

## The Influence of Social Class, Lifestyle, and Personality on Buying Decisions at the Car Showroom in Denpasar

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### ABSTRACT

Along with the increasing number of car users which shows the development of lifestyles among people in Indonesia, many consumers who have owned a car before wish to sell their old car or exchange it for a new car, thus generating used cars that are still worth selling and providing opportunities for used car showroom business actors. The purpose of this study was to analyze the influence of social class, lifestyle, and personality on purchasing decisions for used Toyota cars at the Dharma Mahendra Mobilindo showroom in Denpasar. The data analysis technique uses multiple linear regression using the SPSS for Windows version 25 program. The results of the analysis in this study show (1) Social class has a positive and significant effect on purchasing decisions for used Toyota cars at DMM showrooms, (2) Lifestyle has a positive and significant effect on purchasing decisions for used Toyota cars at DMM showrooms, (3) Personality has a positive and significant effect on purchasing decisions for used Toyota cars at DMM showrooms. These findings suggest that businesses should focus on segmenting their marketing efforts based on social class, lifestyle preferences, and personality traits to better appeal to their target audience and optimize sales strategies.

**Keywords:** Buying Decisions; Consumer Behavior; Lifestyle; Personality; Social Class

## INTRODUCTION

The increasing demands of consumers have catalyzed the emergence of numerous new companies, each striving to offer unique advantages in their products and services. This phenomenon can be attributed to the evolving landscape of consumer preferences, which now encompass not only the desire for quality and value but also ethical considerations and social impact. As consumers become more aware of their purchasing power, they increasingly seek products that align with their values, leading to a rise in conscious consumerism and ethical consumption ([Enthoven & Thelken, 2023](#); [Tricahyaningtyas et al., 2023](#)). This shift presents both opportunities and challenges for entrepreneurs or business owners, who must navigate a competitive market while meeting these diverse consumer expectations.

One of the current market demands is transportation, particularly cars. To ensure their survival and success, entrepreneurs must engage in meticulous observation of consumer needs and preferences. This involves not only understanding the immediate demands of the market but also anticipating future trends and shifts in consumer behavior. Research indicates that effective sensemaking—where entrepreneurs interpret and respond to consumer contexts—plays a crucial role in reducing perceived uncertainty and enabling informed decision-making ([Tricahyaningtyas et al., 2023](#)). By actively engaging with their target audience, entrepreneurs can refine their offerings and develop strategies that resonate with consumers, thereby enhancing their competitive edge ([Sin et al., 2024](#)). Buying decisions can be influenced by several factors, including social class ([Hermawati, 2018](#)), lifestyle ([Hendri et al., 2017](#); [Kaligis, 2020](#)), and personality ([Rusliani et al., 2021](#)).

Consumer buying decisions form a key component of consumer behavior, which involves studying how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences ([Antonio & Astika, 2019](#); [Yusuf & Rahmani, 2021](#)). It encompasses the entire process, from the initial decision to buy to the use of the product or service, and ultimately to its disposal. Each step in this process is driven by the goal of satisfying the consumer's needs and wants. Buying decisions are closely linked to consumer behavior, as each consumer has different habits when making purchases ([Qazzafi, 2020](#)). These decisions include product choice, brand choice, dealer choice, purchase timing, purchase quantity, and payment method. As such, a consumer's vehicle choice aligns with their individual preferences, plans, and goals. Understanding these decisions helps businesses tailor their offerings to meet consumer demands effectively.

Lifestyle is the way an individual manages their physical, social, psychosomatic, and economic environment based on daily routines. It reflects a person's habitual patterns of behavior and interactions with their environment ([Citra, 2022](#)). It is a combination of motivations, needs, aspirations, and desires, shaped by factors such as family, culture, and social class. These influences determine not only what people value but also how they allocate their time and resources. As a result, lifestyle is a reflection of both personal and social influences on daily behavior ([Hendri et al., 2017](#); [Kaligis, 2020](#)). Marketers are highly interested in understanding lifestyle because they engage daily with people who display a wide range of behaviors, emotions, and attitudes. Lifestyle plays a crucial role in shaping consumer behavior, making it a key factor in marketing strategies ([Nurwanto & Indayani, 2023](#)). From a lifestyle marketing perspective, individuals often group themselves based on shared values, interests, and activities. These groups can be identified by common work habits or how they choose to allocate their time and money. Understanding these lifestyle-based segments allows marketers to tailor their messages

and offerings to better resonate with specific audiences. As a result, lifestyle marketing helps businesses connect more effectively with consumers who share similar preferences and behaviors. Lifestyle, a secondary need, evolves over time. To better understand it, lifestyle can be measured through three indicators: activities, interests, and opinions ([Singal et al., 2019](#)).

