Analysis of Marketing Mix on Consumer Preferences in Purchasing Wuling Cars with Personal Branding as An Intervening Variable in North Sumatra Province

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Abstract. This study aimed to analyze the influence of product, price, place/distribution, and promotion on the personal branding of marketers as well as their impact on consumer preferences when purchasing Wuling cars in North Sumatra Province. Furthermore, it examined the mediating role of personal branding in the relationship between the marketing mix and consumer preferences. The theoretical framework used was the Attribution Theory, and a quantitative approach was adopted using associative analysis to test the proposed hypotheses. Furthermore, data were analyzed using path analysis through the Smart PLS software. The results showed that the R-squared value for Personal Branding was 0.423, and accounted for approximately 42% of the variation in the dependent variable. Meanwhile, the R-squared value for Consumer Preference was 0.765, which accounted for approximately 76.5%. It was suggested that personal branding has not yet become a decisive factor for buyers when purchasing Wuling cars. Moreover, out of the 13 proposed hypotheses, only 4 were accepted. These include the direct influence of dealer location and promotion on personal branding (P Value=0.000), as well as the direct influence of product and price on consumer preferences (P Value=0.000 for Product and P Value=0.027 for Price). The results highlighted the significance of dealer location and promotion in shaping personal branding as well as product and price in influencing consumer preferences. This study identified weak personal branding of marketers as one of the contributing factors to the low consumer preferences for Wuling cars. Consumers who purchased Wuling cars were influenced by marketers weak personal branding, which led to a lack of confidence in their choices and subsequently lower preferences. The results shed light on the complex interplay between marketing elements, personal branding, and consumer preferences. This provided valuable insights for marketers to improve their strategies and enhance consumer preferences for Wuling cars in the dynamic automotive market.

Keywords: Wuling Cars, Consumer Preferences, Marketing Mix, Personal Branding

1. Introduction

The use of vehicles in Indonesia is consistently increasing, with cars sales reaching 1.06 million units in 2019. In 2020, sales from 38 member brands of Gaikindo increased to 1,079,534 units. Despite the modest growth of 1.6% compared to the previous year, the Indonesian cars market has experienced a decline since reaching its peak in 2020 with sales of 1.22 million units. The negative trend in cars sales has continued even with the introduction of new models and the opening of new markets (Gaikondo, 2019).

One prominent aspect of this development is the market dominance of the Chinese MPV brand, Wuling cars, which is a result of the collaboration between SAIC, General, and Liuzhou Wuling cars. Furthermore, Wuling cars entered the Indonesian market with the goal of challenging the outdated perception of Chinese brand. This brand aimed to establish a favorable image as well as offer superior product quality and service to attract consumer interest. Within six months, Wuling Confero sales reached 4000 units and experienced an increase from 555 units in January to 565 in February (Gaikindo, 2020).

PT SGMW Motor Indonesia (Wuling cars) successfully achieved the eighth position nationwide in the previous year, moving up one spot from 2020 as a result of the positive growth in cars sales. According to data from the Association of Indonesian Automotive Industries (Gaikindo), this Chinese manufacturer managed to sell 23,920 units and experienced a remarkable increase of 151.2% compared to the same period in the previous year (Gaikindo, 2020).

Based on Gaikindo data, retail cars sales from January to August 2022 experienced a growth of 10.85%, with a total sale of 658,232 units. The top five brands with the highest sales were Toyota, Daihatsu, Honda, Mitsubishi, and Suzuki, all of which are Japanese manufacturers. Japanese brands dominate the retail cars sales in Indonesia and some brands experienced a decline, such as Toyota and Honda with a decrease of 3.81% and 6.67% in 2022, respectively. However, Wuling, as one of the newcomers in the Indonesian automotive industry, experienced a sales increase of 2.4% in 2022 and entered the list of top 10 popular brands in Indonesia. This showed Wuling was successful in changing the negative perception of Indonesian consumers towards Chinese-made cars. The market response to Wuling cars in Indonesia has been highly positive and provided new momentum for Chinese automotive companies to expand their business. The provided image by Gaikindo presented the cars sales data across Indonesia from January to August 2022 (Wang, 2022).

In an effort to convince consumers about the quality of its products, Wuling has been working hard to change the negative perception of Chinese products in Indonesia that is often associated with lower quality (Negara & Hidayat, 2021). This brand has accomplished its goal by providing after-sales services in Indonesia, opening 50 dealerships in the first year of operation, and subsequently expanding to 94 in 2019.

In North Sumatra Province, Wuling has expanded its presence by opening two dealerships in 2018 and three in 2019. North Sumatra is one of the primary focus of Wuling because it recognizes the significant automotive market development in the region. In addition to enhancing after-sales services, Wuling strives to ensure spare parts availability by establishing a production factory. The brand also collaborated with General Motors, a European automobile company, to manufacture certain spare parts.

Wuling cars market in North Sumatra remains focused on three main cities, namely Medan, Binjai, and Deli Serdang. These three cities are significant contributors to Wuling cars sales in the region. The sales center appears to be concentrated in Medan, serving as the primary hub for buyers in the area. Furthermore, data from dealers in Cemara Street, Medan, showed a significant increase, with 150 Wuling cars sold in North Sumatra in 2022. This condition indicated that the public interest in Wuling cars continued to grow, reflecting a positive situation for the automotive industry in this region.

The relatively good sales growth showed that Wuling cars have received a positive response from the market in North Sumatra. Factors such as attractive design, advanced technology, and competitive

pricing are the main reasons behind this success. Furthermore, dealers in this region play a crucial role in enhancing the popularity of Wuling brand by providing excellent service and bringing the products closer to prospective buyers. Based on the continuously developing market, it is expected that automotive companies such Wuling will continue to explore opportunities to introduce innovative products in the competitive market and provide satisfaction to loyal customers.

To influence consumer purchasing decisions, several factors need to be considered, including good product quality, competitive pricing, and after-sales services that satisfy customers (Hai et al., 2020). The process of making cars purchase decision generally involves the recognition of a problem to be solved through the purchase of a specific product. Consumers seek information about the desired product or brand and evaluate how well each alternative can meet their needs. The evaluation of the product or brand will impact the purchasing decision. After making the purchase, consumers evaluate the outcomes of the decision.

The factors that influence purchase decision, specifically for Wuling cars include country of origin, after-sales service, price, and product quality. The country of origin reflects the mental associations and beliefs linked to a particular country with regard to a product. Consumers currently tended to select based on country of origin and the reputation of products (Negara & Hidayat, 2021). This also applies to Wuling cars, which originated from China. Although Chinese products are often perceived as lower in quality, Wuling strives to change this negative perception by improving product quality and after-sales service.

