online Consumer Review -> Purchase Decision	0.179	2,740	0.006
Passenger Vehicle Attributes -> Online Consumer Review -> Purchase Decision	0.085	2,200	0.028

Source: Data Processed (2024)

The results of the hypothesis test above, it can be concluded that brand image (X1) on purchasing decisions (Y) has a P-value value greater than 0.050 (0.128 > 0.050). However, the Original Sample path has a positive value of 0.169. Thus, H1 is rejected, and H0 is accepted. This means that even though it has a positive sample value, brand image is insignificant in purchasing decisions.

The passenger car attribute (X2) on purchasing decisions (Y) has a P-value value that is smaller than 0.050 (0.050<0.046). With the Original Sample, this path has a positive value of 0.171. H2 is accepted, which means that the Passenger Car Attribute (X2) is significant to the Purchase Decision (Y), with the original sample having a positive value. Brand Image (X1) against Online Review (Z) has a P-value value that is smaller than 0.050 (0.050<0.000). However, the Original Sample path has a positive value of 0.500. Thus, H3 is accepted. Brand image (X1) positively influences online reviews (Z).

The passenger car attribute (X2) for Online Review (Z) has a P-value value that is smaller than 0.050 (0.050<0.001). However, the Original Sample path has a positive value of 0.246. Thus, H4 is accepted, meaning that the Passenger Car Attribute (X2) positively affects Online Review (Z). Online Review (Z) on Purchasing Decisions (Y) has a P-value value that is smaller than 0.050 (0.050<0.000). With the Original Sample path, the positive value is 0.343. Thus, H5 is accepted, which means that online reviews have a positive influence on purchasing decisions.

Brand Image (X1) on Purchasing Decisions (Y) through Online Review (Z) has a P-value value that is smaller than 0.050 (0.050<0.006). With the Original Sample path, the positive value is 0.179. Thus, H6 is accepted. This means that Brand Image through Online Reviews positively influences Purchasing Decisions. The passenger car attribute (X2) on Purchasing Decisions (Y), through Online Review (Z), has a P-value value that is smaller than 0.050 (0.050<0.028). With the Original Sample path, the positive value is 0.085. Thus, H7 is accepted. This means that passenger car attributes through online reviews have a positive influence on purchasing decisions.

3.2. Discussion
The Influence of Brand Image on Mitsubishi Xpander Car Purchase Decisions

The results of data analysis through hypothesis testing state that brand image does not influence purchasing decisions for Mitsubishi Xpander cars. Arjuna et a. (2020) that brand image is a means of differentiating from competitors' products in the form of names, characteristics or designs, while Nanda and Indriyani (2018) summarize that brand image is created from news circulating regarding the completeness of consumer responses to certain brands. The brand image needs to be managed carefully so that its value does not diminish. Companies must create a strategy to build and manage a strong brand. A company, especially an automotive company

like Mitsubishi, needs several market strategies that touch consumers more through various steps and methods that make the brand memorable in the minds of consumers and potential consumers.

The results of this research are the same as those studied by Wang et al. (2023), which stated that brand image is partially positive but does not have a significant effect on purchasing decisions. Kotler and Keller (2014) state that a strong brand strategy will create an identity for the company in introducing itself and its products so that consumers perceive the company's identity as an identity that is always remembered (top of mind) by consumers.

The Influence Of Passenger Car Attributes On Decisions Purchasing A Mitsubishi Xpander Car

The results of data analysis through hypothesis testing state that the attributes of passenger cars have an influence in strengthening purchasing decisions, especially for Mitsubishi Xpander brand passenger cars. Liao et al. (2007) state that product attributes are the development of a product or service, which involves determining the benefits that will be provided or delivered to consumers, consisting of quality, brand, packaging, labels, and supporting services. The passenger car attributes of the Mitsubishi Xpander influence consumer purchasing decisions by looking at the quality, brand, packaging, labels and supporting services. Consumers decide to buy a Mitsubishi The results of this research are in line with (Pratama, Supriadi and Respati, 2022; Hardiansyah et al., 2024) which state that attributes both partially and simultaneously influence purchasing decisions for Toyota Vios cars.

Influence Of Brand Image On Online Consumer Review Mitsubishi Xpander Car

The results of data analysis through hypothesis testing state that brand image has an influence in strengthening online consumer reviews, especially what happens to Mitsubishi Xpander brand passenger cars. Koubaa (2008) state that brand image is a person's perception of a brand, and this perception can be positive or negative. However, nowadays, there is a tendency for people to prove for themselves whether a good brand image is in line with existing reality, so there is consumer behavior to look for information about a particular brand, even prove it, and even then share the consumer's experiences on social media. So, if the brand image value moves positively, the online consumer review value will move in the same direction.

