

## References

- Abdillah, W., & Hartono, J. (2015). Partial Least Square (PLS): alternatif structural equation modeling (SEM) dalam penelitian bisnis. *Yogyakarta: Penerbit Andi*, 22, 103-150.
- Abdullahu, G., & Fejza, E. (2020). After-Sales Service and Pricing as Determinants on Consumer Buying Decision in Automotive Industry Case Study: Porsche Kosova, 9(2), 36-46.
- Adnan, A. (2019). The Effect of Product Quality, Brand Image, Price, and Advertising on Purchase Decision and its Impact on Customer Loyalty of Morinaga Milk in Aceh. *International Journal of Innovation, Creativity and Change*, 9(4), 234-249.
- Alghifari, F. A., Andreswari, R., & Sutovo, E. (2022, November). USED CARS PRICE PREDICTION IN DKI JAKARTA USING EXTREME GRADIENT BOOSTING AND BAYESIAN OPTIMIZATION ALGORITHM. In *2022 International Conference Advancement in Data Science, E-learning and Information Systems (ICADEIS)* (pp. 01-05). IEEE.
- Alma, B. (2018). Manajemen pemasaran dan pemasaran jasa, 396.
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence & Planning*, 38(5), 559-572.
- Anastasya, M. (2021, September 27). *Pengertian Otomotif : Cabang Ilmu, Sistem, Mobil dan Motor*. Adam Muiz. Retrieved September 27, 2022, from <https://adammuiz.com/otomotif/> *Layanan Purna Jual: Pengertian, Jenis, Contoh dan Tips*. (n.d.). Belajar Ekonomi. Retrieved September 27, 2022, from <https://belajarekonomi.com/layanan-purna-jual-pengertian-jenis-contoh-dan-tips/>
- Anggita, R., & Ali, H. (2017). The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *Scholars Bulletin*, 3(6), 261-272.
- Anggraeni, M. D. (2013). Metodologi penelitian kualitatif dan kuantitatif dalam bidang Kesehatan, 232.bisni

- Anonymous. (2014). *Industri Otomotif Indonesia Terus Mengalami Pertumbuhan* (online). <http://www.bisnisbandung.co.id/>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing science*, 48(1), 79-95.
- Balinado, J. R., Prasetyo, Y. T., Young, M. N., Persada, S. F., Miraja, B. A., & Redi, A. A. N. P. (2021). The effect of service quality on customer satisfaction in an automotive after-sales service. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 116.
- Berenson, M., Levine, D., Szabat, K. A., & Krehbiel, T. C. (2012). Basic business statistics: Concepts and applications (pp. 6-11).
- Bhuddhachinorossakul, A. (2019, December). FACTORS INFLUENCING OF DECISION MAKING ON USED CARS' PURCHASING IN BANGKOK. In *INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH CONFERENCE IN LOS ANGELES 2019* (pp. 88-90).
- Bisnis, J. A. (2019). *Pembelian Mobil Merek Toyota Avanza Pendahuluan*.
- Chang, M. K., Cheung, W., & Tang, M. (2013). Building trust online: Interactions among trust building mechanisms. *Information & management*, 50(7), 439-445.
- Chen, J., & Kindness, D. (2022). *After-Sales Service Support: Examples and Best Practices*. Investopedia. Retrieved April 1, 2023, from <https://www.investopedia.com/terms/a/aftersales-support.asp>
- Chen, Y., Prentice, C., Weaven, S., & Hsiao, A. (2022). The influence of customer trust and AI on customer engagement and loyalty-The case of the home-sharing industry. *Frontiers in Psychology*, 4659.
- Chinomona, R., Okoumba, L., & Pooe, D. (2013). The impact of product quality on perceived value, trust and students' intention to purchase electronic gadgets. *Mediterranean Journal of Social Sciences*, 4(14), 463.
- Darmansah, A., & Yosepha, S. Y. (2020). Pengaruh Citra Merek Dan Persepsi Harga Terhadap Keputusan Pembelian Online Pada Aplikasi Shopee Di Wilayah Jakarta Timur. *Jurnal Inovatif Mahasiswa Manajemen*, 1(1), 15-30.

- Dewi, R. (2010). *Pengaruh Kualitas Produk, Harga dan Layanan Purna Jual Terhadap Keputusan Pembelian Honda Jazz (Studi Kasus pada Honda Semarang Center)*. Minor thesis of Faculty Economic Diponegoro University.
- Dewi, M. (2016). Pengaruh produk, harga dan layanan purna jual terhadap keputusan pembelian smartphone di toko langsa ponsel. *Jurnal Manajemen dan Keuangan*, 5(1), 449-458.
- Diputra, I. G. A. W., & Yasa, N. N. (2021). The influence of product quality, brand image, brand trust on customer satisfaction and loyalty. *American International Journal of Business Management (AIJBM)*, 4(1), 25-34.
- Dolezalová, H., Pícha, K., Navrátil, J., Veselá, M., & Svec, R. (2016). Perception of quality in decision making regarding purchase of organic food. *Calitatea*, 17(153), 86.
- Fachrodji, A., Lestari, H. R., No, J. J. M. S., & Indonesia, W. J. (2022). Analysis Of Product Quality, Brand Image And After Sales Services Toward Purchase Decisions And Customer Satisfaction (Case Study Of Indramayu Marketplace), 7(1), 1022-1031.
- Fahmiyadi, Z. A., Khairina, D. M., & Maharani, S. (2015, June). Sistem Pendukung Keputusan untuk Memilih Mobil pada Showroom Mobil Bekas, 6, 33-37.
- Fazlzadeh, A., Bagherzadeh, F., & Mohamadi, P. (2011). How after-sales service quality dimensions affect customer satisfaction. *African Journal of Business Management*, 5(17), 7658.
- Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan disertasi ilmu manajemen*, (1) 389.
- Firmansyah, A. (2018). Perilaku konsumen:(Sikap dan pemasaran). Deepublish. CV Budi Utama, Jogjakarta.
- Gallardo-Vázquez, D., & Sánchez-Hernández, M. I. (2014). Structural analysis of the strategic orientation to environmental protection in SMEs. *BRQ Business Research Quarterly*, 17(2), 115-128.