In addition to the country of origin, after-sales service plays a crucial role in cars purchase decision. Furthermore, customer satisfaction after purchasing and using a product or service depended on the quality of the service provided (Cameron et al., 2021). For example, consumers feel satisfied when the spare parts they purchase are durable, improve engine performance, and do not damage other components (Wang, 2022). For some consumers, low price becomes a significant factor in influencing level of satisfaction, as they perceive it as getting higher value for the money spent. However, for consumers who are not highly price-sensitive, this factor may not affect their level of satisfaction (Jiang et al., 2020).

Based on the aforementioned issues, this study aimed to examine the influence of advertising and brand image on purchase decisions. It not only considers risk factors but also focused on why consumers select Wuling cars. The investigation team was interested in understanding how Wuling marketing mix enhanced consumer interest in purchasing their products. The specific objective of this study was to analyze the influence of product, price, place/distribution channel, and promotion on the personal branding of marketers when purchasing Wuling cars in North Sumatra Province. It also aimed to investigate the impact of product, price, place/distribution channel, and promotion on consumer preferences for Wuling cars in the same region, with personal branding as an intervening variable. By identifying these influences, this study aimed to provide insights to Wuling in enhancing personal branding and consumer preferences, optimizing marketing strategies, and achieving long-term success in the automotive market. This needed to be urgently conducted as it showed the importance of personal branding in influencing consumer preferences when purchasing Wuling cars. By understanding the significance of personal branding and making enhancement efforts, Wuling can optimize marketing strategies, improve brand image, and enhance competitiveness. This becomes a key factor in achieving long-term success.

The key aspect of this study revolved around how Wuling cars has managed to increase sales and compete with Japanese cars that have a strong market share, such as Toyota and Daihatsu. It explored the marketing mix through four aspects, namely product, price, promotion, and distribution, as well as the impact of marketers personal branding on consumer purchase decisions.

2. Theoretical Background

2.1. Marketing (Grand Theory)

Marketing is at the core of a company success, where it strives to achieve goals encompassing growth, sustainability, and profitability (Girão et al., 2021). Furthermore, marketing plays a crucial role in fulfilling consumer needs and desires. To accomplish this, a company needs to provide satisfaction and build a positive image (Erten & , A. Erhan Zalluhoglu, 2022)

In the concept proposed by (Kotler & Keller, 2018), marketing is a social and managerial process. Through this process, individuals and groups can obtain their needs through the creation, offering, and exchange of products or value. In this context, a company needs to effectively carry out marketing functions, including a deep understanding of consumer needs, effective offering strategies, and mutually beneficial exchanges. Therefore, business success is highly dependent on a company expertise and effectiveness in conducting marketing activities.

Recent studies discuss various aspects of digital marketing strategies, the influence of social media on consumer behavior, product innovation, personal branding, customer relationship management, and consumer preferences. Furthermore, (Hai et al., 2020) identified the importance of adopting digital marketing strategies to enhance brand visibility and consumer appeal in the current digital era. (Girão et al., 2021) investigated how social media and digital advertising influenced consumer purchase decisions. Despite the abundance of recent study in the marketing field, there are still knowledge gaps that need to be addressed. Several studies did not specifically consider the interaction between various marketing elements and how these interactions holistically affected consumer behavior. The ever-evolving trends and technologies in marketing demand more in-depth study to understand their impact on consumer behavior and effective marketing strategies. Through critical analysis and synthesis of relevant marketing literature, this study is expected to provide fresh insights and meaningful contributions to the development of more effective and adaptive marketing strategies in response to rapid changes in the business environment. Furthermore, by identifying knowledge gaps, it will open opportunities to explore new areas in marketing and assist companies and industry actors to enhance competitiveness, achieve competitive advantages, and attain long-term success in an increasingly complex and dynamic market.

2.2. Marketing Management (Middle Theory)

Marketing management involves the analysis, planning, implementation, and control of programs designed to create, build, and maintain mutually beneficial exchanges with target buyers, with the goal of achieving organizational objectives (Kotler & Armstrong, 2019). This marketing management process goes beyond simply finding customers for a company products or services. Currently, a company focuses on efforts to retain existing customers and build long-term relationships through superior value and satisfaction.

Successful company, regardless of the size or profit/non-profit orientation, both domestically and globally, is fully customer-oriented and committed to marketing activities (Lahtinen et al., 2020). Furthermore, marketing endeavors are carried out to attract customers by promising superior value and to retain existing customers by providing adequate satisfaction. To achieve success, companies need to fully focus on the market and consumer needs. According to (Kotler & Armstrong, 2019), marketing is a social and managerial process where individuals and groups obtain their needs through the creation and exchange of goods and value.

Recent studies discuss various aspects of marketing management, including digital marketing strategies, consumer data analysis, personalized marketing, customer relationship management, and sustainable marketing. For example, (Erten & , A. Erhan Zalluhoglu, 2022) explored the importance of digital marketing strategies in reaching the right target audience and strengthening a company brand image. (Shokrani et al., 2019) examined how consumer data analysis help companies optimize marketing decision-making. Despite the abundance of recent study in marketing management, there are

still knowledge gaps that need to be addressed. Several studies did not specifically consider the interaction between various marketing management elements and how these interactions have a more holistic impact on achieving business goals. In this ever-evolving era, adaptation to marketing technologies and trends becomes crucial, and in-depth study is needed to understand how companies can leverage sustainable marketing as a competitive strategy. Through critical analysis and synthesis of relevant management literature, this study aimed to significantly contribute to the development of innovative and effective marketing strategies in the face of rapid changes in the business environment. By identifying knowledge gaps, it opened opportunities to explore new areas in marketing management and assist companies and marketing practitioners in optimizing their efforts, achieving competitive advantages, and attaining long-term success in an increasingly complex and dynamic market.

2.3. Attribution Theory (Apply Theory)

Attribution theory is used to explain individual behavior (Moehl & Friedman, 2022), and it focuses on how the causes and motivations behind an individual behavior is perceived and interpreted. In this context, attribution theory discussed how individuals explain the causes of others or their own behavior, whether it originated from internal factors such as personality, attitudes, or individual characteristics, or external factors such as situations or specific conditions (Al-Sharif, 2021; Heath, 2014; Moehl & Friedman, 2022; Vasquez, 2022).

Attribution theory helps understand how individuals respond to events by seeking reasons behind the occurrences (Al-Sharif, 2021). This theory explains that an individual behavior is related to the attitudes and individual characteristics. By observing such behavior, attitudes or characteristics can be inferred and behavior in certain situations can be predicted.