Personality refers to the traits of an individual that drive consistent feelings, thoughts, and behaviors. It represents a dynamic structure within a person, shaping how they interact with the world around them. This organization involves both psychological and physical elements, which together form a cohesive system. These traits create distinctive patterns in how a person experiences emotions and responds to situations. As a result, personality plays a central role in shaping individual behavior and emotional responses across various contexts ([Rusliani et al., 2021](#)). Everyone's personality is different, which affects their buying behavior, such as when purchasing a car—deciding on the desired brand, type, color, and model. Understanding consumer personality traits helps producers better define their target market ([Farrokhian & Bahrabad, 2017](#)). Personality is a key factor influencing buying decisions for products and services.

Toyota is one of the largest car manufacturers in the world, including in Indonesia, where it holds a high rating due to its proven product quality. As a recognized brand, Toyota strives to meet evolving consumer needs in line with rising standards of living. Toyota continuously develops products that exceed expectations while contributing to the growth of the Indonesian automotive industry. The brand's popularity is well-established, as noted by [Irmalisa et al. \(2016\)](#). When deciding to buy a car, price, and operating costs are key considerations, making Toyota a primary choice for many buyers. Toyota is widely recommended because of its accessible services and spare parts, earning the trust of Indonesian consumers with its reputation for high-quality vehicles and decades of excellent service. Additionally, sales of used cars at Showroom Dharma Mahendra Mobilindo are predominantly Toyota-branded vehicles, which is why I have chosen used Toyota cars as the focus of my research. The used car business is highly competitive due to increasing awareness of its potential, as demonstrated by the following data on Toyota car sales in Indonesia from 2021 to 2023.

**Table 1.** Car Sales in Indonesia from 2021 to 2023

No.	Vehicle Brands	Unit Sales		
		2021	2022	2023
1.	Toyota	295,768	331,410	339,292
2.	Daihatsu	164,908	202,665	188,000
3.	Honda	91,122	131,280	138,967
4.	Mitsubishi	107,605	99,051	108,969
5.	Suzuki	91,793	90,408	81,057

Source: [Gaikindo \(2024\)](#)

Based on [Table 1](#), it can be seen that the sales of Toyota brand cars in Indonesia increased from 2021 to 2023, making Toyota the most popular product in the Indonesian car market. One of the companies involved in the trade of four-wheeled vehicles is Dharma Mahendra Mobilindo, which has been operating since 2018. Located at Mahendradata Street No. 86 G, Denpasar, the showroom was recognized as the best showroom in sales in 2019 by PT Clipan Finance Indonesia Tbk. Dharma Mahendra Mobilindo offers various vehicle brands, including Toyota, Honda, and Daihatsu. The vehicles sold are of high quality, as they undergo thorough inspections before being purchased, and the showroom conducts regular maintenance to minimize damage and ensure customer satisfaction.

Consumers who buy used cars at the Dharma Mahendra Mobilindo showroom come from diverse backgrounds. Today, consumers are highly selective when choosing products to support their daily activities. For used car showroom businesses, several factors must be considered, such as good engine condition and well-maintained car interiors and exteriors, to attract consumers to buy these used cars.

Consumers' efforts to shape their identity are related to how they present themselves. This presentation reflects their desire to be perceived in a certain way, aligning with their personal image or values. They seek recognition, not just broadly in society, but also within more specific social circles or communities that matter to them. This need for acknowledgment often influences their purchasing decisions, as they select products or services that help reinforce their desired identity. To gain this recognition, they are willing to make various efforts, even if it requires a significant financial investment. Their social class, lifestyle, and personality influence their desire for recognition from those around them.

Previous research related to these variables includes a study by [Amalia \(2017\)](#) which found that personality has no significant effect, while lifestyle significantly influences purchasing decisions. Similarly, [Faulina and Susanti's \(2023\)](#) research showed that lifestyle does not significantly impact buying decisions, while social class does. [Marlina and Ismunandar's \(2021\)](#) study found that lifestyle does not significantly affect purchasing decisions, but personality does.

