

ANALYSIS OF CONSUMER BEHAVIOR IN MAKING DECISIONS TO PURCHASE MPV CARS IN PEKANBARU CITY

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ABSTRACT

This study aims to analyze consumer behavior in decision-making when purchasing Multi Purpose Vehicles (MPVs) in Pekanbaru City. MPVs dominate Indonesia's automotive market due to their versatile features and comfort, especially for family use. A descriptive research approach was employed, using questionnaires distributed to 134 respondents who had purchased or used MPVs. The study examined demographic factors (age, gender, education, occupation, and income) as well as various dimensions of consumer behavior, including purchase motives, influences on decision-making, sources of information, timing of purchase, payment methods, and post-purchase satisfaction. The results show that the Toyota Avanza is the most dominant brand, chosen by consumers from various age groups and economic backgrounds. Key reasons for purchasing MPVs include spacious capacity, comfort, and advanced features. Family influence plays a major role in purchasing decisions. Most consumers purchase vehicles through authorized dealers and prefer cash or bank-financed payments. This research contributes to a better understanding of MPV consumer preferences and offers strategic insights for automotive producers and marketers.

Keywords: consumer behavior, purchase decision, MPV, consumer preference, Pekanbaru.

INTRODUCTION

The automotive industry in Indonesia continues to show significant growth, not only in terms of product innovation but also in understanding consumer needs and preferences. Multi-Purpose Vehicles (MPVs) are one of the segments dominating the Indonesian automotive market. This is due to MPVs' versatility, large passenger capacity, and ideal comfort for families.

According to data from the Association of Indonesian Automotive Industries (Gaikindo), the MPV category tops national vehicle sales. MPVs currently on the market can be divided into several categories, such as affordable low MPVs, medium MPVs that offer a balance between price and features, and luxury MPVs targeting premium consumers. Pekanbaru, as one of the major cities in Sumatra, also reflects this trend, where MPVs have become the primary choice for families and business transportation.

Consumers' decisions when selecting and purchasing an MPV aren't solely based on technical specifications. Other factors such as brand image, price, fuel efficiency, comfort, and social influence also influence consumer behavior. Furthermore, the purchasing decision-making process involves various stages, from information search and evaluation of alternatives to a final decision. Understanding this process is crucial for understanding overall market dynamics.

To understand these dynamics, an in-depth analysis of consumer behavior is necessary. This analysis is not only important for manufacturers

and marketers in designing appropriate marketing strategies, but also for consumers in making choices that align with their needs and preferences. This study aims to describe consumer behavior in making MPV purchasing decisions in Pekanbaru City. By using a descriptive approach, this study is expected to provide a clear picture of the main factors influencing consumer decisions, brand preferences, and purchasing patterns in the Pekanbaru automotive market.

Based on 2024 MPV car sales data from various sources, the Toyota Avanza consistently leads the market in the MPV segment. In January 2024, the Toyota Avanza managed to record sales of 3,889 units, followed by the Mitsubishi Xpander with 2,045 units and the Daihatsu Xenia with 1,240 units. This trend continued until mid-year, where in June 2024 the Toyota Kijang Innova became the leader with 5,392 units sold, followed by the Daihatsu Sigra which recorded sales of 5,204 units. In August 2024, the Toyota Avanza again recorded the highest sales with 4,798 units, while the Mitsubishi Xpander was in second place with 1,858 units, and the Toyota Veloz in next place with 1,279 units. Overall, total MPV car sales in September 2024 reached 8,917 units with the Toyota Avanza maintaining its position as the best-selling model with 3,842 units sold. The data shows Toyota's dominance in the MPV segment throughout 2024, with the Avanza remaining the top choice.