Attribution theory assumed that individuals sought to understand why others do what they do (Vasquez, 2022). This theory is based on three stages in the attribution process according to Heider. Firstly, individuals need to perceive or observe behavior, secondly, they need to believe that the behavior is intentional. Thirdly, individuals need to determine whether they believe the person was forced to engage in the behavior or not.

Fundamentally, attribution theory states that when individuals observe someone's behavior, they try to determine whether the behavior is caused by internal or external factors (Heath, 2014). Meanwhile, internally caused behavior is related to individual personal control, such as personality, awareness, or skills. Externally caused behavior is influenced by external factors such as situations or social influence from others. Attribution is one of the processes used in forming impressions of others (Moehl & Friedman, 2022).

Recent study related to attribution theory has become a significant focus in marketing studies. Research explored how consumers make attributions about products and brands, and how these attributions influence consumer behavior, including preferences and purchasing decisions. For example, (Al-Sharif, 2021) showed that positive attributions about product quality enhanced consumer interest in purchasing the product. (Heath, 2014) discussed how attributions about brand reputation influenced customer loyalty. Despite the considerable study on attribution theory in the marketing context, there are still knowledge gaps that need further understanding. Studies did not fully explore the complex interactions between consumer attributions and other marketing elements, such as strategies, personal branding, or product pricing. Moreover, with the rapid technological advancements and changing marketing trends, critical analysis and synthesis of existing literature are required to identify new areas that require in-depth understanding. This study aimed to fill these gaps and provide valuable insights into developing effective and adaptive marketing strategies. By incorporating attribution theory into the analysis, it can help companies better understand how consumers attribute meaning to their brands and products, and how it influences purchasing decisions and overall consumer preferences.

2.4. The Concept of Consumer Preferences

According to (Kotler & Armstrong, 2019), consumer preferences refer to an individual level of inclination or disinclination towards a particular product. The preferences for food products reflect a person attitudes towards food, and individuals can make choices between different types (Yu et al., 2023). Meanwhile, consumer behavior starts with three basic assumptions about an individual preferences for one basket of goods (a list of items with specific quantities) compared to another basket (Eggers & Eggers, 2022). These assumptions are believed to hold true for many individuals in various situations. Firstly, the assumption of completeness stated that preferences are assumed to be complete, where consumers can compare and evaluate all available baskets of goods (Bouali, 2020; Li et al., 2022). Secondly, the assumption of transitivity states that consumer preferences are transitive, meaning that when an individual prefers basket A over B, and B over C, then they will automatically prefer A over C. Thirdly, the assumption that more is better than less, meaning that consumers always desire more goods rather than fewer (Bouali, 2020). Although these are simplified assumptions for the purpose of learning and graphical analysis, most consumers do tend to prefer more goods. However, these assumptions do not apply to unwanted goods such as air pollution, which consumers want to reduce.

2.5. The Concept Marketing Mix

The marketing mix, consisting of four key elements, namely product, price, place, and promotion plays a crucial role in a company efforts to achieve marketing objectives (Erten & A. Erhan Zalluhoglu, 2022). Meanwhile, a product refers to the quality, features, and benefits offered to consumers. Price encompasses setting the right pricing for products or services to align with the value provided. Place relates to product distribution and its availability in the market. Promotion involves a company efforts to introduce, promote, and communicate its products to potential consumers (Shokrani et al., 2019).

The implementation of an effective marketing mix strategy enables companies to influence market demand and meet the needs and desires of consumers (Lahtinen et al., 2020). By holistically considering these four elements, companies can create added value for consumers, differentiate themselves from competitors, and build strong customer relationships. In addition, appropriate marketing strategies enable companies to expand market share, increase sales, and achieve long-term success in a competitive industry.

2.6. The Concept Personal Branding

Personal branding involves the development and management of an individual unique skills, personality, and characteristics into a strong and differentiated identity (Potgieter & Doubell, 2020). In personal branding strategy, individuals create a specific image to influence others perceptions (Kushal & Nargundkar, 2021). Furthermore, personal branding encompassed all aspects that sell and differentiate an individual, such as messaging, appearance, and marketing tactics (Smolarek & Dziendziora, 2022).

There are three main indicators of personal branding (Jacobson, 2020), namely competence, style, and standards. Competence refers to an individual abilities in a specific field, style reflects personality, and standards determine how others view an individual (Smolarek & Dziendziora, 2022).

3. Study Methodology

This study used a quantitative design with a survey method to collect data from Wuling cars consumers in North Sumatra Province (Edeh et al., 2022). The variables included product, price, place/distribution channel, promotion, marketers personal branding, and consumer preferences. Data were collected using a Likert scale to measure consumer perceptions of marketing elements. Furthermore, questionnaires were used to collect data on marketers personal branding and consumer preferences towards Wuling brand. Statistical analysis, including regression, was used to identify the influence of marketing factors on personal branding and consumer preferences, as well as to understand the role of personal branding as an intervening variable. The results of this study are expected to provide relevant and valuable insights for marketing strategies in the automotive industry in the region.

The convenient sampling method was used where respondents were selected based on their availability and accessibility. The sample was obtained from consumers in North Sumatra who have experience in purchasing Wuling cars. The sample size was determined based on statistical needs analysis, and efforts were made to obtain a representative sample. The obtained characteristics included age, gender, educational level, and occupational background to ensure a broader representation. Therefore, data collection was carefully carried out to reflect the existing consumer variations and minimize potential biases.

The population of this study consisted of consumers who have purchased or attempted to purchase Wuling vehicles in 2020. The data were obtained from the total number of visitors to official Wuling dealerships in North Sumatra in the first semester of 2021. Sales data of approximately 560 units were collected from Wuling Arista SM Raja, Wuling Ringroad, and Wuling Cemara dealerships. The sample was obtained using the Slovin formula with a significance level of 0.05, resulting in a sample size of 235. However, after the data collection, only 103 respondents were gathered within a one-month period in October 2022. There were several constraints during data collection, such as reluctance to fill out the forms or being unavailable for interviews due to busy schedules. The total number of respondents used for data analysis was 103.