Based on the background described above, the authors are interested in conducting research titled "The Influence of Social Class, Lifestyle, and Personality on Buying Decisions at the Car Showroom in Denpasar."

## **LITERATURE REVIEW**

### **Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA), developed by [Al-Sugri and Al-Kharusi \(2015\)](#), is a prominent framework for understanding and predicting human behavior. This model posits that an individual's behavioral intention is the most important determinant of their actual behavior. TRA explains that beliefs can influence attitudes and social norms which will change the form of behavioral desires either guided or just happening in an individual's behavior. This theory emphasizes the role of a person's "intention" in determining whether a behavior will occur. TRA has two main constructs of intention: (1) attitude toward behavior and (2) subjective norm associated with the behavior. Social psychology research supports that individuals are more likely to act in alignment with their behavioral intentions, provided they have the necessary resources and opportunities. Thus, the TRA model emphasizes that intention is a strong predictor of whether the individual will ultimately perform the behavior. ([Al-Sugri and Al-Kharusi, 2015](#)).

### **Social Class**

Social class is a grouping of people who have similar interests, values, and behaviors and are grouped in stages. So, it can be understood that social classes are not only divided based on income levels but can be grouped based on combinations ranging from the level of education, selection of recreation places, and values adopted to the wealth adopted ([Amin et al., 2020](#)). Social class refers to the grouping of people who are similar in their behavior based on economics ([Zakia et al., 2022](#)).

### Lifestyle

According to [Citra \(2022\)](#), lifestyle is broadly defined as a person's pattern of life in the world which is revealed in his activities, interests, and opinions. Lifestyle describes the whole person who interacts with his environment. Lifestyle is influenced by factors such as demographics, social class, motives, personality, emotions, values, household life cycle, culture, and experience ([Hendri et al., 2017](#)). [Kaligis \(2020\)](#) emphasizes the importance of lifestyle and its influence on consumer behavior.

### Personality

The structured collection of a person's physical, mental, spiritual, and other traits that set him apart from others is known as his personality. Another way to describe personality is as a type of well-established, dependable, and unique relationship including responses with other people. One way to conceptualize personality is as a collection of stable traits that account for an individual's behavior. Examples of these personality traits are autonomy, responsibility, agreeableness, and self-control ([Ikechi et al., 2024](#)). Personality is the difference in the deepest characteristics in humans that have unique characteristics and influence the behavior of the individual. Characteristics within the individual that are relatively stable and enduring, affect the individual's adjustment to the environment ([Rusliani et al., 2021](#)).

### Buying Decision

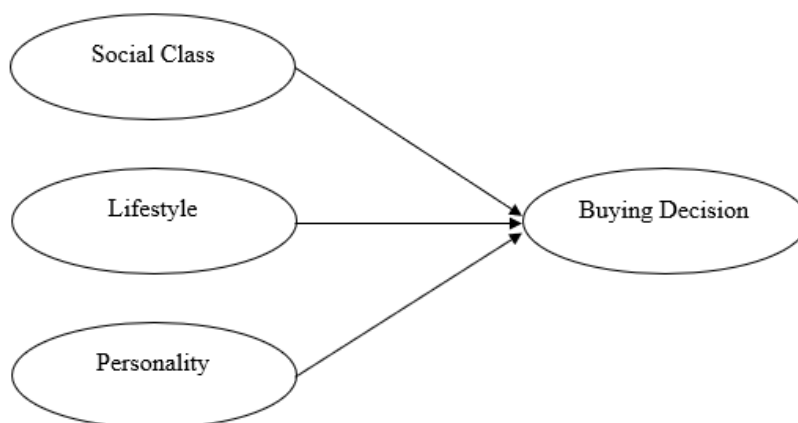
According to Hanaysha (2018), basic psychological processes play an important role in understanding how consumers actually make purchases. Behavior after purchasing a product is determined by satisfaction or dissatisfaction with a product at the end of the sales process.

Based on the theoretical review above, the hypotheses in this study are described as follows:

- H1: Social class has a positive effect on consumer decisions to buy used Toyota cars at the Dharma Mahendra Mobilindo showroom.
- H2: Lifestyle has a positive effect on consumer decisions to buy used Toyota cars at the Dharma Mahendra Mobilindo showroom.
- H3: Personality has a positive effect on consumer decisions to buy used Toyota cars at the Dharma Mahendra Mobilindo showroom.