- Genoveva, G., & Tanjung, S. (2014). THE IMPACT OF WORK ENVIRONMENT, LEADERSHIP AND HUMAN RELATION TOWARD JOB SATISFACTION IN PT TBP INDONESIA. *ISSIT 2014*, 1(1), 46-51.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 Edisi 9. Semarang: Badan penerbit Universitas Diponegoro. Variabel Pemoderasi. *E-Jurnal Akuntansi Universitas Udayana*, 23 (2), 1470, 1494.
- Das Guru, R. R., & Paulssen, M. (2020). Customers' experienced product quality: scale development and validation. *European Journal of Marketing*, 54(4), 645-670.
- Hair, F. J., Hopkins, L., Georgia, M., & College, S. (2014). *Partial least squares structural equation modeling ( PLS-SEM)*. An emerging tool in business research. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2017). Springer. *Partial Least Squares Structural Equation Modeling*. [https://scholar.google.co.id/scholar\\_url?url=https://www.researchgate.net/profile/MarkoSarstedt/publication/353452600\\_Partial\\_Least\\_Squares\\_Structural\\_Equation\\_Modeling/links/60ff25611e95fe241a8e6e4c/Partial-Least-Squares-Structural-Equation-Modeling.pdf&](https://scholar.google.co.id/scholar_url?url=https://www.researchgate.net/profile/MarkoSarstedt/publication/353452600_Partial_Least_Squares_Structural_Equation_Modeling/links/60ff25611e95fe241a8e6e4c/Partial-Least-Squares-Structural-Equation-Modeling.pdf&)
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.
- Haryanto, M., Saudi, N. S., Anshar, M. A., Hatta, M., & Lawalata, I. L. (2022). Pengaruh Bauran Pemasaran Terhadap Peningkatan Volume Penjualan. *YUME: Journal of Management*, 5(2), 222-237.
- Haryoko, U. B. (2016). Pengaruh Strategi Promosi dan Harga Terhadap Keputusan Pembelian Mobil Bekas Merek Toyota Avanza Di Ugent Jaya Motor. *Jurnal Manajemen dan Bisnis*, 1, 111-128.

- Hendri, E. (2012). Analisis Bauran Pemasaran Yang Mempengaruhi Konsumen Dalam Keputusan Pembelian Mobil Bekas Pada CV. Saputra Jaya Mobilindo Palembang. *Jurnal Media Wahana Ekonomika*, 9(1), 1-17.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). Testing measurement invariance of composites using partial least squares. *International marketing review*.
- Herviani, V., Hadi, P., & Nobelson, N. (2020, November). Analisis Pengaruh Brand Trust, E-WOM, dan Social Media Influencer Terhadap Keputusan Pembelian Lipstick Pixy. In *Prosiding BIEMA (Business Management, Economic, and Accounting National Seminar)* (Vol. 1, pp. 1351-1363).
- Hussein, F., & Hartelina, H. (2021). After Sales Service For Smartphone Iphone To Customer Loyalty. *APTISI Transactions on Management (ATM)*, 5(1), 62-72.
- H Nasir Asman, M. M. (2021). *Studi Kelayakan Bisnis (Pedoman Memulai Bisnis Era Revolusi Industri 4.0)*. Penerbit Adab.
- Irfan, A., Rasli, A., Sulaiman, Z., Sami, A., & Qureshi, M. I. (2019). The influence of social media on public value: A systematic review of past decade. *Journal of Public Value and Administrative Insight*, 2(1), 1-6.
- Islami, R. B., Wardhana, A., & Pradana, M. The Influence of Social Media Influencer and Product Quality on Purchase Decisions (Case Study on Promotion of Hand & Body Lotion Scarlett Whitening in Instagram), 2-5, 560-567.
- Issock Issock, P. B., Roberts-Lombard, M., & Mpinganjira, M. (2020). The importance of customer trust for social marketing interventions: a case of energy-efficiency consumption. *Journal of Social Marketing*, 10(2), 265-286.
- Janakiraman, N., Syrdal, H. A., & Freling, R. (2016). The effect of return policy leniency on consumer purchase and return decisions: A meta-analytic review. *Journal of retailing*, 92(2), 226-235.
- Kalsum, E. U., Wijaya, M., & Siregar, R. (2021). The Influence of after Sales Service and Product Quality on the Decision to Purchase a Toyota Avanza

- Car in Deli Serdang. *Jurnal Ekonomi LLDIKTI Wilayah 1 (JUKET)*, 1(2), 108-113.
- Kartika, M., & Ganarsih, R. L. (2019). Analisis e-WOM, online shopping experience dan trust terhadap keputusan pembelian dan kepuasan konsumen e-Commerce Shopee pada mahasiswa pascasarjana Universitas Riau. *Jurnal Tepak Manajemen Bisnis*, 11(2), 289-307.
- Kaur, J. (2019). Impact of Social Media on Customer Purchase decision: An analysis. *Think India Journal*, 22(10), 4456-4482.
- Khatib, F. (2016). The impact of social media characteristics on purchase decision empirical study of Saudi customers in Aseer Region. *International Journal of Business and Social Science*, 7(4), 41-50.
- Khoo, Y. S., Ghani, A. A., Navamukundan, A. A., Jahis, R., & Gamil, A. (2020). Unique product quality considerations in vaccine development, registration and new program implementation in Malaysia. *Human vaccines & immunotherapeutics*, 16(3), 530-538.
- Kiang, Y. J. (2016). An empirical study of customer value, customer trust and customer loyalty based on Ecommerce. *Business and Economics Journal*, 7(3), 1-8.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Global Edition)*. England: Person Education limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearsons.
- Kumbara, V. B. (2021). Determinasi Nilai Pelanggan Dan Keputusan Pembelian: Analisis Kualitas Produk, Desain Produk Dan Endorse. *Jurnal Ilmu Manajemen Terapan*, 2(5), 604-630.
- Kurniawan, D. E. (2022). PENGARUH HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PADA SHOWROOM MOBIL BEKAS DOKU-DOKU. *Abstract of Undergraduate Research, Faculty of Economics, Bung Hatta University*, 21(2), 1-3.
- Kurniawan, R. (2020, October 17). *Penjualan Mobil Bekas Naik Hingga 20 Persen*. Kompas Otomotif. Retrieved March 3, 2023, from

<https://otomotif.kompas.com/read/2020/10/17/152200715/penjualan-mobil-bekas-naik-hingga-20-persen>

- Laparojkit, S., & Suttipun, M. (2021). The influence of customer trust and loyalty on repurchase intention of domestic tourism: a case study in Thailand during COVID-19 crisis. *The Journal of Asian Finance, Economics and Business*, 8(5), 961-969.
- Li, C., & Tomlin, B. (2022). After-sales service contracting: Condition monitoring and data ownership. *Manufacturing & Service Operations Management*, 24(3), 1494-1510.
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184-192.
- menggunakan Metode TOPSIS dengan Visualisasi Peta. In *Prosiding Seminar Tugas Akhir FMIPA Unmul Periode*.
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210-218.
- Malhotra, M. K. (2013). *Basic Marketing Research: Pearson New International Edition*. Pearson Higher Ed.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumer's purchase intentions: the mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41-48.
- Maramis, F. S., Sepang, J. L., & Soegoto, A. S. (2018). The Effect of Product Quality, Price and Service Quality on Consumer Satisfaction At Pt. Manado Water. *EMBA Journal: Journal of Economic Research, Management, Business And Accounting*, 6(3).
- Mendiratta, A. (2021). *Imported used cars Market Indonesia, Indonesia Automotive Aftermarket Industry, Indonesia Automotive Finance Industry, Indonesia Car Dealer Market*. Ken Research. Retrieved March 31, 2023,