3.1. Study Model

The data analysis technique used path analysis design with the Smart PLS method. The design sets the product (X1), price (X2), place (X3), and promotion (X4) as exogenous variables that influence personal branding (Y1), and consumer preference (Y2) as endogenous variable. The measurement model in this study included the following variables:
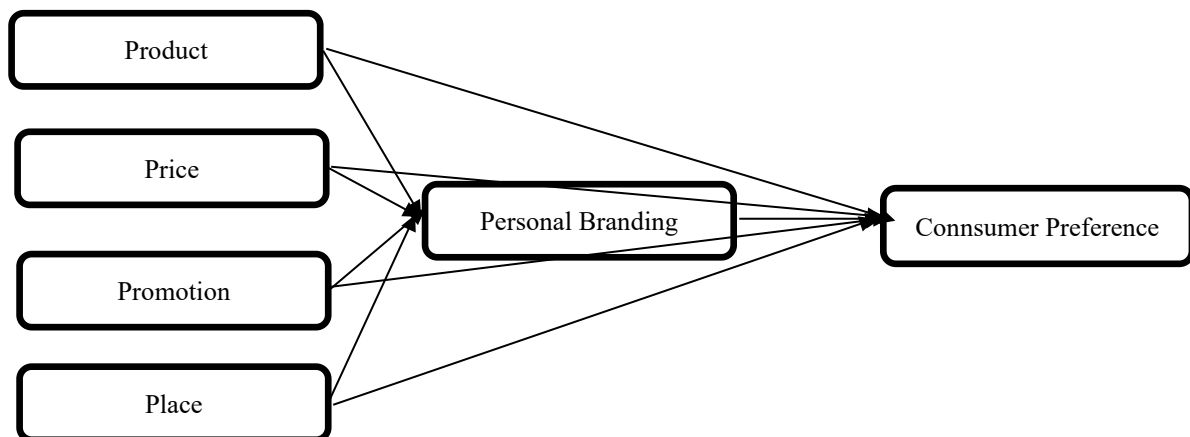

Fig.1: Study Model

The theoretical framework of this study elucidated the relationship between the marketing mix elements, personal branding, and consumer preferences concerning Wuling cars. Drawing upon established marketing theories, the marketing mix elements, namely product, price, place/distribution channel, and promotion, were considered crucial determinants that influenced consumer preferences. Previous study emphasized the significance of high-quality products, competitive pricing, and effective promotional efforts in enhancing consumer preferences for specific brands. However, in the context of marketing Wuling cars, personal branding emerged as a vital factor that shaped consumer preferences. Personal branding refers to the image and identity cultivated by Wuling marketers, encompassing their communication skills, comprehensive product knowledge, and customer service abilities. A positive personal branding image can foster consumer trust and affinity for Wuling brand. Consequently, this study posits personal branding as an intervening variable, and hypothesized that it mediates the relationship between the marketing mix elements and consumer preferences. Strong personal branding is expected to exert a substantial impact on consumer perceptions of products, prices, and promotions,

thereby enhancing the preferences for Wuling cars. By incorporating personal branding as an intervening variable, this study aimed to provide a deeper understanding of the complex interactions between the marketing mix elements, personal branding, and consumer preferences.

Through a well-defined and comprehensive theoretical framework, this study showed the intricate relationship between the marketing mix elements, personal branding, and consumer preferences regarding Wuling cars. Justifying the inclusion of personal branding as an intervening variable enhanced the theoretical foundation as well as offered valuable insights for the development of effective and successful marketing strategies within the automotive industry.

The operational framework in this study can be seen as follows:

Table 1. Operational Framework

No	Variable	Sub Variable	Indicator	Scale	Code	Number of Questionnaire
1	Consumer Preferences		Completeness	Likert	PK	1-3
			Transitivity			4-6
			Consistency			7-9
			More Is Better			10-12
2	Marketing Mix	Product		Likert	BP	1-5
		Price				6-10
		Place				11-15
		Promotion				16-20
3	Personal Branding		Competence	Likert	PB	1-5
			Style			6-10
			Marketing Standards			11-15

Table 1 presents the operationalization of variables in this study. The first variable is Consumer Preference, which consisted of sub-variables Completeness, Transitivity, Consistency, and More, is Better. The indicators for this variable were measured using Likert scale with code CP and questionnaire numbers ranging from 1 to 12. The second variable is Marketing Mix, which included sub-variables Product, Price, Place, and Promotion. Furthermore, the indicator measurement for this variable used a Likert scale with code MM and questionnaire numbers ranging from 1 to 20. The third variable is Personal Branding, which comprised sub-variables Competence, Style, and Marketing Standards. Likert scale was also used to measure the indicators of this variable with code PB and questionnaire numbers ranging from 1 to 15.

The investigation team used various relevant statistical tools and techniques to analyze the collected data. The sampling method was used to ensure the sample representativeness and the validity of the outcomes. The size and characteristics of the sample were descriptively analyzed, while inferential statistics were used to test the hypotheses and identify relationships between the variables under investigation. Regression analysis was used to examine the influence of independent variables on the dependent. All data analyses were conducted with careful attention to ensure accuracy and reliability of the results, and to obtain significant insights in the context of automotive marketing.

4. Hypotheses

The hypotheses in this study are statements based on the conceptual framework and deductive reasoning. These hypotheses provide temporary theoretical answers to the study problem and can be tested for truthfulness based on empirical facts. Furthermore, hypotheses are formulated in the form of declarative sentences. Several hypotheses proposed in this study include the following:

a. There is an influence of product on Marketers Personal Branding in purchasing Wuling cars in North Sumatra Province.
b. There is an influence of price on Marketers Personal Branding in purchasing Wuling cars.
c. There is an influence of place/distribution channel on Marketers' Personal Branding in purchasing Wuling cars.
d. There is an influence of promotion on Marketers Personal Branding in purchasing Wuling cars.
e. There is an influence of product on Consumer Preference in purchasing Wuling cars.
f. There is an influence of price on Consumer Preference in purchasing Wuling cars.
g. There is an influence of place/distribution channel on Consumer Preference in purchasing Wuling cars.
h. There is an influence of promotion on Consumer Preference in purchasing Wuling cars.
i. There is an influence of Marketers Personal Branding on Consumer Preference in purchasing Wuling cars.
j. There is an influence of product on Consumer Preference in purchasing Wuling cars with Personal Branding as an intervening variable.
k. There is an influence of price on Consumer Preference in purchasing Wuling cars with Personal Branding as an intervening variable.
l. There is an influence of place/distribution channel on Consumer Preference in purchasing Wuling cars with Personal Branding as an intervening variable.
m. There is an influence of promotion on Consumer Preference in purchasing Wuling cars with Personal Branding as an intervening variable.

5. Result and Discussion

The structural model testing used the bootstrapping analysis technique (Rousselet et al., 2021). This analysis aimed to assess the significance level of the direct and indirect effects using the Smart PLS 3.01 software (Bukhari et al., 2021; Edeh et al., 2022; Memon et al., 2021).