[Figure 1](#) represents this study's framework.

**Figure 1.** Conceptual Framework





## RESEARCH METHOD

This research was conducted at the Dharma Mahendra Mobilindo used car showroom, located at Mahendradata Street No. 86 G, Denpasar-Bali. The variables in this study included two independent variables and one dependent variable. The type of data utilized in this research is quantitative data, which refers to data that can be quantified or expressed numerically. Examples include the number of cash and credit consumers, as well as the number of vehicles sold according to their type at the Dharma Mahendra Mobilindo showroom. The source of data for this study is secondary data, which includes information such as a brief history of the company, job descriptions, the number of employees, sales data for used Toyota cars, the prices of used Toyota cars, and the number of direct consumers based on the number of used Toyota cars purchased at the showroom.

The population in this study consisted of all consumers who purchased Toyota vehicles at the Dharma Mahendra Mobilindo showroom, including both cash and credit buyers. The total population at the showroom from 2021 to 2023 was 190 consumers. The data analysis techniques employed in this research include classical assumption tests, multiple linear regression analysis, multiple correlation analysis, determination analysis, and t-tests.

## RESULTS

The validity testing was completed using SPSS (Statistical Package for the Social Sciences) version 25 for Windows. The results are presented in [Table 2](#).

**Table 2.** Validity Test

Indicator	Pearson Correlation	Significance	r minimal	Description
Buying Decision (Y)				
Y1.1	0.907	0.001	0.3	Valid
Y1.2	0.933	0.001	0.3	Valid
Y1.3	0.893	0.001	0.3	Valid
Y1.4	0.893	0.001	0.3	Valid
Social Class (X1)				
X1.1	0.833	0.001	0.3	Valid
X1.2	0.881	0.001	0.3	Valid
X1.3	0.868	0.001	0.3	Valid
Lifestyle (X2)				
X2.1	0.801	0.001	0.3	Valid
X2.2	0.845	0.001	0.3	Valid
X2.3	0.741	0.001	0.3	Valid
Personality (X3)				
X3.1	0.912	0.001	0.3	Valid
X3.2	0.944	0.001	0.3	Valid
X3.3	0.929	0.001	0.3	Valid
X3.4	0.932	0.001	0.3	Valid
X3.5	0.906	0.001	0.3	Valid

Source: Data processed (2024)

[Table 2](#) presents the corrected item values, all of which are above 0.300. Therefore, it can be concluded that all the research instruments employed in this study are valid.

**Table 3.** Reliability Test

Variable	Cronchbach Alpha Value	Description
Buying Decision (Y)	0.927	Reliable
Social Class (X1)	0.901	Reliable
Lifestyle (X2)	0.914	Reliable
Personality (X3)	0.956	Reliable

Source: Data processed (2024)

The results of the research instrument test, as displayed in [Table 3](#), indicate that Cronbach's alpha value exceeds the threshold of 0.60. This demonstrates that the statement items used in this study are consistent and reliable for measuring the intended variables, ensuring the validity of the data collected.

**Table 4.** Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		129
Normal Parameters <sup>a,b</sup>	Mean	-0.0566756
	Std. Deviation	1.87974487
Most Extreme Differences	Absolute	0.065
	Positive	0.054
	Negative	-0.065
Test Statistic		0.065
Asymp. Sig. (2-tailed) <sup>c</sup>		0.200 <sup>d</sup>

Source: Data processed (2024)

The results presented in [Table 4](#) above indicate that the significance value of the asymptotic significance (Asymp. Sig. 2-tailed) test is greater than the threshold of 0.05. This finding implies that the residual data utilized in this study adheres to the assumption of normal distribution, thereby supporting the validity of the regression analysis conducted.

**Table 5.** Multicollinearity Test

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social Class	0.531	1.882
	Lifestyle	0.571	1.752
	Personality	0.455	2.197

a. Dependent Variable: Buying Decision

Source: Data processed (2024)

From the data presented in [Table 5](#) above, the tolerance value for each variable is observed to be above the threshold of 0.10, and the Variance Inflation Factor (VIF) value is less than 10. Based on these results, it can be concluded that the data does not exhibit signs of multicollinearity. This indicates that the independent variables in the regression model are not highly correlated, ensuring the validity and reliability of the statistical analysis.

