

Analysis of factors affecting car purchasing decision

Bagus Randhyartha Gumilar¹, Ujang Sumarwan², Bagus Sartono³

¹School of business, IPB University Department of Family and Consumer Science,

²Faculty of Human Ecology, IPB University Departmen of Statistics,

³Faculty of Mathematics and Natural Science, IPB University

¹Email: bagusrandhyartha@gmail.com

Abstract

The sales of Mitsubishi Xpander have successfully penetrated the Low MPV car market after 13 years won by its competitors in first-year sales of 2017. The purpose of this study is to analyze the characteristics of Mitsubishi Xpander consumers, the effects of the marketing mix and brand awareness on purchasing decisions, and strategies to increase purchasing decisions. Primary data were obtained from 300 respondents who had bought a Mitsubishi Xpander. Furthermore, the data were analyzed by using the SEM method. The results show the price, product, and location positively and significantly influenced purchasing decisions. Promotion and brand awareness variables have positive but not significant influences on purchasing decisions. The company needs to evaluate the price range of the product, maintain quality, and increase dealer location points on Google Maps. In addition, companies can conduct promotional and branding activities adjusted to the middle-class consumer segment.

Keywords: Brand awareness; marketing mix; consumer decision; mitsubishi xpander

PRELIMINARY

Indonesia is the largest automotive market in the Southeast Asia (ASEAN) region. In 2012 to 2016 the growth of passenger cars grew 8.73 percent. Association of Automotive industries (GAIKINDO) recorded, in 2017 about 1.1 million units or 33 percent of ASEAN car sales were sold in Indonesia.

Monga et al. (2012) states, a study of the car market and car buying behavior in India shows that the increase in income per capita is the biggest factor advancing the automobile industry. The increasing income per capita of Indonesian people has led to a changing lifestyle, and an increasing need for transportation. Indonesia's PBD per capita in 2017 reached Rp. 51.89 million, increase 8.1 percent if compared to the previous year which was only Rp. 47.97 million (Statistics Indonesia 2018). Moreover, the increasing of PBD shows the opportunity for the automotive market that continues to increase.

The OECD (2018) stated, since 2015, Indonesia has risen 34 positions in the Ease of Doing Business Ranking from the World Bank. The automotive manufacturers responded to it by issuing new types of cars, one of them was Multi Purpose Vehicle (MPV). According to Abidin (2017), MPV type cars still control the market of four-wheeled vehicle sales by 40 percent. It is predicted that the MPV car trend will last until 2025. The LMPV car market for 13 years has been successfully controlled by the Toyota Avanza. Surprisingly, the presence of the Mitsubishi Xpander sales in 2017 managed to break the achievements of Avanza which has been the best-selling car.

Based on data from gaikindo

(2018), at the end of 2017 there were only two brands that experienced sales growth, i.e. Mitsubishi by 19 percent and Suzuki by 17 percent. It was allegedly due to the issuance of low multi purpose vehicle (LMPV) type by these two brands. The Mitsubishi Xpander is the latest product from the Mitsubishi Brand which was successfully launched in September 2017. The Mitsubishi Xpander sales in early to mid-year of 2018 (Table 1) were able to beat the sales of the Toyota Avanza. Data in Table 1 shows that there was intense competition between Toyota Avanza and Mitsubishi Xpander.

From 2017 to 2018, there were three marketing mix variables conducted by Mitsubishi Motor, including price, promotion and product quality. Ghealita and Setyorini (2015) explained that brand awareness has an influence on the purchasing decision of a product. In addition, various studies on car purchasing decisions in Indonesia, Malaysia, and other countries have been conducted but it is still minimal for Mitsubishi products, especially the Mitsubishi Xpander. Due to this reason, this study was conducted to analyze the achievements of the Mitsubishi Xpander from September 2017 to September 2018 and the factors that influenced consumer decisions in purchasing a Mitsubishi Xpander car