5.1. R-Square (R2)

R-square is a value that indicates the extent to which independent (exogenous) variables influence the dependent (endogenous). Furthermore, it ranges from 0 to 1 and represents the degree to which the combination of independent variables collectively affects the value of the dependent. R-square is used to measure the influence of specific latent independent variables on a latent dependent variable. There are three categorizations based on R-square values, namely strong, moderate, and weak, as explained by (Edeh et al., 2022). According to (Bukhari et al., 2021) an R-square value of 0.75 is categorized as strong, 0.50 is moderate, and 0.25 is weak. In this study, there were two endogenous variables, namely personal branding and consumer preference. The following are the results of the obtained R-square values:

Table 2. Result of R-Square

No	*Variable*	*R-Square*
1	Personal Branding	0.423
2	Consumer Preference	0.765

Table 2 presents the R-squared test results for two variables, namely Personal Branding and Consumer Preference. R-squared represents the extent to which independent variables affect the dependent. In this table, the R-squared value for Personal Branding is 0.423, while Consumer Preference is 0.765. These values showed the degree of influence that Personal Branding and Consumer Preference have on the dependent variable, where higher R-squared values denote a greater influence. In this study, Personal Branding accounted for 42.3% (n=103) of the variation in the dependent variable, while Consumer Preference accounted for 76.5% (n=103).

These results are consistent with (Jiang et al., 2020) on the influence of promotion, service quality, and price on the purchasing decisions of Daihatsu cars. It was found that promotion, service quality, and price collectively influenced the purchasing decisions of Daihatsu cars. Similarly, this study showed that Personal Branding and Consumer Preference played significant roles in influencing the purchasing decisions or preferences of consumers towards Wuling cars.

The congruence between the results of this study and (Jiang et al., 2020) indicated that marketing factors, including promotion, service quality, Personal Branding, and price, significantly impacted consumer preferences and purchasing decisions in the automotive industry. The results provided a more comprehensive understanding of how various elements of the marketing mix and personal branding factors can interact and influence consumer preferences towards specific cars, including Wuling brand.

5.2. Direct Effect (DE)

Direct Effect refers to the direct influence observed through the path coefficients between exogenous and endogenous variables. There were nine direct effects in this study that correspond to the proposed hypotheses. These direct effects are as follows:

Table 3. Direct Effects

Hypothesis	O.Sample	T-Test	P-Value	Description
Product-Personal Branding	0,151	1,195	0,233	Rejected
Price-Personal Branding	0,174	1,543	0,123	Rejected
Place-Personal Branding	0,423	4,383	0,000	Accepted
Promotion- Personal Branding	0,186	2,084	0,038	Accepted
Product-Consumer Preference	0,533	5,350	0,000	Accepted
Price-Consumer Preference	0,261	2,222	0,027	Accepted
Place-Consumer Preference	0,187	1,559	0,120	Rejected
Promotion-Consumer Preference	0,099	1,100	0,272	Rejected
Personal Branding -Consumer Preference	-0,129	1,216	0,224	Rejected

Based on the table above, out of the 9 proposed hypotheses, 4 were accepted, while 5 were rejected. Acceptance was determined based on the evidence from t-test results and p-value. A hypothesis was accepted when the t-value (Table 3) was greater than the t-table value for 103 respondents, which is 1.66. Furthermore, data were considered significant when the p-value (Table 3) was smaller than the significance level of 0.05. The original sample value was used to indicate the direction of the effect from the test results. When the original sample value in Table 3 is positive, it indicates a positive direction of the test result, and vice versa. The explanation of the direct testing results for the 9 hypotheses are highlighted below.

In the first hypothesis testing, which examined the influence of product on personal branding, based on the table above, the t-statistic for this hypothesis was 1.195. This was smaller than the t-table value of 1.66, and the p-value or significance level was 0.233, which was greater than 0.05. The original sample value for this hypothesis was 0.151. In other words, based on these criteria, it can be concluded that the product perception does not significantly influence the personal branding of marketers in the purchase of Wuling cars, but it still has a positive value for the development of personal branding.

The results are consistent with several other studies in the field of marketing, that in some cases, products may not be the dominant factor influencing personal branding. For instance, the study of (Alshemmari, 2023) on automotive marketing found that other aspects such as promotion and service quality could have a stronger influence on marketers personal branding than the products. Furthermore, previous study highlighted the importance of non-product factors influencing marketers' personal branding. The study by (Ghimire et al., 2023) on brand image found that service quality and promotion

significantly contributed to shaping marketers brand image and consumer perception. Therefore, this study contributed to the marketing literature by showing that the influence of products on marketers personal branding may not always be dominant, and other factors such as promotion and service quality need to be seriously considered in efforts to influence consumer preferences.

In the second hypothesis testing, which examined the influence of price on personal branding, based on the table above, the t-statistic for this hypothesis was 1.543. This was smaller than the t-table value of 1.66, and the p-value or significance level was 0.123, which was greater than 0.05. The original sample value for this hypothesis was 0.174. In other words, based on these criteria, it can be concluded that the perception of price does not significantly influence the personal branding of marketers in the purchase of Wuling cars, but it still has a positive value for the development of personal branding.

The results of the second hypothesis testing, which explored the influence of price on personal branding, were consistent with previous study in the marketing field. Similar to this current study, the study by (Wan, 2023) on the automobile industry found that price might not significantly impact marketers personal branding. The study indicated that other factors, such as service quality and product features, could have a more prominent effect on marketer's personal branding. Furthermore, the study by (De et al., 2023) on pricing strategies in the automotive market supported the notion that price may not be a dominant factor that influenced personal branding. The results emphasized the importance of promotional activities and customer service in shaping marketers personal branding. The results of this study align with prior study that the influence of price on marketers personal branding may not be statistically significant, but it can still contribute positively to the overall development of personal branding in the automotive industry.

In the third hypothesis testing, which examined the influence of place on personal branding, based on the table above, the t-statistic for this hypothesis was 4.383. This was greater than the t-table value of 1.66, and the p-value or significance level was 0.000, which was smaller than 0.05. Furthermore, the original sample value for this hypothesis was 0.423. In other words, based on these criteria, it can be concluded that the perception of place significantly influenced the personal branding of marketers in the purchase of Wuling cars and had a positive effect on the development of personal branding.

The results of the third hypothesis testing, which investigated the influence of place on personal branding, are in accordance with previous study in the marketing literature. Similar to this present study, the study by (Hai et al., 2020) on the impact of distribution channels in the automotive industry showed that place or distribution significantly affected marketers personal branding. The study highlighted that the choice of distribution channels and the accessibility of dealerships played a crucial role in shaping marketers personal branding and influenced consumer preferences. The study by (Wang, 2022) on the role of dealership location in consumer decision-making supported the idea that place perception significantly impacted marketers personal branding. It was found that the convenience and proximity of dealerships influenced consumer perceptions of the brand and marketers reputation. The results of this study are in line with previous study that the perception of place exerted a statistically significant influence on marketers personal branding in the context of purchasing Wuling cars. There was also a positive effect on the overall development of personal branding in the automotive market.