The Influence Of Passenger Car Attributes On Online Consumer Reviews Mitsubishi Xpander Car

The results of data analysis through hypothesis testing state that passenger car attributes (X2) influence strengthening online consumer reviews (Z), especially those in Mitsubishi Xpander brand passenger cars. The attributes worn by the Mitsubishi Consumer online review are opinions or experiences consumers provide regarding the services they receive or products from a business online. By including promotions, explanations of functions, how it works, maintenance, and use of attributes in online media, producers hope to reduce promotional costs and be more accessible to consumers.

The Influence of Online Reviews on Purchase Decisions of Mitsubishi Xpander Cars

The results of data analysis through hypothesis testing state that online reviews influence strengthening purchasing decisions, especially those regarding Mitsubishi Xpander brand passenger cars. The greater the value of online reviews, the greater the consumer's decision to buy. Yu et al. (2011) state that online consumer reviews are reviews provided by consumers related to information from evaluating a product about various aspects. With this information, consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have purchased a product from an online seller. Online consumer reviews are used as a means for consumers to search for and obtain information that will influence purchasing decisions (Minnema et al., 2016). This aligns with research by Anisa and Tjhin (2023), which found that online consumer reviews significantly influence purchasing decisions. Online consumer reviews are essential for consumers to determine a product's quality.

Influence Of Brand Image On Purchasing Decisions Through Online Consumer Reviews On Purchase Mitsubishi Xpander Car

The results of data analysis through hypothesis testing state that brand image is influential in strengthening purchasing decisions through online consumer reviews, especially what happens to Mitsubishi Xpander passenger cars. The greater the brand image exposed in online consumer reviews, the greater the consumer's decision to buy. The current internet era means consumers can instantly obtain all information via their gadgets. What consumers say is good will be directly expressed by consumers on the social media they follow. Even in the current era, consumers tend to prove themselves or look for information on the Internet about something, a product or service that can be trusted through whether or not the reviews given on the product or service are good or not. So, a good brand image, which is reviewed in online media, will influence consumers' buying decisions.

The Influence Of Passenger Car Attributes On Purchasing Decisions Through Online Consumer Review On Purchase Mitsubishi Xpander Car

The results of data analysis through hypothesis testing state that passenger car attributes have an influence (X2) on purchasing decisions (Y) through online consumer reviews (Z) on purchasing passenger cars, especially the Mitsubishi Xpander at PT. Sun Star Motor Singosari Malang. The greater the type, function and benefits consumers get from the attributes of passenger cars conveyed through online consumer reviews, the greater the possibility that consumers will decide to buy Mitsubishi products. Good reviews, as well as explanations that are profitable for users, make potential consumers who see promotions and testimonials from consumers found in today's online media will convince consumers who were previously interested in deciding to buy.

4. Conclusion

Based on research results, specifically on sales of Mitsubishi Meanwhile, brand image and passenger car attributes influence purchasing decisions through online consumer reviews. Companies need to use social media more intensively to increase the strength of their brand image and maintain information about car attributes, starting from features, convenience and various accompanying things so that they are better known as advantages to consumers. There are still various factors that influence vehicle purchasing decisions that we need to explore as an improvement in purchasing decision variables

References

Almahdi, M. U., Edyansyah, T., Zulkarnaen, T., & Biby, S. (2023, November). The influence of product quality, promotion, brand image, and brand trust towards purchase decisions of Mitsubishi Xpander car among the community in Lhokseumawe City. In *International Management Conference and Progressive Papers* (pp. 172-185). https://proceeding.unesa.ac.id/index.php/immersive/article/view/810

Anisa, N., & Tjhin, V. U. (2023). Factors Affecting Customer Loyalty Moderated by Switching Cost on the Customer Satisfaction of Digital Streaming Services. *Journal of Systems and Management Sciences*, *13*(1), 1-20.

Arjuna, H., & Ilmi, S. (2020). Effect of brand image, price, and quality of product on the smartphone purchase decision. *EkBis: Jurnal Ekonomi dan Bisnis*, *3*(2), 294-305.

Arrosyid, R. F., Dasmadi, D., & Ariestanto, A. F. (2023). Analisis Brand Image, Atribut Produk Dan Harga Produk Terhadap Pembelian Kendaraan Bermotor Honda Type Beat Tahun 2020 Di Kabupaten Boyolali. *EKOBIS: Jurnal Ilmu Manajemen dan Akuntansi*, *11*(1), 38-49. https://doi.org/10.36596/ekobis.v11i1.635

Diels, C., Erol, T., Kukova, M., Wasser, J., Cieslak, M., Payre, W., ... & Bos, J. (2017). Designing for comfort in shared and automated vehicles (SAV): a conceptual framework. In *1st International Comfort Congress, Salerno, Italy*.

