

THE INFLUENCE OF PRODUCT KNOWLEDGE AND PRODUCT INVOLVEMENT TOWARD PURCHASE DECISION OF NISSAN CARS CUSTOMERS

PENGARUH PENGETAHUAN PRODUK DAN KETERLIBATAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN MOBIL NISSAN

by
Filia C. Tamboto¹
Sifrid S. Pangemanan²

¹²Faculty of Economic and Business, International Business Administration, Management Program
Sam Ratulangi University Manado

E-mail:

¹filiacristi@yahoo.com

²sifrid_s@yahoo.com

Abstract: This study aims to analyze the influence of product knowledge and product involvement toward purchase decision. Product knowledge and product involvement are expected to lead the customers purchase decision. In partial test, the purpose of this study are: 1) to analyze the influence of product knowledge toward purchase decision, 2) to analyze the influence of product involvement toward purchase decision. The population of this research is Nissan cars customers in Manado. The samples are 100 customers as the respondents. The data was analyzed using multiple regression method. The finding of this study is product knowledge and product involvement have strong and positive correlation with purchase decision. The result of this study indicates product knowledge has significant effect on purchase decision otherwise product involvement has no significant effect on purchase decision. The recommendation for Nissan company is to provide as many as possible of the information about the product in any media and to train the sales person to have all the knowledge about the product.

Keywords: purchase decision, product knowledge, product involvement

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh pengetahuan produk dan keterlibatan produk terhadap keputusan pembelian pelanggan mobil Nissan di Manado. Pengetahuan produk dan keterlibatan produk diharapkan untuk dapat mengarahkan pelanggan kepada keputusan pembelian. Dalam uji parsial, tujuan penelitian ini adalah: 1) untuk menganalisis pengaruh pengetahuan produk terhadap keputusan pembelian, 2) untuk menganalisis pengaruh keterlibatan produk terhadap keputusan pembelian. Populasi dalam penelitian ini adalah pelanggan mobil Nissan di Manado. Sampel yang diambil adalah 100 pelanggan mobil Nissan yang dijadikan sebagai responden. Data dianalisis menggunakan metode regresi berganda. Temuan dari penelitian ini adalah pengetahuan produk dan keterlibatan produk memiliki korelasi yang kuat dan positif dengan keputusan pembelian. Hasil penelitian ini menunjukkan bahwa pengetahuan produk berpengaruh signifikan terhadap keputusan pembelian tapi keterlibatan produk tidak berpengaruh signifikan terhadap keputusan pembelian. Rekomendasi untuk perusahaan Nissan yaitu untuk menyediakan informasi mengenai produk sebanyak mungkin melalui media apa saja dan melatih para karyawan untuk memiliki semua pengetahuan mengenai produk yang ditawarkan.

Kata Kunci: keputusan pembelian, pengetahuan produk, keterlibatan produk

INTRODUCTION

Research Background

The automotive industry is one of the important pillars in Indonesia's manufacturing sector. In addition to sustaining economic growth, the automotive industry also provides large jobs. However, there are problems that Indonesian automotive industry is facing, such as the lack of supporting industries, expensive logistics costs, weak domestic component industries, and emission standards that do not meet global standards (Katadata, 2016)

One of the automotive industrial players in Indonesia is Nissan Motor Indonesia (NMI). In terms of marketing strategy, Nissan Motor Indonesia is always trying to introduce products that can answer the needs of Indonesian people. Starting from the most affordable type of Nissan Evalia, to the luxury market through Nissan Elgrand. In fact, nowadays Nissan is a car maker that provides the complete MPV segment, ranging from Evalia, Grand Livina, All New Serena, to Elgrand, so consumers in this country have many choices to suit their needs. Furthermore, PT Nissan Motor Indonesia (NMI) held a series of educational activities involving various educational institutions in Indonesia. At least there is a main program, all done this year, to improve the competence of students and educators in Indonesia (Kompas, 2017).