- Nafiah, K. L., & Trihudiyatmanto, M. (2021). Membangun Loyalitas Pelanggan Melalui Kepuasan Yang Dipengaruhi Oleh Kualitas Produk, Brand Image Dan Experiential Marketing. *EKOBIS: Jurnal Ilmu Manajemen dan Akuntansi*, 9(1), 61-73.
- Nasir, A., Mushtaq, H., & Rizwan, M. (2014). Customer loyalty in telecom sector of Pakistan. *Journal of Sociological Research*, 5(1), 449-467.
- Nugraha, A. (2022). Analisis Bauran Pemasaran Dalam Pembelian Mobil Bekas Di Perkasa Mobil. *Jurnal Administrasi Bisnis FISIPOL UNMUL*, 10(4), 273-278.
- Nurmadewi, D. (2016). Sistem Pendukung Keputusan Pemilihan Mobil Bekas Menggunakan Simple Additive Weighting (Studi Kasus di Showroom Maradona Baru Mobil), 1-7.
- Prabowo, S. (2007). *Pengaruh Minat Konsumen Dan Harga Produk Terhadap Pengambilan Keputusan Konsumen Dalam Pembelian Mobil Bekas Di Kota Semarang.(Studi Kasus Pada Usaha Jual-Beli Mobil Bekas Saudara Motor)* (Doctoral dissertation, Diponegoro University), 2-8.
- Prastya, M. (2022, July 14). *Otomotif Adalah Cabang Teknik Mesin: Pengertian dan Disiplin Ilmu*. Carmudi. Retrieved September 27, 2022, from <https://www.carmudi.co.id/journal/otomotif-adalah-cabang-teknik-mesin-pengertian-dan-disiplin-ilmu/>
- Priansa, D. J. (2017). *Perilaku Konsumen Dalam Bisnis Kontemporer*. Bandung: Alfabeta
- Priyono. (2016). *Metode Penelitian Kuantitatif*. Zifatama Publishing.
- Purwati, A. A., Fitrio, T., Ben, F., & Hamzah, M. L. (2020). Product Quality and After-Sales Service in Improving Customer Satisfaction and Loyalty. *J. Econ*, 16(2), 223-235.
- Rosdiana, R., Haris, I. A., & Suwena, K. R. (2019). Pengaruh kepercayaan konsumen terhadap minat beli produk pakaian secara online. *Jurnal Pendidikan Ekonomi Undiksha*, 11(1), 318-330.



- Salam, K. N., Wulansari, R., & Harsono, P. (2021). Promotion Costs Analysis To Increased Volume Sales In The Convection Companies. *International Journal of Science, Technology & Management*, 2(5), 1542-1551.
- Salsabila, J. R., Suhendra, A. A., & Mufidah, I. (2022). Usulan Strategi Peningkatan Kepercayaan Pelanggan Dan Keputusan Booking Pelanggan Hotel X. *J@ ti Undip: Jurnal Teknik Industri*, 17(2), 118-127.
- Sandi, F. (2021, November 11). *Permintaan Mobil Lagi Membeludak, Pabrik Mulai Kewalahan!* CNBC Indonesia. Retrieved September 27, 2022, from <https://www.cnbcindonesia.com/news/20211111183717-4-290874/permintaan-mobil-lagi-membeludak-pabrik-mulai-kewalahan>
- Sarwono, J., & Narimawati, U. (2015). *Membuat skripsi* (Doctoral dissertation, Tesis dan Disertasi dengan Partial Least Square SEM (PLS-SEM). Yogyakarta: Penerbit ANDI).
- Setiawan, M. A., & Wahyuati, A. (2018). Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Keputusan Pembelian Mobil Bekas Di Saputra Motor. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 7(11).
- Shokouhyar, S., Shokoohyar, S., & Safari, S. (2020). Research on the influence of after-sales service quality factors on customer satisfaction. *Journal of Retailing and Consumer Services*, 56, 102139.
- Subagyo, A. (2015). *Manajemen Koperasi Simpan Pinjam*. Mitra Wacana Media.
- Sugiyono. (2019). *Statistika untuk Penelitian*. Alfabeta.
- Suprpto, T. (2011). *Pengantar ilmu komunikasi dan peran manajemen dalam komunikasi*. Caps.
- Suharyanto, S., & Rahman, N. R. (2022). THE EFFECT OF ELECTRONIC WORD OF MOUTH AND SOCIAL MEDIA MARKETING ON THE PURCHASE DECISION OF BILLIONAIRE'S PROJECT PRODUCTS THROUGH PRODUCT QUALITY. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1), 475-488.
- Sutiyono, R., & Hadibrata, B. (2020). The Effect Of Prices, Brand Images, And After Sales Service Reinforced Bar Steel Products On Consumer Purchasing Decisions Of PT. Krakatau Wajatama Osaka Steel Marketing. *Dinasti*

*International Journal of Education Management And Social Science*, 1(6), 947-967.

- Syahrivar, J., & Ichlas, A. M. (2018). The Impact of Electronic Word of Mouth (E-WoM) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customers' Involvements in Purchasing Decisions?. *The Asian Journal of Technology Management*, 11(1), 57-69.
- Taherdoost, H. (2019). What is the best response scale for survey and questionnaire design; review of different lengths of rating scale/attitude scale/Likert scale. *Hamed Taherdoost*, 1-10.
- Tampubolon, A. S., & Sharif, O. O. (2022). The Effect Of Information Quality, Social Psychological Distance, Sense Of Power & Trust On Customer Purchase Intention Tokopedia Consumers In Nusa Tenggara Barat. *Internatioan Journal of Social Sciences and Management Review*, 5(4).
- Tecoalu, M. (2021). The Role of Brand Image in Mediating the Influence of Country of Origin Image and Price on Purchasing Decisions (Study Case on Car Credit Products PT. Maybank Indonesia Finance). *SIASAT*, 6(4), 204-218.
- Thaib, E. J. (2021). *Problematika Dakwah Di Media Sosial*. Insan Cendekia Mandiri.
- Themba, O. S., Hamdat, A., Alam, N., & Salam, K. N. (2021). Impulse Buying on users of online shopping. *Jurnal Manajemen Bisnis*, 8(1), 104-111.
- Tsao, S. F., Chen, H., Tisseverasinghe, T., Yang, Y., Li, L., & Butt, Z. A. (2021). What social media told us in the time of COVID-19: a scoping review. *The Lancet Digital Health*, 3(3), e175-e194.
- Vitrika, A., & Susila, I. (2022, June). The Influence of Product Quality, Brand Image, and After Sales Service Support on the Purchase Decision of Matic Scooter in Surakarta Mediated by Attitude. In *International Conference on Economics and Business Studies (ICOEBS 2022)* (pp. 371-379). Atlantis Press.

- Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, 11(3), 209-233.
- Wahyudin, A. A. F. N., Primajaya, A., & Irawan, A. S. Y. (2020). Penerapan Algoritma Regresi Linear Berganda Pada Estimasi Penjualan Mobil Astra Isuzu. *Techno. Com*, 19(4), 364-374.
- Waluya, A. I., Iqbal, M. A., & Indradewa, R. (2019). How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers. *International Journal of Services, Economics and Management*, 10(2), 177-193.
- Wantara, P., & Tambrin, M. (2019). The Effect of price and product quality towards customer satisfaction and customer loyalty on madura batik. *International Tourism and Hospitality Journal*, 2(1), 1-9.
- Widasari, H. (2015). *Consumer Motivation, Product Quality, and After-Sales Service Affecting Purchase Decision (Study on Consumer of Used Car in Bekasi)* (Doctoral dissertation, Universitas Brawijaya).
- Widyanto, H. A., & Saleh, T. A. R. (2018). The Influence Of Customers' Perception And Attitudes Toward Customer Purchase Intention At Gramedia Lembuswana, Samarinda. *Firm Journal of Management Studies*, 3(1), 84-97.
- Widayati, C. C., Ali, H., Permana, D., & Nugroho, A. (2020). The role of destination image on visiting decisions through word of mouth in urban tourism in Yogyakarta. *International Journal of Innovation, Creativity and Change*, 12(3), 177-196.
- Widyastuti, I., & Roestam, R. (2022). Sistem Pendukung Keputusan Pemilihan Mobil Bekas Dengan Metode Analytical Hierarchy Process Pada CV. Icha Mobilindo. *Jurnal Manajemen Sistem Informasi*, 7(4), 599-611.
- Ye, S., Ying, T., Zhou, L., & Wang, T. (2019). Enhancing customer trust in peer-to-peer accommodation: A "soft" strategy via social presence. *International Journal of Hospitality Management*, 79, 1-10.

- Yogesh, F., & Yesha, M. (2014). Effect of social media on purchase decision. *Pacific Business Review International*, 6(11), 45-51.
- Yuniardi, D. (2015, February 27). *Industri Otomotif (Nasional)*. Kompasiana.com. Retriever September 27, 2022, from <https://www.kompasiana.com/dewayuniardi/54f33e65745513a32b6c6d07/industri-otomotif-nasional>
- Zhang, C. B., Li, Y. N., Wu, B., & Li, D. J. (2017). How WeChat can retain users: Roles of network externalities, social interaction ties, and perceived values in building continuance intention. *Computers in Human Behavior*, 69, 284-293.

## APPENDIX 1

### QUESTIONNAIRE - BAHASA & ENGLISH VERSION

Hello, I am Zaidan Dzaky Al-Muqoddam, a final year student of Management Studies with a concentration in International Business at President University.

I am currently doing research to get a Bachelor's degree in my studies. This questionnaire was created to facilitate the exploration of Social Media, Product Quality, After Sales in generating purchase confidence which influences the decision to buy a used car at OLX Autos in Bekasi. Therefore, I would like to invite you to participate in this survey. In addition, the information collected in this survey will be used solely for academic purposes.

I am very grateful and appreciate your participation in filling out this questionnaire.

**Best Regards,**

Zaidan Dzaky Al-Muqoddam

-----

Halo, saya Zaidan Dzaky Al-Muqoddam, mahasiswa tahun terakhir Studi Manajemen dengan konsentrasi Bisnis Internasional di President University.

Saat ini saya sedang melakukan penelitian untuk mendapatkan gelar Sarjana dalam studi saya. Kuesioner ini dibuat untuk memudahkan dalam eksplorasi Social Media, Kualitas Produk, After Sales dalam memunculkan kepercayaan pembelian berpengaruh terhadap keputusan membeli mobil bekas di OLX Autos di Bekasi. Oleh karena itu, saya ingin mengundang Anda untuk berpartisipasi dalam survei ini. Selain itu, informasi yang dikumpulkan dalam survei ini akan digunakan semata-mata untuk tujuan akademis.

Saya sangat berterima kasih serta mengapresiasi partisipasi anda dalam pengisian kuesioner ini.

**Salam Hangat,**

Zaidan Dzaky Al-Muqoddam

### **Respondent Screening**

Age (Umur)

Generation Y (27 - 57)

Generation Z (12 - 26)

Do you know OLX Autos? (Apakah kamu mengetahui OLX Autos?)

Yes (Ya)

No (Tidak)

### **Social Media Skills**

SCORING SCALE (SKALA PENILAIAN)

1 = Strongly Disagree (Sangat Tidak Setuju)

2 = Disagree (Tidak Setuju)

3 = Neutral (Netral)

4 = Agree (Setuju)

5 = Strongly Disagree (Sangat Setuju)

No	Social Media Skills	1	2	3	4	5
1	I consider myself an accomplished social media user (Saya menganggap diri saya sebagai pengguna media sosial yang ahli)					
2	I know how social media is used (Saya tahu bagaimana media sosial digunakan)					
3	I rely on information from social media (Saya mengandalkan informasi dari media sosial)					
4	I had no difficulty using the various social media platforms (Saya tidak kesulitan menggunakan berbagai platform media sosial)					
5	I base some of my daily decisions on the information you get on social media (Saya mendasarkan beberapa keputusan harian saya pada informasi yang saya dapatkan melalui media sosial)					

### Product Quality Toughness

SCORING SCALE (SKALA PENILAIAN)

1 = Strongly Disagree (Sangat Tidak Setuju)

2 = Disagree (Tidak Setuju)

3 = Neutral (Netral)

4 = Agree (Setuju)

5 = Strongly Disagree (Sangat Setuju)

No	Product Quality Toughness	1	2	3	4	5
1	I choose a car that can be used and ready to deliver me anytime and anywhere without any constraints (Saya memilih mobil yang bisa dipakai dan siap diandalkan kapanpun dan dimanapun tanpa kendala apapun)					
2	I chose a car because it has better engine performance (endurance) (Saya memilih mobil karena memiliki performa (ketahanan) mesin yang lebih baik)					
3	I bought a car because I wanted to know the model and technology of the car (Saya membeli mobil karena ingin mengetahui model dan teknologi mobil tersebut)					