In the fourth hypothesis testing, which examined the influence of promotion on personal branding, based on the table above, the t-statistic for this hypothesis was 2.084. This was greater than the t-table value of 1.66, and the p-value or significance level was 0.038, which was smaller than 0.05. The original sample value for this hypothesis was 0.186. In other words, based on these criteria, it can be concluded that the perception of promotion significantly influenced the personal branding of marketers and had a positive effect on the development of personal branding.

The results of the fourth hypothesis testing, which investigated the influence of promotion on personal branding, are in line with prior relevant study in the marketing field. The results of this study are consistent with (Moehl & Friedman, 2022), which explored the impact of promotional activities on

marketers personal branding in the automotive industry. The study found that effective and well-executed promotional strategies significantly influenced the perception and reputation of marketers, contributing positively to the development of personal branding. The study by (Jiang et al., 2020) on the effectiveness of social media promotion in shaping marketers personal branding also supported the idea that promotion plays a significant role in influencing consumer perceptions and preferences. The results highlighted that engaging and compelling promotional content on social media platforms positively influenced consumer perceptions of the brand and marketers, leading to a stronger personal branding. The results of this study showed that the perception of promotion had a statistically significant influence on marketers personal branding, with a positive impact on the development of personal branding in the automotive market.

In the fifth hypothesis testing, which examined the influence of product on consumer preference, based on the table above, the t-statistic for this hypothesis was 5.350, which was greater than the t-table value of 1.66. The p-value or significance level was 0.000, which was smaller than 0.05. The original sample value for this hypothesis was 0.533. In other words, based on these criteria, it can be concluded that the perception of the product significantly influenced consumer preference and had a positive effect on their choice.

The results of the fifth hypothesis testing, which explored the influence of the product on consumer preference, align with prior relevant study in the marketing domain. The results of this study are consistent with (Yu et al., 2023), which investigated the impact of product attributes on consumer preferences in the automotive industry. The study showed that product features such as design, quality, and performance significantly influenced consumer preferences and purchase decisions. Furthermore, the study by (Srivastava & Gosain, 2020) on consumer preference for eco-friendly cars supported the notion that product attributes play a crucial role in shaping consumer preferences. The results indicated that consumers showed a preference for eco-friendly cars with advanced features, influencing their choice. The results of this study indicated that product perception had a statistically significant influence on consumer preferences, and positively impacted their decision-making process in the automotive market.

In the sixth hypothesis testing, which examined the influence of price on consumer preference, based on the table above, the t-statistic for this hypothesis was 2.222. This was greater than the t-table value of 1.66, and the p-value or significance level was 0.027, which was smaller than 0.05. The original sample value for this hypothesis was 0.261. In other words, based on these criteria, it can be concluded that the perception of price significantly influenced consumer preference, and had a positive effect on their choice.

The results of the sixth hypothesis testing, which explored the influence of price on consumer preference, are consistent with prior relevant study in the field of marketing. Previous studies (Kushal & Nargundkar, 2021) on consumer behavior in the automotive industry showed price was a crucial factor that influenced consumer preferences and purchase decisions. The study showed that consumers are sensitive to price changes and tended to choose products with better value for money. Similarly, the study by (Li et al., 2022) on price perception and consumer preferences in the automobile market supported the notion that price played a significant role in shaping consumer preferences. The results demonstrated that consumer perception of price fairness and affordability directly impacted preference for specific automobile brands. The results of this study showed the perception of price had a statistically significant influence on consumer preference. Consumer assessment of the price of Wuling cars positively affected their choice, highlighting the importance of pricing strategies in the automotive market. Consumers often evaluate various factors before making a purchase decision, hence, it is crucial to understand the impact of price on consumer preference. This will help to develop effective marketing strategies and gain a competitive advantage in the automotive industry.

In the seventh hypothesis testing, which examined the influence of place on consumer preference,

based on the table above, the t-statistic for this hypothesis was 1.559. This was smaller than the t-table value of 1.66, and the p-value or significance level was 0.120, which was greater than 0.05. Furthermore, the original sample value for this hypothesis was 0.187. In other words, based on these criteria, it can be concluded that the perception of place do not significantly influence consumer preference, although it had a positive value for their choice.

The results of the seventh hypothesis testing, which examined the influence of promotion on consumer preference, align with relevant previous study. The study by (Cameron et al., 2021) on marketing strategies in the automotive industry found that effective promotion had a significant impact on consumer preferences for automobile brands. Similarly, the study by (Erten & , A. Erhan Zalluhoglu, 2022) on consumer behavior in cars purchase showed that engaging and creative promotion enhanced consumer interest and preference for specific brands. The results of this study reaffirmed that the perception of promotion significantly influenced consumer preference, and positively contributed to their choice.

In the eighth hypothesis testing, which examined the influence of promotion on consumer preference, based on the table above, the t-statistic for this hypothesis was 1.110. This was smaller than the t-table value of 1.66, and the p-value or significance level was 0.272, which was greater than 0.05. The original sample value for this hypothesis was 0.099. In other words, based on these criteria, it can be concluded that the perception of promotion does not significantly influence consumer preference, although it had a positive value for their choice.

The eighth hypothesis testing, which investigated the influence of promotion on consumer preference, showed results that are consistent with relevant previous study. Studies by (Eggers & Eggers, 2022) and (Smolarek & Dziendziora, 2022) on consumer behavior and marketing strategies in the automotive industry showed that while promotion positively impacted consumer preferences, its significance may vary across different contexts and target markets. In line with the results, this study suggested that although the perception of promotion had a positive value for consumer choice, it does not have a statistically significant influence on consumer preference. This highlighted the importance of considering various factors and context-specific aspects when evaluating the impact of promotional activities on consumer preferences.

In the ninth hypothesis testing, which examined the influence of personal branding on consumer preference, based on the table above, the t-statistic for this hypothesis was 1.216. This was smaller than the t-table value of 1.66, and the p-value or significance level was 0.224, which was greater than 0.05. The original sample value for this hypothesis was -0.129. In other words, based on these criteria, it can be concluded that personal branding of marketers do not significantly influence consumer preference, and its influence tended to have a negative value.