Table 1. Car Sales in Indonesia (Completely Build Up)

	2009	2010	2011	2012	2013	2014	2015	2016
Total sales (cars unit)	486,061	764,710	894,164	1,116,230	1,229,916	1,208,019	1,013,291	1,061,735

Source: *Indonesia Investments, 2017*

In deciding to buy a product, moreover a branded product or a product with high price, customers should make sure that the chosen product is the product that the customers really want or need. That is why before the customers buy a product, they should find out the whole information that related to the product and also they are better to commit with the brand, technology, and facilities of the car that they choose, so in the end after buying the product, the customers will not regret of their decision and will not re-comparing their car to other cars.

Misinformation received by customers often leads to bad perception of the customer to a company caused by the information that the customers receive, in fact is not in accordance with the products that they buy. That is why, product information is really important to make the customers get closer to what product they are really want or need.

Product knowledge and product involvement have a great relationship and impact for customers to buy a product. In accordance with their respective definitions, product knowledge that can be summed up as information or knowledge of the sales which is transferred to the customers about a product must be related to product involvement which can be inferred its definition as all of the elements contained in the product, such as in particular products with high prices can be involved into customer's life so that the consumer can maintain the confidence of the product because every aspect in the product is involved very well in the life of the consumer. So it can be concluded that the two competing variables have a role that is so important in supporting consumer spending decisions.

Research Objective

The objectives of this research are to analyze the influence of product knowledge and product involvement toward purchase decision of Nissan cars customers.

THEORETICAL FRAMEWORK

Marketing

Clark in Ibrahim (2010) defined marketing as those efforts which effects transfer in the ownership of goods. Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others (Kotler in Ibrahim, 2010)

Purchase Decision

According to Swastha and Irawan in Lubis (2015), purchase decision is the consumer's understanding of the wants and needs of a product by assessing from existing sources by setting purchase objectives and

identifying alternatives so that decision makers to purchase are accompanied by behavior after making a purchase. According to utility theory, customers make decisions based on the expected outcomes of their decisions (Fishburn in Diecidue, Rudi, and Tang, 2012). In this context, customers are viewed as rational actors who are able to estimate the probabilistic outcomes of uncertain decisions and select the outcome which maximized their welfare (Richarme, 2011).

Product Knowledge

Product knowledge is the entire coverage of accurate information in the memory of consumers as well as their perceptions of product knowledge (Rao and Sieben in Ruslim and Andrew, 2012). Lin and Zhen (2005) asserted that product knowledge depends on the awareness of consumers, how consumers understand about the product, or the confidence of consumers about the product. Brucks in Hanzaee and Khosrozadeh (2011) stated on his theory which based on previous study there are three measurement ways in product knowledge; 1) Subjective knowledge, the perception of individuals about how much or little they know the product; 2) Objective knowledge, the measurement of what people actually know about the product; 3) Experience-based knowledge / prior experience, the amount of the purchase making and individual experience with the product.

Product Involvement

Product Involvement is the perceived personal relevance of the product that based on several factors which are the needs, value, and interest (Zaichkowsky in Herari and Wilzing, 2009). Traylor in Lin and Chen (2006) defines involvement as the thoughts of consumers or how consumer recognize the specific product. The higher of consumer consideration level towards the product is called as high involvement and the lower level as low involvement. Involvement with purchase refers to a consumer's self-concern over purchase decision and purchasing activity (Cohen in Lin and Chen, 2006)

Previous Research

Lin and Chen (2006) studied about the influence of country of origin image, product knowledge, and product involvement on consumer purchase decision: an empirical study of insurance and catering service in Taiwan. The samples were collected from consumers in the Taipei area. A total of 400 questionnaires were distributed with convenience sampling method, and 369 effective samples were collected, the effective rate being 92.25 percent. Stepwise regression analysis was adapted to test hypothesis. The result of this research stated that the country-of-origin image, product knowledge and product involvement all have a significantly positive effect on consumer purchase decision; the country-of-origin image has a significantly positive effect on consumer purchase decisions under different product involvement; and product knowledge has significantly positive effect on consumer purchase decisions under different product involvement.

Choubtarash, Mahdieh, and Marnani (2013) studied about the relationship between consumer involvement and purchase decision (Case study: Cell phone). The data was collected from sample of 372 students. Results of data analysis have shown confirmation of all hypotheses. In other word, there is significant relationship between dimensions of consumer involvement: Interest, Hedonic value, Sign value, Risk importance and Risk probability with purchase decision.