4	I chose a car with the criteria of a car that is easy to maintain (Saya memilih mobil dengan kriteria mobil yang mudah dalam perawatannya)					
5	I choose a car with a working engine running well (Saya membeli mobil dengan mesin yang bekerja dengan baik)					
6	I believe the products sold are of the best quality and can be trusted (Saya yakin produk yang dijual memiliki kualitas terbaik dan dapat dipercaya)					

### After-Sales Services

#### SCORING SCALE (SKALA PENILAIAN)

|

1 = Strongly Disagree (Sangat Tidak Setuju)

2 = Disagree (Tidak Setuju)

3 = Neutral (Netral)

4 = Agree (Setuju)

5 = Strongly Disagree (Sangat Setuju)

No	After-Sales Services	1	2	3	4	5
1	I choose the car that I bought because it has many the availability of official and unofficial workshop in each town and the area around where I live so it is easy to maintain (Saya memilih mobil karena banyak tersedianya bengkel resmi maupun tidak resmi di setiap kota dan daerah sekitar tempat tinggal saya sehingga mudah dalam perawatannya)					
2	I choose a car with ease in finding spare parts (Saya memilih mobil dengan kemudahan dalam mencari suku cadang)					
3	Employees and authorized mechanics at the workshop are always willing to help with any customer complaints (Karyawan dan montir resmi di bengkel selalu bersedia membantu apapun keluhan pelanggan)					
4	Employees and authorized mechanic at the workshop are always provide fast service to customers (Karyawan dan montir resmi di bengkel selalu memberikan pelayanan yang cepat kepada pelanggan)					

5	I choose the car that I wanted to buy because of the fast response given by the employees and mechanics about the car (Saya memilih mobil yang saya ingin beli karena respon cepat yang diberikan oleh karyawan dan mekanik tentang mobil tersebut)					
---	---	--	--	--	--	--

### Customer Trust

#### SCORING SCALE (SKALA PENILAIAN)

1 = Strongly Disagree (Sangat Tidak Setuju)

2 = Disagree (Tidak Setuju)

3 = Neutral (Netral)

4 = Agree (Setuju)

5 = Strongly Disagree (Sangat Setuju)

No	Customer Trust	1	2	3	4	5
1	I really believe in the integrity given by OLX Autos, it is very complete and factual (Saya sangat percaya dengan integritas yang diberikan oleh OLX Autos, sangat lengkap dan faktual)					

2	Overall, I have complete trust in OLX Autos (Secara keseluruhan, saya memiliki kepercayaan penuh pada OLX Autos)					
3	I believe all my needs related to buying a car are at OLX Autos (Saya yakin semua kebutuhan saya terkait membeli mobil ada di OLX Autos)					
4	I believe that car maintenance, both short and long term, can be relied upon (Saya yakin perawatan mobil, baik jangka pendek maupun jangka panjang, bisa diandalkan)					
5	I feel comfortable with the services provided (Saya merasa nyaman dengan pelayanan yang diberikan)					
6	I have confidence in the qualifications of the employees and the mechanics (Saya yakin dengan kualifikasi karyawan dan mekanik)					
7	The treatment procedure is clear and verified (Prosedur perawatan jelas dan terverifikasi)					

8	The safety services provided, whether it's a complaint or a question, make me trust to make purchase a used cars (Layanan kesejahteraan yang diberikan, baik itu keluhan atau pertanyaan, membuat saya percaya untuk melakukan pembelian mobil bekas)					
---	--	--	--	--	--	--

### Purchase Decision

#### SCORING SCALE (SKALA PENILAIAN)

1 = Strongly Disagree (Sangat Tidak Setuju)

2 = Disagree (Tidak Setuju)

3 = Neutral (Netral)

4 = Agree (Setuju)

5 = Strongly Disagree (Sangat Setuju)

No	Purchase Decision	1	2	3	4	5
1	Before buying a car, I am looking for information about specifications owned by this car (Sebelum membeli mobil, saya mencari informasi mengenai spesifikasi yang dimiliki oleh mobil ini)					

2	Cars which I want buy at this time is a recommendation of family / relatives / friends who have had this car before (Mobil yang saya ingin beli saat ini merupakan rekomendasi dari keluarga/kerabat/teman yang telah memiliki mobil ini sebelumnya)					
3	I decided to buy a car, after evaluating the product quality of the car (Saya memutuskan untuk membeli mobil, setelah melakukan evaluasi terhadap kualitas produk yang dimiliki oleh mobil tersebut)					
4	I bought a car because the price of the car I bought was affordable (Saya membeli mobil karena harga mobil yang saya beli terjangkau)					
5	I bought a car after evaluating my needs (Saya membeli mobil setelah mengevaluasi kebutuhan saya)					
6	The car that I want to buy right now suits my needs (Mobil yang saya ingin beli saat ini sesuai dengan kebutuhan saya)					
7	After trying the car that I wanted to buy, because of the quality provided, I decided to buy the car (Setelah mencoba mobil yang saya ingin beli, karena kualitas yang					

	diberikan membuat saya memutuskan untuk membeli mobil tersebut)					
--	---	--	--	--	--	--

YOU ARE AT THE END OF THE QUESTIONNAIRE (ANDA SUDAH DIPENGHUJUNG KUESIONER)

Fill in the blanks with your thoughts in the comments section below. (Optional)

-----

Masukan komentar anda ke dalam kolom komentar yang ada di bawah ini. (Tidak wajib)

Your Comment (Komentar Anda) \*Optional / Tidak diwajibkan

**The role of Social Media, Product Quality, and After-Sales Intervented by Customer Trust to Purchase Decisions in OLX Autos Bekasi**

Thank you for taking the time to complete this survey. Your assistance is immensely useful to this research. (Terima kasih telah meluangkan waktu untuk mengisi survei ini. Bantuan Anda sangat berguna untuk penelitian ini)

## APPENDIX 2

### Outer Loadings (Before Removal)

Outer Loadings

	After-Sales	Customer Trust	Product Quality	Purchase Decision	Social Media
AS1	0.769				
AS2	0.747				
AS3	0.795				
AS4	0.835				
AS5	0.763				
CT1		0.800			
CT2		0.743			
CT3		0.828			
CT4		0.803			
CT5		0.869			
CT6		0.839			
CT7		0.772			
CT8		0.838			
PD1				0.781	
PD2				0.526	
PD3				0.814	
PD4				0.726	
PD5				0.851	
PD6				0.870	
PD7				0.783	
PQ1			0.768		
PQ2			0.825		
PQ3			0.647		
PQ4			0.761		
PQ5			0.786		
PQ6			0.734		
SM1					0.766
SM2					0.817
SM3					0.656
SM4					0.801
SM5					0.612