Table 1. Car sales from various brands in first semester of 2018

Car Types	1	2	3	4	5	6	Average
Mitsubishi Xpander	7,079	7,400	7,493	7,097	7,601	3,278	6,658
Toyota Avanza	7,543	6,773	7,097	6,917	6,477	4,648	6,576
Daihatsu Xenia Mt/At	3,912	2,529	2,176	2,941	3,082	524	2,527
Daihatsu Luxio	282	243	332	432	354	256	317
Nissan Grand Livina 1.5	320	512	721	271	56	102	330
Suzuki Apv	150	203	216	340	339	190	240
Suzuki Ertiga	3,223	4,223	2,312	1,894	4,449	1,929	3,005
Honda Mobilio	1,847	1,514	1,494	2,796	2,764	1,303	1,953
Wuling Confero S	555	565	931	782	1,104	882	803

This study analyzes this phenomenon and produces an implication of marketing strategies so that the Mitsubishi Xpander can maintain its performance in the Low MPV market. Previous research studies are required to determine the development of research.

Literature review and hypothesis development

There are several studies carried out in other countries such as India, Malaysia, Canada, and Pakistan regarding car purchasing intention and decision. In Indonesia, several studies on the interests and decisions of purchasing cars of certain brands have been conducted. Deloitte (2014) surveyed the car purchasing process on more than 23,000 people in 19 countries that included Generation X consumers who were 37-48 years old and Generation Y consumers, 19-36 years. The survey results show that the consumers searched for information about the car they wished to buy through browsing on the internet, visiting the dealership, and considering a number of suggestions from the people around such as friends, relatives, and families. At the information search stage, 84 percent of consumers would search for car Price prices. In addition, the consumers were also looking for information about the features and engine types of cars. Surveys in six countries such as America, Germany, Japan, China, India, and Brazil showed that friends and family had the greatest influence in making car purchasing decisions.

H1: Brand Awareness influences purchasing decisions

Brunello (2012) conducted research on the influence of brands on purchasing decisions in the car industry. As time goes by people are more concerned about brand, choosing familiar and favorite brands. Companies that wish to win the competition must convince the consumers to appreciate, recognize, and buy their products. Brand Awareness is a key factor in influencing purchasing decisions. Gheeralita and Setyorini (2015); Timpal et al. (2016); Asmawati et al. (2016); Anindyawati et al. (2016) explained that brand awareness has influences on product purchasing decisions.

H2: Product quality influences purchasing decisions

Product quality according to previous studies has a positive influence on purchasing decisions. According to Ackaradejruangsri (2013), when consumers buy a product, consumers generally consider various quality attributes such as features, functions, technology, durability, and others as important points in searching products to reduce the risk of damage. According to the studies by Lorimier & El Geneidy (2011); Ryanthi et al (2015); Doshi and Parmar (2015), product quality is symbolized through product reliability and durability that influence the purchasing decision. Khamis and Syuhada (2014) explained that product quality is an important thing highly considered by consumers in buying vehicle products, they expect the vehicles purchased can be mesmerizing and resilient.

H3: Price influences purchasing decisions

Abeles (2004) stated consumers will calculate the price when they will decide to buy a product based on their ability to purchase the product. The car purchasing decision-making process can be done with two approaches, i.e. planned purchasing and impulsive purchasing. Price is used as a reference in making purchasing decisions. Modi and Jhulka (2012); Andrianto and Idris (2013); Hsu and Pham (2015) stated that price has an influence on car purchasing decisions. Based on the results of Amron's study (2018), consumers use the price variable as the most important variable in decision making for purchasing MPV cars in Indonesia.

H4: Place influences purchasing decisions

Location is very influential on the desire of customers to visit and conduct transactions so that a business actor will always try to find a strategic location that is easily seen and reached by customers (Sumarwan 2004). The results of Permana's study (2017) show that location or distribution channel is the dominant variable that positively influences purchasing decisions.

H5: Promotion influences purchasing decisions

The results of the study of Ali et al. (2013) show (Advertising, internet marketing, public relations, and personal selling) only contributed 31.5% to the purchasing decisions of Malaysian respondents in car purchasing. There are other promotional variables of 68.5% which must be done by car companies such as sales promotion, roadshows, and sponsorship events to expand consumer purchasing interest. Gerung et al. (2017) stated sales promotions influence purchasing decisions.