Shirin and Kambiz (2011) studied about the effect of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions. The data were collected by a questionnaire from college students. Multiple regression analysis of data from 379 respondents was used to test three hypotheses. The results show that the country-of-origin image, product knowledge and product involvement all have a significantly positive effect on consumer purchase decision. Further research should examine the different dimensions of involvement and product knowledge on consumer purchase decisions.

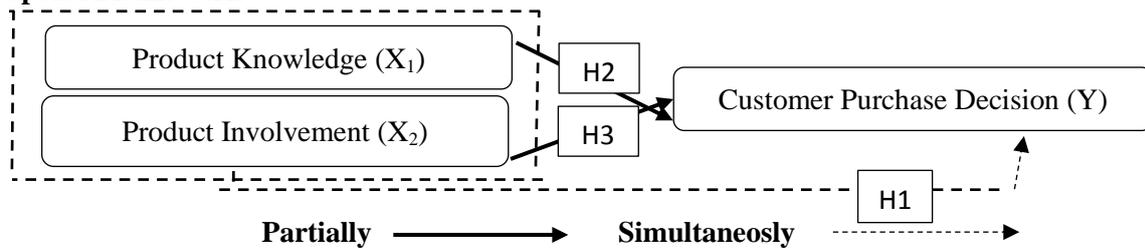
Research Hypothesis

In this section, there will be provided the research hypothesis which are the statement that created by the author upon the outcome of a research.

H1: Product knowledge and product involvement influence customer purchase decision simultaneously

H2: Product knowledge influence customer purchase decision partially

H3: Product involvement influence customer purchase decision partially

Conceptual Framework**Figure 1. Conceptual Framework***Source: Data Processed, 2018***RESEARCH METHOD****Research Approach**

This research used Causal type of research. A causal study is the description of the effect and causes of one variables to another (Sekaran and Bougie, 2013). The type of data used in this research is quantitative data. Quantitative data is the data which is formed in numerical, the data can be calculated and measured.

Population, Sample and Sampling Technique

The population of this study is the Customers of Nissan cars in Manado city with the samples are 100 customers of Nissan cars in Manado city as the respondent.

Data Collection Method

This research used primary data and secondary data collection method. Primary data according to Narimawati (2008) is all data which is originating from the original source or first source. According to Oschman in Muvunyi (2009) secondary data is the existing information and available in various sources such as library, magazines, reports, scholars and other academic publications.

Data Analysis Method**Multiple Linear Regression**

According to Mason and Perreault (2012), multiple regression analysis is one of the most widely used statistical procedures in scholarly and applied marketing research. . The equation model of multiple linear regression analysis that will be used in this research is formulated as shown below:

$$y = a + B_1x_{i1} + B_2x_{i2} + E$$

Description:

- y = Purchase Decision
- a = y-intercept at time zero.
- B_1, B_2 = The regression coefficient of each variables
- x_i = Product Knowledge
- x_2 = Product Involvement
- E = Errors

Validity Test

Validity test can be simply understood that a test or instrument is accurately measuring what it is supposed to. According to Punch in Roberts and Priets (2006),

Reliability Test

Reliability describes how far a particular test, procedure or tool, such as a questionnaire, will produce similar results in different circumstances, assuming nothing else has changed (Roberts and Priest, 2006).

Hypothesis Testing

According to Glasserman (2001), hypothesis testing refers to a general class procedures on weighing the strength of statistical evidence, more specifically on determining if the evidence supporting one hypothesis over the other ones is sufficiently strong.

RESULT AND DISCUSSION

Table 2. F-Test Result

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	151.216	2	75.608	31.053	.000 ^b
	Residual	236.174	97	2.435		
	Total	387.390	99			

Source : SPSS Output, 2018

From the F-test above, with the significant = 0.000 < α = 0.05 and the value of $F_{\text{count}} = 31.053 > F_{\text{table}} = 3.09$, meaning that H_0 is rejected and H_1 is accepted. This test declares that dependent variables has affected simultaneously by the independent variables. Therefore, the alternative hypothesis is accepted

Table 3. T-Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.032	1.344		8.953	.000
	Product knowledge	.663	.115	.532	5.746	.000
	Product involvement	.175	.107	.152	1.641	.104