Elwalda, A., & Lu, K. (2016). The impact of online customer reviews (OCRs) on customers' purchase decisions: An exploration of the main dimensions of OCRs. *Journal of customer Behaviour*, *15*(2), 123-152. https://doi.org/10.1362/147539216X14594362873695

Farki, A., Baihaqi, I., & Wibawa, B. M. (2016). The Influence of Online Customer Reviews and Ratings on Trust and Purchase Interest in Online Marketplaces in Indonesia. *ITS Engineering Journal V*, *5*., A614-A619.

Featherman, M., Jia, S. J., Califf, C. B., & Hajli, N. (2021). The impact of new technologies on consumers beliefs: Reducing the perceived risks of electric vehicle adoption. *Technological Forecasting and Social Change*, *169*, 120847. https://doi.org/10.1016/j.techfore.2021.120847

Garson, G. D. (2021). *Data Analytics For The Social Sciences: Applications In R* . Routledge.

Gunawan, W., Kelly, D., & Tarigan, RE (2018). Use Quality, Security and Trust Factors to Improve the Online Purchase Decision. *Journal of Theoretical & Applied Information Technology*, Vol. 96(5).

Hardiansyah, R. N., Supriadi, B., & Setyadi, S. (2024). The Relationship between Website Quality, Electronic Word-of-Mouth and Purchasing Decision through Trust as Intervening Variable in Megabangunkontruksi. com Website. *International Journal Of Multidisciplinary Research And Analysis*, *7*(4), 1672-1676.

Kotler, P., & Keller, K. L. (2014). Marketing services. Alfabeta.

Koubaa, Y. (2008). Country of origin, brand image perception, and brand image structure. Asia pacific journal of marketing and logistics, 20(2), 139-155. https://doi.org/10.1108/13555850810864524

Kriyantono, R. (2010). *Practical Techniques for Communication Research: Accompanied by Practical Examples of Media Research*. Kencana.

Liao, X., Li, Y., & Lu, B. (2007). A model for selecting an ERP system based on linguistic information processing. *Information Systems*, *32*(7), 1005-1017. https://doi.org/10.1016/j.is.2006.10.005

Minnema, A., Bijmolt, T.H., Gensler, S., & Wiesel, T. (2016). To Keep Or Not To Keep: Effects Of Online Customer Reviews On Product Returns. *Journal Of Retailing*, 92(3), 253-267.

Moe, W. W., & Schweidel, D. A. (2012). Online product opinions: Incidence, evaluation, and evolution. *Marketing Science*, *31*(3), 372-386.

Nanda, R. .A, & Indriyani, S. (2018). The Influence of Price, Features and Product Quality on Consumer Decisions to Buy Mitsubishi Cars. In *Proceedings of the Darmajaya National Seminar* (pp. 59-65).

Park, C., & Lee, T. M. (2009). Information direction, website reputation and eWOM effect: A moderating role of product type. *Journal of Business research*, *62*(1), 61-67. https://doi.org/10.1016/j.jbusres.2007.11.017

Pratama, A. Y., Supriadi, B., & Respati, H. (2022). Demographic Factors to Strengthen the Influence of Brand Image and Store Service Quality on Purchasing Decisions. *East African Scholars Journal of Economics, Business and Management*, *5*(11), 406–413. https://doi.org/10.36349/easjebm.2022.v05i11.002.

Setiadi, N. (2008). *Business Economics And Managerial Decision Making*. Kencana.

Shende, V. (2014). Analysis of research in consumer behavior of automobile passenger car customer. *International Journal of Scientific and Research Publications*, *4*(2), 1-8.

Sopiah, S., Kamaludin, M., Sangadji, E. M., & Narmaditya, B. S. (2021). Organizational culture and employee performance: An empirical study of Islamic banks in Indonesia. *The Journal of Asian Finance, Economics and Business*, *8*(6), 395-406. https://doi.org/10.13106/jafeb.2021.vol8.no6.0395

Sugiyono, P. (2018). *Research methods. Quantitative, Qualitative, and R&D*. Alfabeta.

Szamatowicz, M., & Paundra, J. (2019). Access or Ownership? The effect of car attributes and collective psychological ownership on the preference for car subscription services. *Psychological Research on Urban Society*, *2*(1), 44-58.

Wang, S., Lin, Y., & Zhu, G. (2023). Online Reviews And High-Involvement Product Sales: Evidence From Offline Sales In The Chinese Automobile Industry. *Electronic Commerce Research And Applications*, *57*, 101231. https://doi.org/10.1016/j.elerap.2022.101231

Yu, J., Zha, Z. J., Wang, M., & Chua, T. S. (2011, June). Aspect ranking: identifying important product aspects from online consumer reviews. In *Proceedings of the 49th annual meeting of the association for computational linguistics: human language technologies* (pp. 1496-1505).