**Table 6.** Heteroscedasticity Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.818	0.617		2.948	0.004
	Social Class	-0.037	0.051	-0.088	-0.722	0.472
	Lifestyle	-0.045	0.046	-0.115	-0.982	0.328
	Personality	0.033	0.039	0.111	0.845	0.400

a. Dependent Variable: Buying Decision

Source: Data processed (2024)

The results presented in [Table 6](#) indicate that the significance value for each variable exceeds the threshold of 0.05. Based on this finding, it can be concluded that there is no evidence of heteroscedasticity in the regression model. This suggests that the variance of residuals is consistent across all levels of the independent variables, ensuring the reliability of the regression analysis and supporting the validity of the model's results.

**Table 7.** Multiple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.148	0.908		2.367	0.019
	Social Class	0.184	0.076	0.160	2.434	0.016
	Lifestyle	0.137	0.067	0.129	2.045	0.043
	Personality	0.520	0.058	0.639	9.022	0.001

a. Dependent Variable: Buying Decision

Source: Data processed (2024)

Based on [Table 7](#) above, it can be seen that the regression equation becomes:

$$KK = 2,148 - 0,184X_1 + 0,137X_2 + 0,520X_3 + e$$

The interpretation of the regression coefficients is as follows. The constant value of 2.148 indicates that if the variables of social class, lifestyle, and personality are held at zero, the purchasing decision (Y) would still increase by 2.148. The social class variable has a positive coefficient ( $\beta_1 = 0.184$ ), meaning that an increase in social class leads to an increase in purchasing decisions by 0.184. Similarly, the lifestyle variable shows a positive regression coefficient ( $\beta_2 = 0.137$ ), indicating that a rise in lifestyle corresponds to a 0.137 increase in purchasing decisions. Lastly, the personality variable has the strongest positive relationship ( $\beta_3 = 0.520$ ), suggesting that an improvement in personality leads to a 0.520 increase in purchasing decisions.

**Table 8.** Determination Coefficient Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.845 <sup>a</sup>	0.714	0.707	1.67027

a. Predictors: (Constant), Personality, Lifestyle, Social Class

b. Dependent Variable: Buying Decision

Source: Data processed (2024)



Based on the data presented in [Table 8](#) above, the Adjusted R square value is 0.707. This indicates that the combined influence of social class, lifestyle, and personality on purchasing decisions accounts for 70.7% of the variation observed in buying decisions. The remaining 29.3% of the variation is attributed to other factors that fall outside the scope of the research variables included in this study. This finding emphasizes the substantial role played by the variables examined while acknowledging that external factors, not addressed in this research, also contribute significantly to influencing consumer purchasing behavior.

**Table 9.** F test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	871.647	3	290.549	104.147	0.001 <sup>b</sup>
	Residual	348.725	125	2.790		
	Total	1220.372	128			
a. Dependent Variable: Buying Decision						
b. Predictors: (Constant), Personality, Lifestyle, Social Class						

Source: Data processed (2024)

Based on the F test results presented in [Table 9](#), the significance value of the F test is 0.001, which is well below the threshold of 0.05. This indicates that the combined influence of the variables—social class, lifestyle, and personality—on purchasing decisions is statistically significant. In other words, these three variables collectively contribute to explaining variations in purchasing decisions, highlighting their simultaneous impact. This finding underscores the importance of considering multiple factors when analyzing consumer behavior, as the interplay between social class, lifestyle, and personality can have a profound effect on decision-making processes.

**Table 10.** T-test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.148	0.908		2.367	0.019
	Social Class	0.184	0.076	0.160	2.434	0.016
	Lifestyle	0.137	0.067	0.129	2.045	0.043
	Personality	0.520	0.058	0.639	9.022	0.001
a. Dependent Variable: Buying Decision						

Source: Data processed (2024)

Based on the results of data processing, the t-test results in [Table 10](#) can be interpreted as follows. First, social class significantly affects purchasing decisions, as evidenced by a significance value of 0.016, which is below the threshold of 0.050. This indicates that social class plays an important role in influencing consumer choices. Second, lifestyle also has a significant impact on purchasing decisions, with a significance value of 0.043, similarly below the 0.050 threshold. This finding underscores the influence of lifestyle in shaping consumer behavior. Lastly, personality has an even stronger effect on purchasing decisions, as reflected by a significance value of 0.001, which is well below 0.050. These results confirm that personality is a crucial factor in determining purchasing decisions.