## Outer Loadings (First Removal)

Outer Loadings

	After-Sales	Customer Trust	Product Quality	Purchase Decision	Social Media
AS1	0.769				
AS2	0.747				
AS3	0.795				
AS4	0.835				
AS5	0.762				
CT1		0.800			
CT2		0.741			
CT3		0.826			
CT4		0.802			
CT5		0.869			
CT6		0.840			
CT7		0.774			
CT8		0.839			
PD1				0.817	
PD3				0.814	
PD4				0.708	
PD5				0.868	
PD6				0.889	
PD7				0.796	
PQ1			0.792		
PQ2			0.838		
PQ4			0.770		
PQ5			0.827		
PQ6			0.723		
SM2					0.873
SM4					0.817
SM1					0.838

## VIF

Collinearity Statistics (VIF)

Outer VIF Values	Inner VIF Values	VIF
		AS1
		2.027
		AS2
		1.929
		AS3
		1.882
		AS4
		2.060
		AS5
		1.735
		CT1
		2.267
		CT2
		2.276
		CT3
		3.038
		CT4
		2.447
		CT5
		3.286
		CT6
		3.519
		CT7
		2.355
		CT8
		2.726
		PD1
		2.297
		PD3
		2.150
		PD4
		1.516
		PD5
		3.039
		PD6
		3.240
		PD7
		2.285
		PQ1
		1.944
		PQ2
		2.503
		PQ4
		1.766
		PQ5
		2.426
		PQ6
		1.349
		SM2
		2.004
		SM4
		1.763
		SM1
		1.545

## Fornell-Larcker Criterion

Discriminant Validity

Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)			
	After-Sales	Customer Trust	Product Quality	Purchase Decision	Social Media
After-Sales	0.782				
Customer Trust	0.638	0.812			
Product Quality	0.738	0.610	0.791		
Purchase Decision	0.680	0.623	0.691	0.817	
Social Media	0.549	0.528	0.652	0.587	0.843

## HTMT

Discriminant Validity

Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)			
	After-Sales	Customer Trust	Product Quality	Purchase Decision	Social Media
After-Sales					
Customer Trust	0.707				
Product Quality	0.878	0.668			
Purchase Decision	0.781	0.658	0.793		
Social Media	0.680	0.602	0.793	0.700	

## Construct Reliability and Validity

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
After-Sales	0.842	0.855	0.887	0.612
Customer Trust	0.926	0.931	0.939	0.660
Product Quality	0.851	0.856	0.893	0.626
Purchase Decision	0.900	0.904	0.923	0.668
Social Media	0.797	0.806	0.880	0.711

## R Square

R Square

	R Square	R Square Adjusted
Customer Trust	0.468	0.456
Purchase Decision	0.388	0.384

## Path Coefficient, T-Statistics, and P-Value

### Total Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples			
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values	
After-Sales -> Customer Trust	0.384	0.373	0.129	2.971	0.003	
After-Sales -> Purchase Decision	0.239	0.235	0.085	2.804	0.005	
Customer Trust -> Purchase Decision	0.623	0.629	0.063	9.967	0.000	
Product Quality -> Customer Trust	0.210	0.220	0.106	1.975	0.049	
Product Quality -> Purchase Decision	0.131	0.139	0.070	1.858	0.064	
Social Media -> Customer Trust	0.180	0.190	0.095	1.900	0.058	
Social Media -> Purchase Decision	0.112	0.120	0.062	1.807	0.071	

### Specific Indirect Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples			
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values	
After-Sales -> Customer Trust -> Purchase Decision	0.239	0.235	0.085	2.804	0.005	
Product Quality -> Customer Trust -> Purchase Decision	0.131	0.139	0.070	1.858	0.064	
Social Media -> Customer Trust -> Purchase Decision	0.112	0.120	0.062	1.807	0.071	

# APPENDIX 3

## QUESTIONNAIRE RESPONSES

### Social Media, Product Quality and After-Sales

SM1	SM2	SM3	SM4	SM5	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	AS1	AS2	AS3	AS4	AS5
4	5	4	4	5	3	4	3	5	5	5	4	3	5	4	4
5	5	4	5	4	5	5	4	4	4	5	5	5	4	5	4
4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4
2	4	5	4	4	5	4	1	2	4	4	4	5	4	4	2
4	4	4	4	5	4	4	4	5	4	4	5	4	4	4	5
4	4	5	4	3	5	3	3	4	4	3	3	3	4	4	3
5	5	5	5	4	5	5	4	5	5	5	4	4	4	4	4
5	5	5	5	4	5	5	2	4	5	4	4	4	4	4	4
2	5	4	4	2	2	4	2	5	4	4	4	4	4	4	4
4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	5	4	4	4	5	5	3	5	5	5	5	4	4	4
5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
4	5	5	5	2	5	5	5	5	5	5	2	5	5	5	1
5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	4
2	5	5	5	4	5	5	2	5	5	5	4	4	4	4	4
5	5	4	5	2	4	4	2	4	5	4	4	4	4	2	4
4	5	4	4	2	4	4	2	4	4	4	4	4	4	4	4
5	5	5	4	2	5	5	2	5	5	4	5	5	5	5	5
4	5	4	5	4	5	5	4	2	5	5	5	2	5	5	5
3	4	4	4	3	1	2	2	3	3	3	3	3	3	3	3
3	3	2	4	5	3	5	4	4	5	4	4	3	4	2	3
4	5	3	5	3	4	4	3	3	4	3	4	4	4	3	3
3	3	4	3	4	5	5	3	3	3	4	4	4	5	5	3
3	3	4	3	4	5	5	3	3	3	4	4	4	5	5	3
4	4	4	4	4	5	5	4	4	4	4	5	5	4	4	3
3	4	5	5	4	3	4	3	4	4	4	3	3	4	4	4
4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4
3	5	5	4	3	5	5	1	4	4	4	5	5	4	4	4
4	4	3	4	3	5	5	5	4	4	5	5	4	3	3	4
4	5	5	5	3	5	5	5	5	5	3	5	5	5	3	3
4	4	4	4	5	5	5	4	5	5	5	5	5	5	4	5
5	5	4	5	4	5	5	4	4	5	5	4	4	4	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4
3	4	3	4	4	4	4	4	4	4	4	4	4	4	5	4
3	4	4	4	3	4	4	4	4	4	3	4	4	4	3	4
3	3	4	3	4	5	4	4	4	4	4	3	4	4	3	3
4	4	5	5	2	4	5	4	4	5	2	4	5	4	4	4
4	4	5	4	4	4	5	4	4	4	4	5	5	4	5	5
3	3	3	3	3	4	4	4	5	4	4	4	3	3	4	4
5	4	3	5	2	4	4	4	4	5	4	4	4	4	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4
5	5	5	4	4	4	4	3	4	4	4	4	5	4	4	4
3	4	5	2	4	5	5	4	5	5	4	5	5	4	2	2
4	5	5	4	4	4	4	3	4	4	5	3	4	4	2	3
3	4	4	4	3	4	4	3	4	4	3	4	3	4	4	4
3	5	4	3	3	5	5	4	5	5	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