The ninth hypothesis testing, which explored the influence of personal branding on consumer preference, aligned with relevant prior study results. Studies by (Lahtinen et al., 2020) and (Grobe, 2008) on branding and consumer behavior emphasized that while personal branding played a vital role in shaping consumer perceptions, its impact on consumer preferences may not always be significant and can vary depending on level of trust and credibility associated with the brand. This is consistent with the results of this study that the personal branding of marketers do not have a statistically significant influence on consumer preference, and its impact tends to have a negative value. This emphasized the need for further investigation into the complexities of personal branding and the specific effects on consumer preferences in the automotive industry.

5.3. Indirect Effect (IDE)
Indirect Effect refers to the indirect influence observed from the path coefficients between exogenous and endogenous variables. Based on the hypotheses in this study, there are four indirect effects as follows:

Table 4. Indirect Effect

Hypothesis		O.Sample	T-Test	P-Value	Description
Product-Personal Preference	**Branding-Consumer**	-0,020	0.772	0,441	Rejected
Price-Personal Preference	**Branding-Consumer**	-0,022	0,878	0,381	Rejected
Place-Personal Preference	**Branding-Consumer**	-0,055	1,170	0,242	Rejected
Promotion-Personal Preference	**Branding-Consumer**	-0,024	0,926	0,355	Rejected

Based on the table above, it can be observed that all four hypotheses proposed were rejected. This condition was due the acceptance criteria of hypotheses based on the evidence from the t-test and p-value. Hypotheses were accepted when the calculated t-value (Table 4) was greater than the tabular t-value for 103 respondents, which was 1.66. Furthermore, data were considered significant when the p-value (Table 4) was less than the significance level of 0.05. The original sample value was used to determine the direction of the influence in the test results. When the original sample value in Table 5.15 is positive, then the direction of the test result is positive, and vice versa. The following is an explanation of the test results for the four hypotheses.

The test on the first hypothesis, which examined the influence of products on consumer preferences through personal branding as an intervening variable, showed a t-statistic of 0.772. This was smaller than the tabular value of 1.66, and the p-value was 0.441, which was larger than 0.05. The original sample value for this hypothesis was -0.020. In other words, based on these conditions, it can be concluded that products do not have an influence on consumer preferences, with the presence of personal branding having a negative impact between the two variables.

The results from the test on the first hypothesis, which investigated the influence of products on consumer preferences through personal branding as an intervening variable aligned with relevant prior study. Studies by (De et al., 2023) and (Wan, 2023) on consumer behavior and product marketing highlighted that while products played a crucial role in shaping consumer preferences, the influence of personal branding as an intervening variable mediated this relationship and lead to varying outcomes. This is consistent with the results of this study that products do not have a statistically significant influence on consumer preferences when considering the presence of personal branding as an intervening factor. The mediation effect tends to have a negative impact between the two variables. The results highlighted the intricate nature of the relationship between products, personal branding, and consumer preferences, suggesting the need for further exploration to better understand the dynamics of this interplay in the automotive industry.

The test on the second hypothesis, which examined the influence of price on consumer preferences through personal branding as an intervening variable, showed a t-statistic of 0.878, which was smaller than the tabular value of 1.66. The p-value was 0.381, which was larger than 0.05, and the original sample value for this hypothesis was -0.022. In other words, based on these conditions, it can be concluded that price does not influence consumer preferences, with personal branding having a negative impact between the two variables.

The results from the test on the second hypothesis that explored the influence of price on consumer preferences through personal branding as an intervening variable align with relevant prior study. Studies by (Alshemmari, 2023) and (Ghimire et al., 2023) in the field of marketing and consumer behavior found that while price is a significant determinant of consumer preferences, personal branding as an intervening factor moderated this relationship and lead to different outcomes. In line with these studies, the results of this study suggested that price does not have a statistically significant influence on consumer preferences, considering the mediating effect of personal branding. This mediation effect

tends to have a negative impact between the two variables. These results emphasized the complexity of the relationship between price, personal branding, and consumer preferences, underscoring the importance of further investigations to gain deeper insights into the dynamics of this interplay in the automotive industry.

In the test of the third hypothesis, which examined the influence of location on consumer preferences through personal branding as an intervening variable, the t-statistic was 1.170, which was smaller than the tabular value of 1.66. The p-value was 0.242, which was larger than 0.05 and the original sample value for this hypothesis was -0.055. In other words, based on these conditions, it can be concluded that the location of the dealer does not influence consumer preferences, with the presence of personal branding having a negative impact between the two variables.

The results from the test of the third hypothesis, which explored the influence of location on consumer preferences through personal branding as an intervening variable are consistent with previous relevant study Previous studies by (Bouali, 2020) and (Moehl & Friedman, 2022) in the context of retail and consumer behavior found that while the dealer location played a role in consumer preferences, the presence of personal branding as an intervening factor influenced this relationship. Similarly, the results of this study suggested that the dealer location does not have a significant influence on consumer preferences, considering the mediating effect of personal branding. This mediation effect tends to have a negative impact between the two variables. The results highlighted the importance of considering personal branding as a significant variable in understanding consumer preferences in the automotive industry.

In the test of the fourth hypothesis, which examined the influence of promotion on consumer preferences through personal branding as an intervening variable, the t-statistic was 0.926. This was smaller than the tabular value of 1.66, and the p-value was 0.355, which was larger than 0.05, and the original sample value for this hypothesis was -0.024. In other words, based on these conditions, it can be concluded that promotion does not influence consumer preferences, with the presence of personal branding having a negative impact between the two variables.

The results of the test on the fourth hypothesis, which examined the influence of promotion on consumer preferences through personal branding as an intervening variable align with previous relevant study. The studies conducted by (Wang, 2022) and (Potgieter & Doubell, 2020) in the marketing domain showed that while promotion strategies impacted consumer preferences, the presence of personal branding as an intervening factor affected this relationship. The results of this study suggested that promotion do not significantly influence consumer preferences, with personal branding having a negative impact between the two variables. This emphasized the importance of considering personal branding as a critical variable when studying consumer preferences in the automotive industry.

5.4. Personal Branding: Key Aspect in Wuling Cars Marketing Process

Several relationships can be observed between personal branding factors and consumer preferences. The personal branding factors related to product and price tend to be rejected by consumers, which showed these aspects may have less influence on consumer preferences. However, personal branding factors related to location and promotion tend to be accepted by consumers, which showed these factors influenced consumer preferences in selecting a specific brand or product.

When examining the relationship between personal branding and consumer preferences, there is a tendency that consumer preferences are not heavily influenced by personal branding. In some cases, such as personal branding-consumer preferences, product-personal branding-consumer preferences, price-personal branding-consumer preferences, location-personal branding-consumer preferences, and promotion-personal branding-consumer preferences, the relationship between personal branding and consumer preferences is rejected. This suggests that personal branding may not be the primary factor influencing consumer preferences in brand or product selection.