Source : SPSS Output, 2018

The value of T_{count} of X_1 is 5.746 with level of significant is 0.000. Since the value of $T_{\text{count}} = 5.746 > T_{\text{table}} = 1.98472$, meaning H_0 is rejected and H_a is accepted. This result explains that product knowledge (X_1) partially has significant effect on purchase decision (Y)

The value of T_{count} of X_2 is 1.641 with the level of significant is 0.104. Since the value of $T_{\text{count}} = 1.641 < T_{\text{table}} = 1.98472$, meaning that H_0 is accepted and H_a is rejected. This result explains that product involvement (X_2) partially does not have significant effect on purchase decision (Y)

Table 4. R and R Square Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.625 ^a	.390	.378	1.56038	2.035

Source : SPSS Output, 2018

This result shows the coefficient correlation 1 is 0,625 which means there is a significant relationship between independent variable with dependent variables. In other words, product knowledge and product involvement have strong relationship with purchase decision.

Table 5. Multiple Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.032	1.344		8.953	.000
	Product knowledge	.663	.115	.532	5.746	.000
	Product Involvement	.175	.107	.152	1.641	.104

Source : SPSS Output, 2018

The result of multiple regression analysis can be interpreted as follows:

1. $a = 12.032$, means if all the independent variables are equal to zero, then dependent variable (purchase decision) will be 12.032.
2. $B_1 = 0.663$, means if Product Knowledge (X_1) increases by one scale or one unit, it will increase or improve Purchase Decision (Y) by 0.663.
3. $B_2 = 0.175$, mean if Product Involvement (X_2) increases by one scale or one unit, it will increase or improve Purchase Decision (Y) by 0,175.

This result shows that the two independent variables have positive relationship. The strongest relationship is by Product Knowledge then followed by Product Involvement.

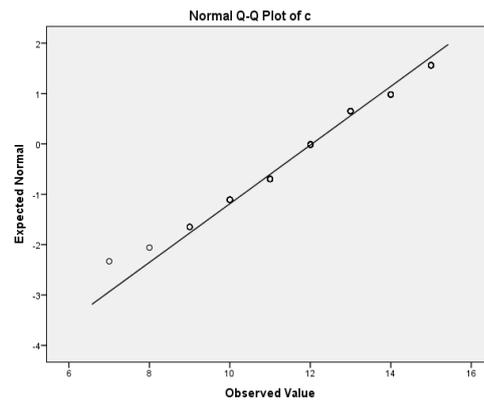


Figure 2. Normality Test Result

Source : SPSS Output, 2018

Can be declared that this data is normally distributed since there is data spread around the diagonal line and following the direction of diagonal line which means the data is normal.

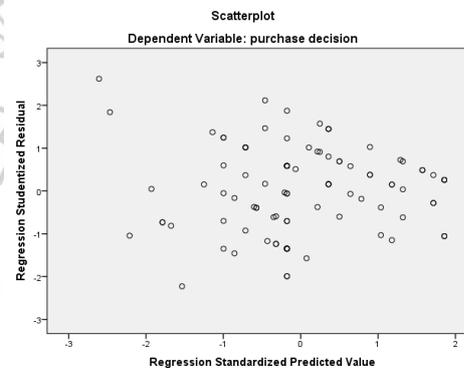


Figure 3. Heteroscedasticity Test Result

Source : SPSS Output, 2018

The charts above shows that there is no irrelevance variance of one residual to another or there is no heteroscedasticity sign in the regression model.

Table 6. Multicollinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	product knowledge	.732	1.366
	product involvement	.732	1.366

Source : SPSS Output, 2018

Table above shows the value of tolerance of Product Knowledge is 0,732 with the VIF is 1,366 and the tolerance value of Product Involvement is 0,732 with VIF is 1,366.

Table 7. Autocorrelation Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.625 ^a	.390	.378	1.56038	2.035

Source : SPSS Output, 2018

D	DL	DU	4-DL	4-DU
2.035	1.634	1.715	2.366	2.285

Source: SPSS Output, 2018

The value of Durbin Watson is 2.035 which is higher than DU and less than $4 - DU$ ($DU = 1.715 < D = 2.035 < 4 - DU = 2.285$), which means there is no autocorrelation.