This study conducted to analyze the achievements of the Mitsubishi Xpander from September 2017 to September 2018 and the factors that influenced consumer decisions in purchasing a Mitsubishi Xpander car. This research was conducted to analyze this phenomenon and produce an implication of marketing strategies so that the Mitsubishi Xpander can maintain its performance in the Low MPV market. Based on some of the explanations the problem formulation in this study include:

The characteristics of respondents of Mitsubishi Xpander buyers;

The influences of the marketing mix and brand awareness on the decision to purchase a Mitsubishi Xpander; and

The appropriate managerial implications to improve purchasing decisions for Mitsubishi Xpander.

The study was conducted in Jabodetabek where the focus was on consumers who had bought a Mitsubishi Xpander car. Primary data were obtained from the questionnaire filled by the consumers who had already bought a Mitsubishi Xpander car in the Jabodetabek area. While secondary data were obtained from company data and literature study such as textbooks, journals, and other published data.

The research data collection technique was using the questionnaire filled by the respondents directly or e-questionnaire distributed via social media such as Whatsapp. The questionnaire consisted of open and closed questions regarding the demographic data of respondents, purchasing behavior, and the influence of marketing mix on the purchasing decisions of the Mitsubishi Xpander. The scale of the study is used to equalize the value of answers from consumers. The scale used was the Likert scale. Sumarwan et al. (2018) explained the Likert scale is good for a question that has several answer choices related to the agreement. The sequence used is 5 sequences. It aims to widen the range of answers from consumers who are willing to become consumers.

The sampling technique used in the study was the convenience sampling method based on the availability of elements and the ease of getting them. The process was supported by questionnaires that had been prepared based on the problems. The questionnaires were directly distributed and using Whatsapp for e-questionnaires by sending the links to facilitate respondents on filling out the questionnaires. In addition, the questionnaires were also distributed to several Xpander car communities such as Xpander Community (XCom) and Xpander Mitsubishi Owner Club (X-MOC) who lived in Jabodetabek.

This study assessed the effect of marketing mix and brand awareness on the purchasing decision of Mitsubishi Xpander. The sample size collection was using the rule of thumb of the Structural Equation Model (SEM). Hair et al. (2010) stated the number of samples needed for each estimated parameter of exogenous and endogenous variables is five to ten times the number of indicators. The number of indicators used in this study was 28 indicators so that the minimum sample size of the study was 140 respondents. The study data were collected based on the results of the answers on questionnaires. The survey results obtained that 325 respondents filled out the questionnaires and 300 respondents are people who had bought a Mitsubishi Xpander car.

This study was using two types of analytical methods to answer the problems. Descriptive analysis is used to describe to identify and analyze data by describing them in the tables, diagrams, graphs, or writings (Sugiyono 2010). Descriptive analysis conducted in this study included the analysis of consumer characteristics and consumer behavior of Mitsubishi Xpander. In addition, the study also tested the differences between consumer demographics with consumer purchasing decisions by using SPSS to find out factors that have a significant influence on purchasing decisions. The results of questionnaires on the influence of marketing mix and brand awareness on the purchase decision of Mitsubishi Xpander cars were analyzed by using a Likert scale with Structural Equational Modeling (SEM) to determine the correlations of each variable to other variables, as well as the variables to the forming indicators.

RESULTS AND DISCUSSION

Mitsubishi xpander consumers behavior

Studying consumer behavior is closely related to consumer purchasing decisions. Sumarwan (2003) stated consumer behavior is the behavior expressed by consumers in searching, buying, using,

evaluating, and spending products and services that expected to satisfy the needs of the consumer. Table 3 describes the car brands of cars that respondents wished to buy the most.

Table 2. Car brands most respondents wished to buy

Detail	Rank
Xpander	1
Avanza	2
Xenia	3
Mobilio	4
Ertiga	5

The results of the questionnaires in Table 3 show consumers choosing to buy a Mitsubishi Xpander car than other competing brands. Mitsubishi Xpander is present in the Indonesian market with a more modern design and more features compared to other Low MPV class cars. This is consistent with the results of the study in Table 4 where product quality is the priority of respondents in making purchasing decisions. The attribute of product quality obtained the highest percentage at 41 percent.