## DISCUSSION

### The Influence of Social Class on Purchasing Decisions

From the results of the analysis, the regression coefficient value is 0.184, indicating that the social class variable has a positive coefficient on purchasing decisions. This means that if the social class variable increases, the purchasing decision will also increase by 0.184. Based on the results in [Table 10](#), the significance value of  $0.016 < 0.050$  indicates that social class has a significant effect on purchasing decisions. This suggests strong evidence that the relationship is genuine and not due to random variation. The findings align with research conducted by [Faulina & Susanti \(2023\)](#) which states that social class positively influences purchasing decisions. This implies that a higher social class level tends to lead to a greater likelihood of making purchasing decisions, reinforcing the role of social class in consumer behavior.

### The Influence of Lifestyle on Purchasing Decisions

The results of the analysis show that the regression coefficient value is 0.137, indicating that the lifestyle variable has a positive regression coefficient value on purchasing decisions. This means that if the lifestyle variable increases, the purchasing decision will also increase by 0.137. Based on the results in [Table 10](#), the significance value of  $0.043 < 0.050$  indicates that lifestyle has a significant effect on purchasing decisions. These findings align with research conducted by [Amalia \(2017\)](#) which states that lifestyle positively affects purchasing decisions.

### The Influence of Personality on Purchasing Decisions

From the analysis results, the regression coefficient value is 0.520, indicating that the personality variable has a positive relationship with purchasing decisions. This means that if the personality variable increases, the purchasing decision will also increase by 0.520. Based on the results in [Table 10](#), the significant value of  $0.001 < 0.050$  indicates that personality has a significant effect on purchasing decisions. These findings align with the research conducted by [Kowel \(2015\)](#) which states that personality positively affects purchasing decisions.

## CONCLUSION

Based on the analysis and discussion, several key conclusions have been drawn regarding the factors influencing purchasing decisions at the Dharma Mahendra Mobilindo showroom. Social class has been identified as having a positive and significant impact on purchasing decisions, indicating that consumers from higher social classes are more inclined to purchase used Toyota cars from the showroom. This suggests that economic standing and societal perceptions play an influential role in shaping consumer preferences. Lifestyle, another critical factor, also significantly affects purchasing decisions. Consumers with dynamic, active, and modern lifestyles appear to be more likely to consider purchasing vehicles that align with their way of life. Additionally, personality has been found to be a crucial determinant, with stronger personality traits fostering greater confidence in purchasing decisions. This indicates that individual psychological factors, such as personal values and decision-making styles, are integral to consumer behavior.

To enhance purchasing decisions further, several strategic measures can be implemented. Within the social class variable, the wealth indicator recorded the lowest average. This finding highlights the need for financial incentives that can attract a broader range of customers. For example, offering promotional schemes such as cashback or flexible financing options could make purchases more accessible, thereby enhancing

customer satisfaction and encouraging purchasing behavior. Similarly, the lifestyle variable, particularly the activity indicator, showed the lowest average. Addressing this issue would involve diversifying the showroom's inventory to include a wider range of Toyota models, catering to varied consumer needs. This strategy ensures that customers can find vehicles tailored to their specific preferences, whether for professional use, family transportation, or recreational activities.

In addition, the personality variable revealed that the neuroticism, or emotional stability, indicator had the lowest average. This finding underscores the importance of building trust and fostering positive consumer experiences. Ensuring that showroom staff are trained to engage with customers empathetically and professionally can mitigate emotional barriers that may hinder purchasing decisions. Employees who exhibit patience, understanding, and excellent communication skills are likely to inspire greater confidence in potential buyers, thereby enhancing their overall experience.

Finally, within the purchasing decision variable, the habit indicator exhibited the lowest average. This highlights an opportunity to foster stronger purchasing habits by consistently delivering high-quality products and services. By prioritizing product reliability, durability, and aesthetic appeal, the company can ensure that consumers feel a sense of value and satisfaction with their purchases. High-quality offerings not only encourage repeat business but also enhance the company's reputation, attracting new customers through positive word-of-mouth and reviews.

By implementing these targeted strategies, Dharma Mahendra Mobilindo can address the identified gaps, optimize its appeal to diverse customer segments, and significantly improve purchasing decisions. These efforts will not only enhance consumer satisfaction but also strengthen the company's competitive position in the automotive market, paving the way for sustained growth and success.

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N/A

#### **DECLARATION OF CONFLICTING INTERESTS**

The authors declared no potential conflicts of interest.

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