Discussion

The influence of product knowledge and product involvement toward purchase decision

The result shows that purchase decision as dependent variable is simultaneously effected by both of the independent variables which are product knowledge and product involvement. Product knowledge has significant effect towards purchase decision and product involvement does not have significant effect on purchase decision. In other words, purchase involvement is one of several variables that can effect purchase decision although it is not significant. Theoretically, the result is contrary to the previous research that shows product involvement has positive effect on purchase decision. Shirin and Kambiz (2011), product knowledge and product involvement all have a significantly positive effect on consumer purchase decision. Based on the research that has been done, shows that purchasing decisions is one dependent variable that can be influenced by many other aspects as independent variables. In this study, two variables were taken which allegedly had an influence on purchasing decisions. Based on this research, although it has been noted in previous studies that product involvement has a significant influence on purchasing decisions, it is different from the results found in this study which show insignificant influence of product involvement on the purchase decision of Nissan cars customers. It's different with product knowledge that has a significant influence on purchasing decisions.

The influence of product knowledge towards purchase decision

Product knowledge owned by the customers has a significant influence on purchasing decisions. Can be seen from the results of the questionnaire based on several indicators stating that the customers first find out various kinds of information about the car products that they will buy. Aspects that become the basis of buyers to determine their choices are subjective knowledge, objective knowledge, and experienced-based knowledge. These aspects of product knowledge are closely related to the ease of purchase decision, where the information that is the knowledge of the customers helps them to determine which car will be chosen so that purchasing decisions can be done more easily. This result shows that there is strong relationship or positive correlation among product knowledge and purchase decision which is the same as previous study result, product knowledge has a positive correlation to information search quantity (Hanzaee and Khosrozadeh, 2011).

The influence of product involvement towards purchase decision

The result of this research shows that product involvement has insignificant effect on customer purchase decision. Meanwhile, product involvement has positive correlation or strong relationship with purchase decision. It has been noted above that purchase decision may not have significant effect because there are more variables that perhaps can influence purchase decision more significantly than product knowledge but it does not mean that product involvement has no relation with purchase decision. It is proved in this research result that even though there is no significant effect but both variables still have strong and positive correlation to one another. Friedman and Smith in Khosrozadeh and Hanzaee (2011) when consumer selects a service and his/her involvement increases, he/she will search for further more information.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusion of this research are as follows:

1. Purchase decision is simultaneously affected by product knowledge and product involvement. This result is similar to the research of Lin and Chen (2006), product knowledge and product involvement all have a significantly positive effect on consumer purchase decision.
2. Product knowledge has significant effect on purchase decision with strong correlation. This is similar to the result of Shirin and Kambiz (2011), product knowledge has a significantly positive effect on consumer purchase decision.
3. Product involvement has strong correlation with insignificant effect towards purchase decision. This result is similar to Seo (2005), product involvement significantly influence the student to purchasing clothing on the internet

Recommendation

The recommendations based on this research are as follows:

1. Since there is significant effect of product knowledge on purchase decision, therefore the company should provide and give as many as possible of information to the customers through any kinds of promotion so the customers can get any information about the product easily because information and knowledge of a product are very important to increase their buying intention to buy a product especially product with high price such as cars. Besides it, customers also need more information through the sales person that is very helpful for the customer to get to know more about the product, so the sales person should have more knowledge as well in order to inform the customers about all the uniqueness and advantages about the product, because all media and people can be the customer's information source.
2. Since product involvement has strong correlation to purchase decision, therefore the company should build a good relationship with the customers so the company know the relevance of the product in customer's life or how the product involved into the life of the customers. Many things that customers need to be served and provided by the company to make the product more and more relevance to their life, and besides the buyer's own initiative to ask to the sellers, the seller itself should have initiative as well to know what they have to do to make the product that they sell can be involved very well into customer's life.