While MPVs each have their own strengths and weaknesses, their overall quality remains

largely consistent in 2024. One of the key strengths of MPVs is their unique performance, with sedan-like comfort, making them a popular choice for modern families. In terms of features, the technology offered continues to evolve, with increasingly sophisticated safety features, including increased airbags, smart keys, remote alarms, and other active and passive safety features. Furthermore, conformance, or compliance with customer specifications, is a key focus for manufacturers. This relates to the level of accuracy between product design characteristics and established quality standards, ensuring they meet market expectations in 2024.

On this study, the concept of consumer behavior is presented as a theoretical study of the fulfillment of needs in decision-making. Therefore, the concept of consumer behavior can be defined from various literature as following;

1. According to Mowen et.al. (2001) in a study conducted by Sulistyawati (2010), consumer behavior is the study of purchasing units and exchange processes involving the acquisition, consumption, and disposal of goods and services, experiences, and ideas.
2. According to Matsaini (2012), consumer behavior is the process and activities when someone is involved in searching, selecting, purchasing, using and evaluating products and services to fulfill needs and desires.
3. According to Goenadhi (2011), there are two important elements of the importance of consumer behavior, namely the decision-making process and physical activities, all of which involve individuals in assessing, obtaining and using goods and services economically.
4. According to Schiffman and Kanuk (2008:6) it is "The behavior that consumers display and search for purchasing, using, evaluating and disposing of products, services and ideas, which they will satisfy their needs". This definition can be interpreted as the behavior shown by consumers in searching, purchasing, using, evaluating and disposing of products or services and ideas, where consumers will get satisfaction for their needs.
5. According to Engel et. al. (in Mangkunegara, 2002:3), consumer behavior is defined as the actions of individuals who are directly involved in efforts to obtain and use economic goods and services, including the decision-making process that precedes and determines certain actions.
6. According to Engel, Blackwell and Miniard (in Silalahi, 2001) consumer behavior is an action that is directly involved in obtaining, consuming and spending goods and services, through a decision-making process.
7. According to Paul and Oslo (in Rangkuti, 2006:58) it is a dynamic interaction between influence and cognition, behavior and events, in the surrounding environment where humans carry out exchange aspects in their lives.
8. According to Swastha and Handoko (2004:10) consumer behavior can be defined as "the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in preparing and determining these activities."
9. According to Rangkuti (2006:58-59) there are three types of definitions regarding consumer behavior, including:
 - a. Consumer behavior is dynamic, in this case emphasizing that a consumer or group of consumers and the wider community are always changing and moving all the time.
 - b. Consumer behavior involves interaction, namely to develop appropriate marketing strategies, by understanding consumers cognitively (what they think), feel and do (behavior).
 - c. Consumer behavior involves exchange, that is, consumers remain consistent with the definition of marketing which also relates to exchange.
10. Conclusion: Consumer behavior is the act of consuming goods and services through a process of selecting and influencing one's desires for those goods and services. Furthermore, consumer behavior involves individuals in evaluating, acquiring, and using goods.

Meanwhile, from the various definitions above regarding consumer behavior, the dimensions of consumer behavior in this case also play an important role, which is the consumer's thought process in making a decision to purchase a product with all the resources owned by the consumer.

Schiffman and Kanuk (2008:5) explain that questions on the dimensions of consumer behavior include, the goods purchased should be included in the consumer goods group, which means the goods purchased are intended for consumption with the following characteristics, (1) useful goods (Solitary Product); (2) imperfect goods (Deficient Product); (3) goods that are pleasant (Pressing Product); and (4) goods that are very necessary (Desirable Product). So it can be described in questions with the following scope;

1. Who is the buyer?

The consumer market consists of all individuals and households who purchase or

require goods and services for personal use, and is differentiated based on demographic, age, geographic, domicile, and income level segments. According to Kasali (2007:118-119), segmentation is the process of dividing or grouping into more homogeneous boxes. Meanwhile, Simamora (2003:128) states that there are three market segmentation processes, namely; a) Market segmentation, b) Determining the target market, and c) Determining market positioning. Meanwhile, according to Kotler and Keller (2009:234), there are main segmentation variables, including geographic segmentation (country, region, city), demographic segmentation (age, gender, occupation, education), psychographic segmentation (social class, lifestyle), and behavioral segmentation (attitude, usage).