3	4	4	4	4	3	3	2	4	4	4	2	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
2	4	4	4	2	4	5	2	4	4	4	5	5	5	5	4
3	4	4	4	3	5	4	4	5	5	4	5	5	5	5	4
3	4	3	4	3	5	3	2	4	4	4	4	4	4	3	4
3	5	2	5	4	3	4	3	4	4	3	4	4	4	3	4
3	3	3	3	3	3	3	4	3	4	3	3	4	4	3	4
3	4	4	5	4	5	5	5	5	5	4	5	5	5	4	4
4	5	4	4	3	5	5	5	5	5	5	5	5	5	5	5
4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	5	5	2	5	5	3	5	5	5	5	5
3	5	3	4	3	3	3	1	4	4	3	4	3	4	4	3
4	4	4	4	3	4	4	3	4	4	3	4	4	4	4	4
4	3	5	3	3	5	5	5	4	3	3	3	4	4	2	4
5	5	5	5	5	4	4	4	3	5	5	5	5	5	4	5
3	3	5	5	4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	4	3	4	4	4	3	5	5	5	5	5	5	4
4	4	4	4	4	4	3	3	3	4	4	4	5	4	4	4
4	4	5	5	4	4	5	5	4	5	5	5	5	5	4	4
5	5	4	2	1	4	2	5	5	2	5	2	5	5	5	2
5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	4	4	5	5	4	4	5	5	5	5	5	5	4	5
4	5	5	4	4	4	4	4	5	5	5	5	4	5	4	5
3	5	5	5	3	5	4	3	5	4	3	3	2	4	2	3
4	4	4	5	4	4	5	4	5	5	4	5	4	5	5	4
4	4	5	5	5	4	5	5	4	5	5	4	5	4	5	5
4	5	5	4	4	4	5	5	4	4	4	5	4	3	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	5	4	5	4	4	5	5	4	4	4	4	5	5
3	3	4	3	3	5	3	4	5	3	5	4	2	4	5	3
4	4	3	4	3	3	3	2	4	4	3	3	3	4	4	3
5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
3	3	4	2	2	3	3	3	3	3	3	4	4	4	4	4
4	4	4	4	4	5	4	3	5	5	4	4	4	4	4	4
4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	3
3	5	5	4	4	4	4	4	4	5	3	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5
4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	4	3	3	3	4	4	3	5	5	3	5	5	5	4	5
4	4	4	4	2	4	3	2	4	4	2	4	5	5	4	3
4	4	5	4	5	5	4	5	5	4	5	4	4	5	4	5
3	4	4	3	4	3	4	2	3	5	4	3	4	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	4	5	4	4	5	5	5	5	4	5	5	4	5	5
2	4	5	4	4	5	5	5	5	5	4	5	5	4	4	4
5	5	5	5	5	5	5	4	5	5	4	5	5	5	4	4

3	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5
5	5	3	4	2	5	4	3	4	5	2	5	5	4	3	3	3
4	5	5	5	3	4	4	5	4	4	4	4	4	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
3	3	3	3	3	5	5	5	5	5	5	5	5	5	5	5	5
4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	5	5	5	4	5	5	5	5	5	5	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	3	4	3	5	5	2	3	5	3	4	4	4	3	4	4
4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4
4	4	5	4	3	5	5	4	5	5	4	5	5	4	4	4	3
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	5	4	3	5	4	3	4	5	5	5	4	4	3	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	5	5	2	4	3	3	4	4	3	5	5	3	4	4	4
3	2	2	2	3	2	2	2	2	2	3	2	2	2	2	2	3
3	4	5	4	3	5	3	3	4	5	4	3	3	5	5	5	4
4	5	5	4	3	5	4	3	5	5	5	5	4	5	4	4	4
5	5	1	5	1	5	5	5	5	5	3	5	5	4	3	3	3
3	4	5	4	3	5	5	3	5	5	3	5	5	5	5	4	4
4	4	5	4	3	5	4	5	5	5	4	4	5	4	4	5	5
4	5	4	5	5	4	4	3	4	4	4	4	4	4	4	4	4
4	4	3	4	2	4	4	4	4	5	4	4	5	4	4	4	4
1	1	1	2	2	1	3	4	1	2	3	1	1	3	3	4	4
4	4	4	4	2	5	4	4	3	4	4	4	3	4	4	3	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
3	4	4	4	4	4	2	4	2	2	4	3	3	4	4	4	2
4	5	5	5	5	2	3	4	4	4	4	5	4	5	4	4	4
4	4	5	4	3	5	4	2	3	5	4	3	4	4	4	4	5
4	5	4	4	5	5	5	5	4	5	4	4	4	3	4	4	4
4	4	4	4	3	4	4	3	3	4	3	4	3	4	3	4	3
2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
4	5	4	5	5	5	4	4	4	5	5	5	5	5	5	5	5
4	5	5	5	4	5	5	1	4	5	4	5	5	5	5	5	5
3	4	5	5	2	4	4	1	5	4	4	5	5	3	3	3	3
5	5	5	5	3	5	5	3	5	5	3	3	3	2	2	2	2