REFERENCES

- Choubtarash, N., Mahdieh, O., and Marnani, A, B. 2013. The study of the relationship between consumer involvement and purchase decision (Case study: Cell phone). *Interdisciplinary Journal of Contemporary Research in Business*. Vol 4, No.12. Page 278. Available at https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=2ahUKEwiMkJ_PipzfAhWHwI8KHZMUDzYQFjAAegQIBRAC&url=http%3A%2F%2Fjournal-archives31.webs.com%2F276-296.pdf&usg=AOvVaw1mry-C_AQOEa2MNtVSiLQx Retrieved on September 15th, 2018.
- Glasserman, P. 2001. Hypothesis Testing. *Columbia Business School*. Available at <http://docplayer.net/19923910-Hypothesis-testing-professor-paul-glasserman-b6014-managerial-statistics-403-uris-hall-general-ideas-of-hypothesis-testing.html> Retrieved on September 16th, 2018.
- Diecidue, E., Rudi, N., and Tang, W. 2012. Dynamic Purchase Decisions Under Regret: Price and Availability. *ISSN 1545-8490 (print), ISSN 1545-8504 (online)*. Pp. 1-9. Available at <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwj5icioi5zfAhULKY8KHdxQCX4QFjAAegQIAhAC&url=https%3A%2F%2Fpdfs.semanticscholar.org%2F5697%2F241cd88d3f4fb2ee37deeba343e1f2a5288b.pdf&usg=AOvVaw3QcCzzAZ8PuPbChgDb7qQB> Retrieved on August 15th, 2018.
- Hazae, K., and Khosrozadeh, S. 2011. The Effect of the Country-of-Origin Image, Product Knowledge and Product Involvement on Information Search and Purchase Intention. *Middle-East Journal of Scientific Research* 8 (3): 625-636, 2011 ISSN 1990-9233. Pp. 625-636. Available at https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=2ahUKEwivuaaKjJzfAhUK4o8KHOp_AvQOFjABegQIBhAC&url=http%3A%2F%2Fmorgana.unimore.it%2Fvecchi_patrizia%2FCO%2520updating%25202009%2FCO%2520Lin%2520et%2520al.%25202006%2520JCM.pdf&usg=AOvVaw11G2_dBGRaX0cjTQ1ZPC70 Retrieved on September 9th, 2018.
- Herari, T., and Wilzing, S. 2009. The importance of Product Involvement for Predicting Advertising Effectiveness among Young People. *International Journal of Advertising*. Vol. 28(2). *World Advertising Research Center* Pp 203-229. Available at https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwi0qLHZjJzfAhXEK08KHWm0AHoQFjAAegQICRAC&url=http%3A%2F%2Fwww.proflw.com%2Fwp-content%2Fuploads%2Facademic%2FThe_importance_of_product_involvement_for_predicting_ad_effectiveness_among_young_people.pdf&usg=AOvVaw2e0Y1f1cFpKvma_QwGM1rK Retrieved on August 19th, 2018.