2. What brands do they buy?

Consumer decisions in determining goods and services are based on what will be purchased and the benefits obtained by consumers in choosing a good or service. Tjiptono, Chandra, and Adriana (2008:465) state that "a product is anything that can be offered by producers to be noticed, sought, purchased, used or consumed by the market to fulfill the needs or desires of the relevant market."

3. Why do they buy?

Motivation is a driving force within a person that compels them to take action. Motivation arises from a need felt by the consumer. The need itself arises because the consumer feels discomfort (a state of tension) between what should be felt and what is actually felt. In the field of marketing, purchasing motivation is the considerations and influences that drive people to make purchases (Sigit, 2002). Purchasing motivation is divided into rational motivation (quality, price, service) and emotional (satisfaction with the product).

4. Who influences the buying?

According to Inman, Winer, and Ferraro (2009:21) the characteristics of customers or consumers consist of gender, household size, store familiarity, and shopping alone or with others. So that there are five consumer roles in the purchasing decision process (Griffin, 2005:14-15), namely a) Personal including family, friends, neighbors, and acquaintances, b) Commercial including advertising, salespeople, agents, packaging, and displays, c) Public including mass media, and consumer assessment organizations and d) Experience including handling, examining, and using the product.

5. Where do they buy?

In finding and determining the place of purchase, consumers are also very selective, because consumers will choose producers who offer attributes that can benefit consumers such as products with low prices, good quality, and satisfactory service. In the market, consumers can choose to make purchases at retailers, distributors or special places. Therefore, a distribution of products or services that is right on target is needed so that it can reach consumers in meeting their needs. Tjiptono, Chandra, and Adriana (2008:486) state that the process of designing and evaluating this program includes: a) Determining sales and distribution objectives in order to implement the company's marketing strategy, b) Identifying the most appropriate sales appeal to be used in achieving objectives and c) Determining and assigning the human and financial resources needed for the sales and distribution program.

6. When did they buy?

In relation to when consumers purchase goods or services. According to Lamb, Hair, and Daniel (2011:98) stated that consumers have various kinds of needs that must be met, starting from primary or basic needs to non-basic needs. These needs are divided into three types in making purchasing decisions, namely; a) Routine response behavior, b) Limited decision making (decision category on products that are rarely purchased), and c) Extensive decision making (expensive product category).

7. How do they buy?

Regarding the method of purchase, whether in cash or on credit or perhaps in other ways that are possible in relation to the interaction between consumers and sellers. According to Kotler and Armstrong (2010:222) the stages in the consumer purchasing decision process are: a) Recognition of needs, b) Information search, c) Evaluation of alternatives, d) Purchase decision and e) Post-purchase behavior.

8. How often do they use it?

The frequency of purchasing a product depends on the level of usage of the product. In other words, consumers will use a product more often when they need it. The results of consumer assessments of a product include: a) Actual performance that meets expectations creates neutral feelings, b) Performance that exceeds expectations positively creates consumer satisfaction, c) Performance below expectations does not create consumer satisfaction.

9. How do they know about it?

How consumers learn about the products offered by marketers is intended to change consumer behavior patterns. According to Kotler and Armstrong (2010:449), there are five promotional mixes that have unique characteristics and different costs, namely advertising, sales promotion, public relations, personal selling, and direct marketing.

10. How do they evaluate?

How to provide feedback to sellers regarding the level of consumer satisfaction in using a product that can influence repeat purchasing behavior. According to Sumawan (2002), when consumers purchase a product, consumers have expectations about how the product will function (product performance). The product will function as: a) The product functions better than expected, b) The product functions as expected, c) The product functions worse than expected.