Table 3. Attributes that became a priority in making purchasing decisions

Detail	Total	Percentage (%)
Product quality	123	41
Price	99	33
Brand	51	17
Location	27	9

The design and features of Xpander cars are major attractions in making purchasing decisions (Table 5). According to Kaushal (2014) car safety features such as the availability of airbags, engine capacity and brakes are the main considerations in purchasing a car. The second important factor is product quality (19.46 percent) which included the exterior and interior appearances of the car.

The results of the study show that discount is still the most chosen promotion by consumers (53 percent) in influencing purchasing decisions making. While other promotions such as cashback, gift, and bundling product each obtain 21 percent, 17 percent, and 9 percent. Discount and cashback were still popular within Xpander consumers, but management must be able to formulate a strategy so that consumers do not depend on discount in making purchasing decisions.

According to the results of research on consumer behavior can be concluded that middle class and upper-middle-class consumers have the two most preferred low MPV car brands, Xpander and Avanza. Xpander obtained the highest percentage. This could be caused by the quality of Xpander products that meet the needs of respondents. Bundling products such as free service programs, insurance, and various other marketing programs could be future marketing strategies so that consumers do not only depend on discounts and cashback. In order to increase consumers purchasing decisions, salespersons of Xpander can also be re-educated about the advantages of Xpander products in supporting the needs of families. When making a purchase decision process, family and friends can be the most influential factor.

The Effect of Brand Awareness and Marketing Mix on Mitsubishi Xpander Purchasing Decisions Based on SEM Analysis

Structural Equation Model (SEM) analysis was used to determine the correlation of each variable with indicators and the correlation among variables. SEM analysis required several stages to provide the best results that can be used as recommendations in improving the purchasing decisions of the Mitsubishi Xpander.

Evaluating model eligibility (goodness of fit)

Model fit test

The fit model test was used to determine that the model developed meets the compatibility in the first stage. There were 4 fit test parameters used in the study, in case one parameter meets the compatibility then the model tested could be determined as fit (Browne and Cuddeck 1993). The four parameters used in the model fit analysis were Chi-square, CFI, NFI, and Pratio. The test fit model test results are presented in Table 5.

Table 4. Model fit test

Parameter	Output	Goodnes of Fit	Detail
Chi-square	0.072	< 0.08	Fit
CFI	0.91	> 0.9	Fit
NFI	0.904	> 0.9	Fit
Pratio	0.935	+	Fit

The Chi-square value obtained is 0.072 or below the set limit of 0.08, so that the model can be determined as fit (Joreskog and Sorbom 1993). The CFI or Comparative Fit Index output is able to provide a value that is higher than the threshold, the use of CFI to find out the comparison of models compiled with the ideal model (Hooper et al 2008). NFI or Normed Fit Index is also able to provide results that are fit.

According to Schmacker and Lomax (2010) the NFI is used to determine the comparison of proposed models with the null models studied. PRatio is a parameter used to determine the effectiveness of the model created (Hooper et al 2008), in this test it gives a fit value.

Normality test

Normality test is carried out to find out that the data obtained has spread evenly or normally. In this study, there are 52 indicators that need to be assessed for normal distribution, while the normality limit refers to the Skew c.r -2.58 to +2.58. It known outputs that are not normally distributed include KP13, KP12, KP11, KP10, KP8, P5 and P6. Santoso (2011) explains, data that is not normally distributed can be caused by the presence of respondents who are in the outlier or outliers data group. therefore testing needs to be done to find out which respondents are included in outliers. It is known that there are 20 respondents who entered into the category 'outliers, so it is necessary to dispose of data on non-outcast data in order to get the best results. The corrected data will then be reprocessed, but there are still some indicators that are found in the abnormally distributed category, namely KP13, KP12 and P6. Santoso (2011) explains that testing with SEM can be done even though there are still data that are not normal if they describe the actual conditions.