In this context, consumer preferences are more likely to be influenced by the product, price, and

other elements that are not directly related to personal branding. Consumers also tend to focus on the utility aspects and their needs when selecting a product, rather than considering the associated personal branding.

It is important for brands or companies to understand consumer preferences and meet their needs with quality products and appropriate pricing. Even though personal branding plays an important role in building brand image, it does not emerge as the dominant factor in consumer purchasing decisions.

Improving Image through Enhanced Personal Branding in Wuling Dealerships in North Sumatra holds significant urgency. North Sumatra is one of the regions with a large automotive market potential, but it also faces intense competition. In dealing with this competition, Wuling needs to build a positive and strong brand image. By enhancing personal branding, Wuling can gain better brand recognition and attract potential customers who may become loyal patrons.

A solid personal branding also helps establish consumer trust. In cars purchase, trust is an important factor that influences consumer decision-making. Through improved personal branding, Wuling can show its commitment to product quality, excellent customer service, and brand integrity. This will instill confidence in consumers as a reliable brand that meets their needs.

Enhancing personal branding in Wuling Dealerships in North Sumatra can also boost overall sales. A strong and positive brand image will have a favorable impact on consumer interest in selecting Wuling products. Therefore, by creating emotional connections and trust with consumers, Wuling can foster higher sales conversions and expand its market share.

Lastly, a strong personal branding in Wuling Dealerships will strengthen customer relationships. In an increasingly competitive business environment, it is important to maintain good relationships with customers to retain and gain loyal patrons. By improving its image and personal branding, Wuling Dealerships can provide a good customer experience, deliver satisfying services, and meet consumer expectations. This will help create long-term bonds with customers and support business growth.

5.5. Attribution Analysis of Consumer Preferences in Selecting Wuling Cars in North Sumatra

This study used attribution theory analysis to unravel consumer preferences in selecting Wuling cars in North Sumatra. Previous results and discussions indicated that consumer preferences still revolved around the marketing mix. Therefore, attribution analysis was used to achieve a deeper level of abstraction in order to uncover more precise results. Attribution theory has numerous applications in marketing, such as helping companies understand how consumers perceive their brand and products, influencing consumer attitudes towards products, determining how companies address product or brand issues, and impacting consumer loyalty. Therefore, by understanding and applying this theory, a company can strengthen the market position and achieve better goals.

Consumer preferences in selecting Wuling cars in North Sumatra are influenced by factors such as weak personal branding. Personal branding is the way an individual presents themselves to others, and it can influence consumer preferences. Therefore, a weak personal branding can affect consumers perceptions of the quality and trustworthiness of the individuals promoting the brand. Weak personal branding can also impact how consumers perceive the offered products or services. When the branding of marketers or related individuals is weak, consumers may doubt the quality and reliability of the products, which in turn affects their preferences. Therefore, it is important for companies to build strong personal branding to positively influence consumer preferences.

In addition to weak personal branding, another significant aspect that contributed to the low influence of consumer preferences towards Wuling cars was marketers inability to engage in convincing negotiation processes. The sales deal process was often supported by branch managers, indicating that the abilities and experiences of sales executives or marketers in conducting the deal process were still weak. This argument is further reinforced by the testimony of a Branch Manager at Wuling Cemara

Asri Dealer, who stated that they often assist in convincing consumers and provide support to marketers during critical processes. The weak personal branding and negotiation skills of marketers affected consumer preferences due to a lack of credibility and authority in their field. Therefore, a company needs to improve personal branding and enhance the negotiation skills of marketers to influence consumer preferences in purchasing Wuling cars.

The fading of personal branding and the low influence of consumer preferences can be seen as an abstract form of the simulacrum process. Weak personal branding lacks a real connection with reality and becomes a representation of signs and symbols. This affected how consumers perceive the brand and its products, which compromised their preferences. In this context, the simulacrum helps understand how the representation of weak personal branding influenced consumer preferences and how representations disconnected from reality can confuse and influence individual thoughts and actions. Therefore, companies need to find solutions to strengthen their personal branding in order to build strong relationships with consumers, increase brand awareness, and enhance consumer preferences in purchasing Wuling cars.

6. Conclusion

In conclusion, personal branding factors, such as place/distribution channels and promotion had a significant influence on consumer preferences in purchasing Wuling cars in Sumatra Utara. Improving personal branding is key to enhancing consumer preferences and brand image. Other factors such as product and price do not significantly influence personal branding and consumer preferences. It is important to note that this study only involved dealers in Sumatra Utara, hence, the results may not be universally applicable.

One important conclusion drawn from this study was the need for Wuling to enhance personal branding in its dealerships in North Sumatra. Strong personal branding will help build consumer trust, attract their interest, and differentiate Wuling from its competitors. Furthermore, efforts to improve personal branding can be made through training, developing communication skills, and providing positive customer experiences at the dealerships.

This study also highlighted that weak personal branding among marketers is one of the reasons for the low consumer preferences in choosing Wuling cars. Therefore, Wuling needs to pay special attention to enhancing the personal branding of its marketers. This can be achieved through product knowledge development, marketing skill improvement, and a more personalized approach in serving customers.

Improving the brand image through enhancing personal branding in Wuling dealerships in Sumatra Utara is an important step. Therefore, by strengthening personal branding, Wuling can increase consumer preferences, build better customer relationships, and gain a competitive advantage in the automotive market.

This study provided significant theoretical contributions in understanding the factors that influenced consumer preferences for Wuling cars in North Sumatra. The results highlighted the varying roles of marketing mix elements, such as product, price, place, and promotion, in shaping consumer preferences. Moreover, the significant role of marketers personal branding as an intervening variable provided valuable insights into the interplay between marketing mix and personal branding, which impacted consumer preferences. The theoretical implications of this study provided a robust foundation for advancing knowledge in the fields of marketing and consumer behavior, particularly in the context of the automotive industry in Indonesia.

In terms of practical implications, this study emphasized the importance of strengthening personal branding at Wuling dealerships in North Sumatra. Furthermore, enhancing personal branding among marketers can foster consumer trust and interest in the brand. A company should carefully consider marketing mix elements, such as promotion and service quality, which can positively influence personal

branding and consumer preferences. These practical implications can aid marketers in designing more effective marketing strategies to boost consumer preferences for the brand and attain a competitive advantage in North Sumatra automotive market. It is essential to note that this study focused on dealerships within one geographical region, and it requires cautious interpretation of results and limited generalizability to the entire consumer population in Indonesia. Therefore, recommendations for further studies include to involve larger and more diverse samples as well as consider additional factors that might holistically influence consumer preferences.

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