RESEARCH METHODOLOGY

This study uses a descriptive approach, as explained by Sugiyono (2019) that descriptive research aims to describe phenomena systematically, factually, and accurately. The focus of the study is consumer behavior in making decisions to purchase MPV cars in Pekanbaru City. Primary data was obtained by distributing questionnaires to consumers who have purchased or used MPV cars in the past year and are the

purchasing decision makers. The research variables include consumer behavior with sub-variables including brands purchased, buyer profiles, influencing parties, time and place of purchase, reasons for purchase, payment methods, frequency of use, information sources, and post-purchase evaluations, as per the concept of consumer behavior according to Kotler and Keller (2016). The study population was MPV car consumers in Pekanbaru, with a sample of 134 respondents taken using convenience sampling techniques (nonprobability sampling). The level of measurement used was nominal, while data analysis techniques included frequency distribution, bar chart presentation, and crosstabs, as recommended by Malhotra (2010) for descriptive data analysis.

RESULTS AND DISCUSSION

The following tables summarize the questionnaire results, displayed based on the respondents' most frequently answered responses. The data comprises two main sections: respondent profiles (age and gender) and consumer behavior dimensions, including purchase reasons, decision-making influencers, purchase location and time, payment methods, usage frequency, information sources, and satisfaction levels with MPVs. This presentation provides a comprehensive overview of consumer behavior trends and patterns, which then form the basis for further discussion.

Age	Dominant Brand	Frequency (F)	Percentage (%)
18–25 years	Toyota Avanza	15	41.7
26–35 years	Xpander & Avanza	3	16.7
36–45 years	Innova Zenix	4	23.5
>45 years	Alphard & Vellfire	7	21.2
Gender	Dominant Brand	Frequency (F)	Percentage (%)
Man	Innova Zenix, Xpander, Cortez	11	19.0
Woman	Avanza, Freed, Mobilio	10	21.7
Car Brands	Dominant Reason	Frequency (F)	Percentage (%)
Wuling Cortez	Large capacity	4	80.0
Honda Freed	Comfort	6	66.7
Mazda Bianta	Elegant design	2	50.0
Toyota Alphard	Large capacity	5	62.5
Toyota Vellfire	Technology &	2	50.0

features			
Innova Zenix	Large capacity	9	47.4
Daihatsu Xenia	Large capacity	5	50.0
Mitsubishi Xpander	Save fuel	7	53.8
Car Brands	Dominant Party	Frequency (F)	Percentage (%)
Toyota Avanza	Family	13	61.9
Innova Zenix	Family	8	42.1
Nissan Livina	Friend	4	66.7
Wuling Cortez	Self	3	60.0
Toyota Vellfire	Myself & family	2	50.0
Toyota Alphard	Self	2	50.0
Lexus LM 350	Self	1	100.0
Car Brands	Dominant Place	Frequency (F)	Percentage (%)
Toyota Voxy	Authorized dealer	5	100.0
Honda Freed	Authorized dealer	6	100.0
Toyota Calya	Authorized dealer	4	100.0
Mitsubishi Xpander	Authorized dealer	8	100.0
Toyota Vellfire	On line	2	50.0
Innova Zenix	Authorized dealer	16	84.2
Car Brands	Dominant Time	Frequency (F)	Percentage (%)
Toyota Avanza	During the promo	10	47.6
Innova Zenix	Urgent needs	11	57.9
Mitsubishi Xpander	At the exhibition	5	50.0
Toyota Alphard	During the promo	4	50.0
Wuling Cortez	When in need	3	60.0
Car Brands	Dominant Method	Frequency (F)	Percentage (%)
Toyota Avanza	Cash	11	52.4
Toyota Alphard	Bank credit	5	62.5
Kia Grand Carnival	Leasing	2	50.0
Toyota Voxy	Cash	3	100.0
Innova Zenix	Cash	10	52.6
Car Brands	Dominant Frequency	Frequency (F)	Percentage (%)
Mitsubishi Xpander	Every day	8	100.0
Toyota Avanza	Every day	10	66.7
Innova Zenix	Every day	12	63.2