Validity test

A validity test is a test conducted to ensure that the data used in the study is correct and in accordance as expected. Validity testing was conducted on 52 research indicators, 15 indicators were categorized as invalid. Hair et al. (2010) provided a threshold of validity test in SEM that is 0.5. Those 15 indicators should be removed to continue to further the testing stage.

Contributions of indicators to variables

The contribution of indicators to variables is an advanced stage of the validity test, where all indicators used have been confirmed to have passed the validity test stage. It is known that all indicators have a CR value of 1.96 with a P-Value of less than 0.05 or 5 percent, which indicates a significant relationship.

The largest contribution was found in the indicator that stated the Xpander car can be remembered as a good car choice (BA7) with a value of 0.921. This explains that respondents have identified Xpander products in detail so that they were able to assess Xpander as a good car. Respondents also realized that the Mitsubishi brand had an impact on increasing awareness of the Xpander car, in addition, it was realized that Xpander cars were recognizable and able to provide good feelings to consumers.

Price was a variable that did not experience decomposition towards the number of indicators tested in the study model. All indicators had relatively large contribution values. The Xpander car price indicator was able to provide the quality expected and contribute 0.92. This was due to the ability of Xpander car to meet the expectations of respondents related to the quality of the car. Respondents were aware that the price set by the company was reasonable and able to compete with the prices of similar cars and the benefits given.

The promo dimension variable that consists of free service, discount, and an attractive draw was able to make a major contribution in increasing the role of promotion in relation to purchasing decisions.

The place or location of product distribution in marketing activities was initially supported by 5 indicators but after validity test, there were only 2 indicators remained. The two remaining indicators were able to generate high scores to contribute to the variables. Respondents realized that the exhibition was able to provide more benefits than making direct purchasing in booth or showroom.

Product is a variable very closely related to marketing which is very closely related to product quality. Car design and facilities indicators of Xpander car played major roles in improving purchasing decisions. Respondents were also influenced by the performance of the Xpander machine itself.

The analysis results about the contribution of purchasing decision indicators show the consumers go through the planning stage of purchasing before decide to purchase a Mitsubishi Xpander car. Respondents were aware that in purchasing decisions for Xpander cars, potential buyers must feel the needs of the car, especially Xpander, in addition, the consumer purchasing decisions were also influenced by a sense of satisfaction and recommendations of the buyers.

Study hypothesis test

The study hypothesis is the final goal that is used as the final benchmark in research. The process outputs are presented in Table 8. The Bootstrapping study results output are presented in Figure 1.

Brand awareness to purchasing decision

Hypothesis test results indicate that brand awareness has a positive but not significant influence on purchasing decisions. Respondents realized that Mitsubishi is the right manufacturer that able to create good feelings for its users.

The lack of influence of brand awareness in influencing the purchasing decisions of consumers was because the consumers have begun to rarely talk about Mitsubishi Xpander car at automotive events. These findings can be encouraged by trying to increase the attention and awareness of consumers towards Xpander in order to increase the role of brand awareness in purchasing decisions.

This is in line with the study of Kim and Kim (2016), increase the role of brand awareness by continuing to introduce and remind consumers of a product. According to Reguig and Maliki (2014), familiarity with a product that consumers have has an important influence on the consumer purchasing decision process. Individuals who have knowledge will have different considerations towards a product compared to individuals who have less knowledge. This indicates the familiarity of the product reduces cognitive efforts to evaluate a product and consumers will make purchasing decisions automatically.

One step that management can do is to post pictures and videos about promotional programs and the advantages of Mitsubishi Xpander on social media platforms regularly. According to Percy et al. (2006) the use of advertising and promotion strategies on new products is carried out to increase brand awareness of these products.

Product to purchasing decision

The correlations of product variables to the purchasing decision had a positive and significant influence. This was caused by the more modern design and a variety of more innovative features of Xpander compared to other Low MPV class cars. The findings indicate that Xpander was considered to be able to provide the best performance in its class.