- Ibrahim, H. 2016. Topics in Productive Modeling in Marketing Research. *Journal of Advanced Management Science* Vol. 4, No. 3, May 2016. Page 216. Available at <http://www.joams.com/index.php?m=content&c=index&a=show&catid=52&id=266> Retrieved on August 9th, 2018.
- Indriaty, D. 2010. Analisis Pengaruh Tingkat Kualitas Pelayanan Jasa Puskesmas terhadap Kepuasan Pasien. *Diponegoro University Institutional Repository*. Page 12. Available at <http://eprints.undip.ac.id/23165/> Retrieved on September 17th, 2018.
- Muvunyo, J. 2009. Implication of Teenage Pregnancy on Socio-Economic Development of Rural Communities in Rwanda. *Academic.edu*. Page 40. Available at https://www.academia.edu/33869030/Implications_of_teenage_pregnancy_on_socio-economic_development_of_rural_communities_in_Rwanda_Case_study_Fumbwe_sector_Rwamagana_district Retrieved on September 4th, 2018.
- Lin, L., and Chen, C. 2006. The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*. Page 250. Available at https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwjhKrDjpfAhUIso8KHV13AEsQFjAAegQICRAC&url=http%3A%2F%2Fmorgana.unimore.it%2Fvecchi_patrizia%2FCO%2520updating%25202009%2FCO%2520Lin%2520et%2520al.%25202006%2520JCM.pdf&usg=AOvVaw11G2_dBGRaX0cjTQ1ZPC70 Retrieved on September 10th, 2018.
- Lubis, R. 2015. Studi tentang Product Knowledge dan Keputusan Pembelian pada Notebook Acer. *Diponegoro Journal of Management*. Page 33. Available at https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwjM2brejpfAhXK6Y8KHYYdDQoQFjAAegQIABAC&url=http%3A%2F%2Feprints.undip.ac.id%2F46781%2F1%2F02_LUBIS.pdf&usg=AOvVaw11F7uCifdPcGW9Wmp9PoJG Retrieved on August 15th, 2018.
- Mason, C., and Perreault, W. 2012. Collinearity, Power, and Interpretation of Multiple Regression Analysis. *Journal of Marketing Research*, *American Marketing Association*. Vol 28, No. 3. Page 269. Available at https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwiv8_2aj5zfAhUSTI8KHbSrC0MQFjAAegQICxAC&url=http%3A%2F%2Fwww.personal.psu.edu%2Fjxb14%2FM554%2Farticles%2FMason%26Perreault1991.pdf&usg=AOvVaw1EO2hKH6jhTczLA83GZLBA Retrieved on August 15th, 2018.
- Narimawati, U. 2008. Metode Penelitian. *Theorymethod.blogspot.com*. Available at <http://theorymethod.blogspot.com/2015/12/jenis-dan-sumber-data.html> Retrieved on September 3rd, 2018.
- Potret, Tantangan, dan Peluang Industri Otomotif Indonesia, 2016. *Katadata*. Available at <https://katadata.co.id/infografik/2016/08/10/potret-tantangan-dan-peluang-industri-otomotif-indonesia> Retrieved on August 8th, 2018.
- Rangkaian Kegiatan Edukatif Nissan Indonesia, 2017. *Kompas*. Available at <https://otomotif.kompas.com/read/2017/03/06/190200015/rangkaian.kegiatan.edukatif.nissan.indonesia> Retrieved on August 6th, 2018.
- Ruslim, T., and Andrew, R. 2012. Pengaruh Brand Image dan Product Knowledge terhadap Purchase Intention (Kasus ; Kosmetik Merek "X"). *Media Bisnis*. Page 7. Available at <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwjG4rvQkZfAhWKK48KHSivBcIQFjAAegQIARAC&url=http%3A%2F%2Frepository.untar.ac>

- [id%2F289%2F1%2F2058-4494-1-SM.pdf&usg=AOvVaw3h-CvWYYS4xUx4tU4UjDcT](#) Retrieved on August 15th, 2018.
- Robert, P., and Priests, M. 2006. Validity and Reliability. *Coursehero.com*. Available at <https://www.coursehero.com/file/p7sujp7/Roberts-P-Priest-Traynor-M-2006-Reliable-and-validity-in-research-Nursing/> Retrieved on September 16th, 2018.
- Sekaran, U., and Bougie, R. 2013. Research Method for Business. *Scientific Research*. Available at [https://www.scirp.org/\(S\(vtj3fa45qm1ean45vffc55\)\)/reference/ReferencesPapers.aspx?ReferenceID=1927918](https://www.scirp.org/(S(vtj3fa45qm1ean45vffc55))/reference/ReferencesPapers.aspx?ReferenceID=1927918) Retrieved on September 2nd, 2018.
- Seo, J. 2005. Internet Purchasing Decision Behavior and Product Involvement. *Trace.tennessee.edu*. Page 81. Available at https://trace.tennessee.edu/utk_graddiss/4328/ Retrieved on September 7th, 2018.
- Shirin, K, and Kambiz, H. 2011. The Effect of the Country-of-Origin Image, Product Knowledge and Product Involvement on Consumer Purchase Decisions. *Chinese Business Review, ISSN 1537-1506. Vol. 10, No. 8. Pp. 601-615.* Available at https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwj9JzDkZzfAhVJq48KHyr4Dm4QFjAAegQIABAC&url=http%3A%2F%2Fwww.davidpublisher.com%2FPublic%2Fuploads%2FContribute%2F55628990d103d.pdf&usg=AOvVaw1z5xkwozva_uFnPb7al_nL Retrieved on August 6th, 2018.