Toyota Alphard	Every day	5	62.5
Honda Freed	Several times/week	4	66.7
Car Brands	Dominant Source of Information	Frequency (F)	Percentage (%)
Toyota Avanza	Dealer/showroom	8	38.1
Innova Zenix	Social media	7	36.8
Nissan Livina	Social media	4	66.7
Toyota Alphard	Toyota's official website	5	62.5
Xpander	Social media	6	75.0
Car Brands	Dominant Evaluation	Frequency (F)	Percentage (%)
Toyota Voxy	Very satisfied	3	100.0
Honda Freed	Very satisfied	6	100.0
Wuling Cortez	Very satisfied	3	100.0
Toyota Avanza	Satisfied	10	47.6
Xpander	Very satisfied	8	100.0

This study aims to analyze the behavior of MPV car consumers in Pekanbaru based on user profiles and consumer behavior dimensions. The results of the cross-tabulation analysis are presented in two parts: A. User Profile and B. Consumer Behavior Dimensions, by comparing each category to the MPV car brand chosen by respondents.

A. User Profile

Age

- 18–25 year olds chose the Toyota Avanza with F = 15 (41.7%).
- Those aged 36–45 years mostly chose the Innova Zenix with F = 4 (23.5%).
- Age >45 years is dominant in Alphard & Vellfire with F = 7 (21.2%).

Gender

- Men prefer Innova Zenix, Xpander, and Cortez with F = 11 (19.0%).
- Women are more dominant in Avanza, Freed, and Mobilio with F = 1

B. Dimensions of Consumer Behavior

Why They Buy (Reasons for Buying)

- Wuling Cortez was chosen because of its large capacity with F = 4 (80.0%).
- Honda Freed because of comfort with F = 6 (66.7%).
- Mitsubishi Xpander because it is fuel efficient with F = 7 (53.8%).
- Innova Zenix because of its large capacity with F = 9 (47.4%).

Who Influences in the Buying (Influencing Parties)

- Toyota Avanza is influenced by family with F = 13 (61.9%).
- Innova Zenix is also predominantly influenced by family with F = 8 (42.1%).
- Nissan Livina is influenced by friends with F = 4 (66.7%).
- Wuling Cortez was decided by oneself with F = 3 (60.0%).

Where They Buy (Purchase Place)

- Toyota Voxy was purchased at an authorized dealer with F = 5 (100.0%).
- Honda Freed purchased at an authorized dealer with F = 6 (100.0%).
- Mitsubishi Xpander purchased at an authorized dealer with F = 8 (100.0%).
- The majority of Innova Zenix were purchased from authorized dealers with F = 16 (84.2%).

When They Buy (Buy Time)

- Toyota Avanza is predominantly purchased during promotions with F = 10 (47.6%).
- Innova Zenix was purchased due to urgent needs with F = 11 (57.9%).
- Mitsubishi Xpander was purchased at the exhibition with F = 5 (50.0%).

How They Buy

- Toyota Avanza purchased in cash with F = 11 (52.4%).
- Toyota Alphard uses bank credit with F = 5 (62.5%).

c) Kia Grand Carnival uses leasing with $F = 2$ (50.0%).

d) Innova Zenix purchased in cash with $F = 10$ (52.6%).

How Often They Use (Frequency of Use)

a) Mitsubishi Xpander is used every day with $F = 8$ (100.0%).

b) Toyota Avanza is used every day with $F = 10$ (66.7%).

c) Innova Zenix is used every day with $F = 12$ (63.2%).

How They Know About It (Source of Information)

a) Toyota Avanza found out from dealers/showrooms with $F = 8$ (38.1%).

b) Innova Zenix found out from social media with $F = 7$ (36.8%).

c) Xpander found out from social media with $F = 6$ (75.0%).

d) Toyota Alphard found out from the official Toyota website with $F = 5$ (62.5%).