On the other hand, consumers assume that Xpander has good interior and exterior designs and attracts attention. In automotive products it can be said that the product becomes an important thing that can have an influence on purchasing decisions. This is in line with the results of research Doshi and Parmar (2016) that stated the consumers make purchasing decisions by considering safety, performance, aesthetics, and values that positively influence consumer decisions. Research conducted by Morton et al. (2016) found that electric-type cars have the technology (features) which is important to increase the intention to own the car.

Location to purchasing decision

Location has a significant influence on consumer purchasing decisions. Descriptive analysis results show consumers will come to dealers and exhibitions to get more information compared to what they have obtained on the internet. Location is also a place where consumers consider all aspects of the marketing mix before making the purchasing decisions. The exhibition was conducted by the company

both independently and with other parties. Consumers assumed that purchasing at the exhibition will get other benefits that could not be found in the dealer.

The results of the study by Brata et al. (2017), product quality, price, promotion, and location influenced consumer purchasing decisions on food products. In line with the statement of Narteh et al. (2012), the results showed that an important factor influencing consumers to purchase vehicle products was accessibility. Accessibility makes it easy for consumers to search for showrooms, service centers, availability of spare parts, locations, and service hours. Poor accessibility will make consumers switch to other products.

Table 5. Study hypothesis

Hypothesis	Loading Factor	P	Explanation
Brand awareness to purchasing decisions	0.06	0.23	Not Significant
Product to purchasing decisions	0.82	***	Significant
Place to purchasing decisions	0.12	0.03	Significant
Price to purchasing decisions	0.13	0.02	Significant
Promotion to purchasing decisions	0.03	0.55	Not Significant

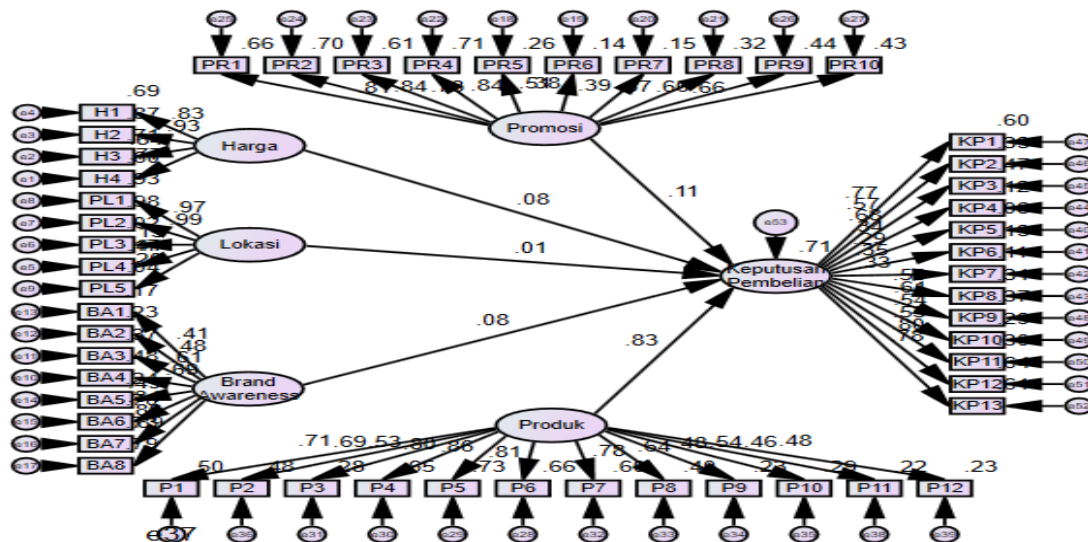


Figure 1. SEM Model

Price to purchasing decision

Price has a positive and significant influence on consumer purchasing decisions. This condition is due to the competitive price of Xpander car in its class. Consumers consider the price range offered by consumers suit the quality and benefits provided. This indicates that consumers always compare it with other products before purchasing.

According to Jhulka (2012), family needs, fuel efficiency, car price, better safety, and status symbols that influence the dependent variable was car purchasing behavior. Prieto and Caemerer (2012) explained that a car product is a product that has a price and its purchasing activities are not carried out every day by the same consumer, therefore developing the intention of consumers is an important thing in car marketing.