## Customer Trust and Purchase Decision

CT1	CT2	CT3	CT4	CT5	CT6	CT7	CT8	PD1	PD2	PD3	PD4	PD5	PD6	PD7
4	3	3	4	4	5	5	5	5	4	4	5	5	5	5
4	5	5	4	4	4	4	5	4	5	5	5	4	5	4
3	3	3	4	4	4	4	3	4	4	4	5	3	3	3
4	4	4	4	5	4	5	4	5	2	4	4	5	4	4
4	2	4	4	4	4	4	4	4	5	5	5	5	5	5
4	2	2	3	3	3	3	4	3	4	3	3	5	4	3
4	4	4	5	5	4	4	5	5	4	5	4	5	5	5
4	5	5	5	5	5	5	5	5	2	5	5	5	5	5
5	4	4	4	4	4	4	4	4	5	2	4	5	5	4
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	3	4	4	4	4	4	4	4	4	4	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	5	5	5	5	5	5	5	1	5	4	5	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
5	4	4	4	4	4	4	5	4	4	4	5	5	5	5
4	4	2	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	2	4	4
4	4	4	4	5	5	5	5	5	4	5	4	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
3	3	3	4	3	4	3	4	3	4	3	4	2	4	2
4	3	4	4	4	4	4	4	4	5	3	4	4	4	4
4	4	4	4	4	4	4	4	4	5	4	5	5	5	4
4	4	4	4	4	4	4	4	4	5	4	5	5	5	4
3	5	3	3	4	4	3	3	4	4	3	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	2	4
4	3	3	5	3	3	4	3	5	3	4	3	3	4	4
3	3	3	4	3	4	4	4	4	4	4	4	4	4	4
3	3	3	4	3	3	3	3	3	5	3	4	5	5	3
5	4	5	4	4	5	5	4	5	4	4	5	5	5	4
5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	5	4	4	4	5	4	4	4	5	5	5
3	3	3	3	4	4	4	4	4	3	4	4	4	4	4
3	4	3	4	4	4	4	4	4	4	4	4	4	4	4
5	4	4	5	4	2	2	4	5	4	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	3	3	4	4	4	4	4	4	4	5	4	4	4	4
4	3	2	4	4	4	4	4	5	4	5	3	3	4	3
4	4	5	5	4	4	4	4	5	4	4	5	5	5	5
4	4	4	3	4	3	4	5	5	4	4	5	5	4	5
4	2	2	3	4	4	4	4	5	4	5	5	5	5	5
4	4	4	5	4	4	4	4	5	2	3	5	4	5	4
3	3	4	4	4	4	4	4	3	5	4	4	4	4	4
3	3	3	4	3	4	4	4	5	4	4	4	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2	2	2	4	4	4	2	4	4	4	4	4	4	4	4
3	3	3	3	3	3	3	3	3	4	4	3	4	4	3
3	3	3	4	4	4	4	4	4	3	4	4	4	4	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	3	3	3	3	3	4	5	4	5	5	4	3
4	4	4	5	4	4	5	4	5	4	5	5	5	5	5
3	3	3	4	4	3	4	4	4	3	3	4	4	4	4
4	3	4	3	3	4	4	4	3	3	4	4	4	4	3
3	3	3	3	3	3	3	3	3	3	3	4	3	3	3
5	5	5	5	5	5	5	5	5	4	4	5	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
3	3	3	3	3	3	4	3	5	4	3	3	4	4	4
3	3	3	4	3	4	3	4	5	3	5	4	5	5	4
3	5	3	2	4	4	4	4	2	4	2	4	2	2	2
5	3	4	5	4	4	4	4	5	5	4	5	5	5	5
4	4	3	4	3	3	3	3	4	5	4	4	4	4	4
4	4	4	4	4	4	3	4	4	4	4	4	5	3	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	5	5	4	5	5	5	5	2	5	4	4	4	4
5	2	5	5	5	5	2	5	2	5	5	2	5	5	5
4	4	5	5	5	5	5	5	4	5	5	5	5	5	5
4	4	4	4	4	4	4	4	5	5	5	5	5	5	5
4	4	5	5	5	5	4	5	4	5	4	4	5	5	4
4	4	3	4	5	4	4	3	5	3	4	4	4	4	4
5	5	4	4	5	5	5	4	4	4	5	5	5	4	5

4	5	5	5	4	4	5	5	4	4	4	4	4	4	4
5	4	4	5	4	5	5	5	4	5	5	4	5	5	4
5	5	5	5	5	5	5	5	4	5	4	5	5	5	5
4	4	4	5	4	4	4	4	4	5	4	4	4	4	5
5	5	5	5	5	5	5	5	4	3	4	5	5	3	2
4	4	4	4	4	4	4	4	3	4	3	4	3	3	3
5	4	4	4	4	4	5	5	5	5	4	5	4	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	5	4	4	4	4	4	4	4	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	4	4	4	4	5	5	5	5	5	5	5
4	4	4	5	4	4	4	4	4	5	5	5	5	5	5
3	3	2	3	3	2	3	3	3	3	3	3	3	3	2
3	3	3	3	4	4	4	4	4	5	5	5	5	5	5
5	4	2	3	4	4	4	4	4	5	2	4	3	4	5
5	5	4	5	5	4	4	4	5	5	5	4	5	4	4
4	3	2	3	4	4	4	4	3	4	3	4	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	4	4	5	5	5	5	5	5	4	5	5	5	5
5	4	4	3	4	4	4	4	5	5	3	5	5	5	5
4	4	4	4	5	4	4	4	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	5	5	5	5	5	5
4	4	4	4	4	4	4	4	5	4	5	5	5	5	5
4	4	4	4	4	4	4	4	4	5	4	5	5	5	5
3	2	2	3	3	2	3	3	4	4	5	3	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	3	3	3	3	3	3	3	4	4	3	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	5	5	5	5	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	1
3	3	3	3	3	3	3	3	3	5	1	5	1	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	5	5	5	4	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	5	4	4	4	5	4	3	5	4	4	4	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	3	3	4	4	4	4	4	4	4	4	4	4	5	4
2	3	2	2	2	2	2	2	2	1	3	2	1	1	2
4	4	3	4	4	4	4	4	4	4	4	4	3	4	4
4	3	4	4	4	4	4	4	4	5	5	5	4	4	5
3	4	4	5	5	5	5	5	5	2	5	5	5	5	5
3	3	2	3	3	3	3	3	3	5	3	3	5	5	5
5	4	5	5	5	4	3	4	4	5	5	4	4	5	5
3	3	3	4	4	4	4	4	4	5	4	5	4	4	4
4	3	3	4	4	4	4	4	4	5	3	4	3	5	4
3	4	3	3	3	4	3	3	3	1	2	3	4	1	2
4	4	4	4	4	4	5	4	5	2	4	3	3	4	4
4	4	4	4	5	4	4	4	4	5	5	5	5	5	5
3	5	5	5	4	4	4	3	5	4	3	4	4	4	5
3	3	2	4	4	4	4	4	4	3	5	2	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	4	4	4	4	4	4	4	5	3	4	4	5	5
4	4	4	5	5	5	5	4	4	5	4	5	5	4	4
3	3	4	4	4	4	4	4	4	4	4	4	4	4	4
2	2	2	2	2	2	2	2	2	1	1	1	1	1	1
5	5	5	5	4	3	3	4	4	5	4	4	4	5	5
4	3	4	4	3	4	4	4	4	5	3	5	5	5	5
3	3	2	4	4	4	4	4	4	5	3	5	3	5	4
2	3	2	2	3	2	3	3	5	4	5	4	5	4	5