How They Evaluate (Satisfaction Level)

a) Toyota Voxy is rated very satisfied with $F = 3$ (100.0%).

b) Honda Freed is rated very satisfied with $F = 6$ (100.0%).

c) Wuling Cortez is rated very satisfied with $F = 3$ (100.0%).

d) Mitsubishi Xpander is rated very satisfied with $F = 8$ (100.0%).

e) The majority of Toyota Avanza users were rated as satisfied with $F = 10$ (47.6%).

Based on the analysis of eight dimensions of consumer behavior, it can be concluded that MPV car consumers generally exhibit positive tendencies in their purchasing decisions, use, and evaluation of their vehicles. Consumers choose MPVs primarily for their comfort and spaciousness, which are considered suitable for family needs and daily activities.

Most respondents also stated that they regularly use their MPVs for both work and household needs, indicating that MPVs are not only used functionally but have also become part of consumers' lifestyles. Vehicle-related information is generally obtained from social media, authorized dealers, and online sources, indicating that digitalization and media interaction play a significant role in shaping consumer preferences. Furthermore, purchasing decisions tend to be influenced by family and independent decision-making, confirming that car purchases are a well-thought-out and considered decision.

The evaluation results also showed that the majority of respondents expressed high satisfaction with the performance, comfort, and quality of the MPV they used, and were willing to recommend it to others. Many also expressed their intention to

repurchase a similar vehicle in the future. Therefore, it can be said that MPVs have met consumer expectations in terms of function, comfort, and long-term utility value. This type of vehicle has become an essential part of meeting the mobility needs of urban communities and modern families.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the results of data processing and analysis of consumer behavior of MPV cars in Pekanbaru City, the following conclusions were obtained:

1. In terms of user profile, the majority of respondents were men aged 26–35, with a bachelor's degree, and employed in the private or professional sectors. Their monthly expenditures were mostly between Rp 2,500,001 and Rp 3,500,000. This indicates that the MPV market segment is dominated by productive-age consumers with middle- to upper-income levels.
2. The Toyota Avanza was the most popular MPV brand among respondents, followed by the Toyota Innova Zenix and the Mitsubishi Xpander. Comfort and ample carrying capacity were the primary factors driving the decision to purchase an MPV.
3. Most consumers stated that their purchasing decisions were influenced by family, although some respondents made their own decisions or based on recommendations from friends. Purchases were generally made through authorized dealers using credit card payments.
4. Respondents admitted to using their MPVs every day, which confirms that MPVs are not only the main transportation choice, but have become an important part in meeting daily mobility needs.
5. The most influential sources of information in getting to know MPV products are social media and the internet, although the role of dealers and car shows remains relevant.
6. The majority of respondents expressed satisfaction with their MPVs, particularly in terms of comfort, efficiency, and functionality. This high level of satisfaction reinforces MPVs' position as a vehicle segment capable of meeting consumer expectations across all segments.

Recommendation

Based on the conclusions from the research results, the author provides several recommendations as follows:

1. MPV car manufacturers are advised to continue to improve the comfort and flexibility of vehicle space, because these two aspects have proven to be the main reasons consumers make purchases.
2. Considering that many purchasing decisions are influenced by families, promotional approaches should also target family units as the target audience, not just individuals.
3. Sales service providers such as authorized dealers are expected to improve their services, both in terms of the availability of vehicle types and colors, and the ease of the credit process.
4. Digital-based marketing strategies such as social media and official websites need to be optimized, because they are the main sources of information used by consumers to learn about products.
5. Manufacturers need to maintain post-purchase customer satisfaction by paying attention to the quality of after-sales service, spare parts availability, and fuel efficiency, in order to maintain customer loyalty and support repeat purchases.

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