Promotion to purchasing decision

The correlation of promotion variable to purchasing decisions is positive but not significantly influential. This is in line with study of Ryanthi et al (2015). Researchers used the marketing mix as a variable tested to determine its influence on motorcycle purchasing decisions. Researchers argued that

the marketing mix (product, price, promotion, and place) influenced purchasing decisions. The data analysis used was a descriptive method, correspondence, thrustone, and Structural Equation Model (SEM). The results showed consumers were more interested in factors related to the product, price, and after-sales services in choosing a motorcycle brand. Contributions to the promotion of the other 7P marketing mix have the least influence on motorcycle purchasing decisions.

The results of the questionnaires distributed showed that the quality of the product was considered by consumers. The promotion variable indicator indicates free service programs, discounts, lottery, and billboard advertisements contributed around 80 percent.

Referring to the small level of significance, supporting factors such as advertising on social media and printed media were still not regularly carried out by company management. The other supporting factor is the explanation of the salespersons regarding Xpander products. It was evidenced by the contribution of the indicators that received the smallest contribution of around 50 percent. The increase of these supporting factors can enhance purchasing decisions.

Managerial implication

The study was conducted as an effort to improve the purchasing decisions of Mitsubishi Xpander car which has succeeded in beating its competitors that controlled the LMPV car market for 13 years. It certainly needs to be maintained and even improved so that this is not just a phenomenon.

Currently, the Mitsubishi Xpander has 5 types of cars consisting of the highest to lowest types in its class, those are ultimate, sport, exceed, GLS, and GLX. The price ranges between of types tend to be close so that many consumers prefer to buy the three highest types while the GLS and GLX types tend to be less desirable. Although it does not reduce the sales of Mitsubishi Xpander cars, the company can evaluate the price so that all units of Xpander type cars can be sold out. The company can make special discounts and bundling products for types that are less desirable.

The results show that product reviews from customers who have used Mitsubishi Xpander significantly influence the consumers purchasing decisions while dealers are the choice of consumers in searching for information and purchasing evaluations.

The company has made many service changes at dealers and service centers. In SEO marketing plan, the locations of dealers and service centers on Google Maps should be reviewed so that customers can easily find the nearest dealers. In addition, there are consumer reviews of Xpander cars and services from each dealer. Consumers can get clear information when searching on the internet.

Although the promotion and brand awareness variables did not significantly influence the purchasing decisions, this might occur due to inappropriate segmentation targets. The company can determine priority targets for strategies to improve the purchasing decisions for generation Y both married and unmarried. Moreover, the company must plan SEO marketing where millennial generation is very friendly to the digital world.

The company can create advertisements by posting interesting pictures and videos in accordance with millennial content about the greatness of the Mitsubishi Xpander as the best Low MPV car in its class.

In addition, various service and promotion improvement strategies that can be implemented by the company such as a free services program for 4 years, a 3-year machine warranty, and other promotional programs can be packaged into social media content. The company also must have a special hashtag or hashtag that reflects the Mitsubishi Xpander, for example #mobilkelamily #LowMPV #Mobilterbaik2019 #MitsubishiXpander. With an SEO marketing plan, customers and prospective customers will find it easier to obtain information about Mitsubishi Xpander products.

CONCLUSIONS

Most of the respondents who have bought a Mitsubishi Xpander are men. The age range of respondents is in the age range of generations Y and X, i.e. 31-40 years old and 20-30 years old. The majority of Xpander consumers have a bachelor's degree, married, and from a middle and upper-middle-class segment. Product quality, price, location were the main factors of respondents in making purchasing decisions.

The strategy to improve purchasing decisions can be done by re-segmenting Mitsubishi Xpander users, making priority targets where millennials and consumer segments with revenues of Rp. 5,000,000-Rp. 10,000,000 can be used as the main target. Furthermore, the company can do a positioning strategy by using Search Engine Optimization (SEO) as a marketing plan program in the future.

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