



THE IMPACT OF E-WOM, BRAND IMAGE, AND PRODUCT ATTRIBUTES ON MITSUBISHI COMMERCIAL VEHICLE PURCHASES

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ABSTRACT

This study aims to analyze the influence of electronic word of mouth (e-WOM), brand image, product quality, after sales service, and product design on the purchasing decisions of Mitsubishi commercial vehicles among consumers in the Former Residency of Pati. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed using a five point Likert scale and analyzed using multiple linear regression with the assistance of SPSS version 29. The results indicate that e-WOM, brand image, and product quality have a significant effect on purchasing decisions of Mitsubishi commercial vehicles. Meanwhile, after sales service and product design do not have a significant effect on purchasing decisions. These findings suggest that consumers prioritize digital information, brand reputation, and product quality over after sales service and product design in the decision making process. This study contributes to the development of marketing strategy literature by identifying key factors influencing purchasing decisions in the commercial vehicle sector.

Keyword: after sales service; brand image; e-WOM; product quality; purchasing decision

INTRODUCTION

The automotive industry plays a strategic role in Indonesia's economy, contributing significantly to manufacturing, employment, and national transportation infrastructure. According to the Indonesian Automotive Industry Association, GAIKINDO (2025), the sales of four wheeled vehicles in Indonesia have fluctuated over the past five years, reflecting the country's recovery from the COVID-19 pandemic. These fluctuations indicate not only consumer purchasing power but also broader economic activity in trade, logistics, and mobility. GAIKINDO (2024) reported a nearly 14% decline in commercial vehicle sales in 2024, particularly in the pickup and light truck segments. Several factors contributed to this decline, including the increase in Value Added Tax (VAT), higher regional minimum wages, and the overall decrease in consumer purchasing power, which collectively influenced the decision making process of potential buyers.

Commercial vehicles are essential for the distribution of goods in sectors such as plantations, forestry, mining, and small to medium sized enterprises. Manufacturers are therefore required to produce innovative, reliable, and efficient products that meet the diverse needs of their target markets. In Indonesia, the commercial vehicle market is dominated by well known brands such as Mitsubishi, Isuzu, Hino, Daihatsu, Suzuki, and Toyota. Each of these brands has adapted to local consumer preferences and regulatory requirements to maintain competitiveness and meet performance standards (GAIKINDO, 2025). Mitsubishi, for example, entered the Indonesian market in 1970 through PT Krama Tiga Yudha Tiga Berlian Motor (KTB) and later restructured in 2017, forming PT Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI), which manages distribution for both passenger and light commercial vehicles (KTBFuso, 2025).

Mitsubishi offers a range of commercial vehicles tailored to different operational demands. The 4 wheel segment includes models such as the L300 and COLT T, while the 6 wheel segment features COLT DIESEL, the FE Series, Ragasa, and Canter variants. Each Canter variant is designed for specific usage: FE71 is aimed at economical daily operations, FE74 (HD) provides higher payload capacity for standard operations, FE84 (SHDX) targets heavy duty applications, and FE74L (Long) offers extended cargo capacity. For medium duty trucks, Mitsubishi presents the Fighter X with configurations of 4x2, 6x2, and 6x6, along with the FM65FTH tractor head for long distance transport (KTBFuso, 2025). These models reflect the company's commitment to addressing a wide spectrum of transportation needs, from small scale distribution to large scale logistics.

Commercial vehicles contribute approximately 70% of Indonesia's national freight volume, generating an estimated economic value of IDR 500 trillion per year (Indonesia.go.id, 2025). Buyers face numerous challenges when selecting vehicles, including operational costs, maintenance requirements, safety standards, and regulatory compliance. These factors play a critical role in shaping consumer preferences. For example, Mitsubishi's sales declined from 34,000 units in 2022 to roughly 12,000 units in the first half of 2025, highlighting a significant shift in consumer purchasing behavior (GAIKINDO, 2025). Consumers increasingly consider both tangible and intangible factors, ranging from engine performance and fuel efficiency to brand reputation and peer recommendations.

Purchasing decisions for commercial vehicles are influenced by multiple elements such as product quality, brand image, after sales service, product design, and electronic word of mouth (e-WOM). E-WOM has become a critical source of information for prospective buyers, as consumers increasingly rely on digital platforms including YouTube, Instagram, and TikTok to assess product performance. For instance, the YouTube channel managed by Eko Wahyudi provides detailed comparisons between Mitsubishi Canter and Isuzu Elf Giga, which significantly shape consumer perceptions (Christmardani, (2023). Ariyanto et al., (2024) emphasized that after sales service strongly affects consumer loyalty, noting that difficulties in accessing repairs or filing warranty claims can negatively influence repeat purchases.

Product quality also plays a crucial role in vehicle selection. Eldiansyah & Suwarni, (2023) reported that high quality vehicles enhance consumer confidence, positively affecting purchase decisions. In contrast, Azahari & Hakim., (2021) found that when perceived product quality does not align with expectations, it may lead to decreased interest among potential buyers. Brand image is similarly influential, because Romadhoni et al., (2024) demonstrated that a positive brand image builds consumer trust and increases purchase intention, while Azahari & Hakim., (2021) found that a weak or inconsistent brand image may deter potential customers.

The design of commercial vehicles significantly impacts both operational efficiency and consumer preference. Yuniarti & Kustiyah, (2021) highlighted that ergonomic design, engine performance, and cargo capacity are primary factors considered by buyers. Taufik et al., (2024) added that visually appealing and functional designs enhance perceived value, motivating consumers to select certain brands or models. However, Tannia. & Yulianthini, (2022) warned that poorly designed vehicles that do not meet operational requirements could result in negative purchasing decisions.

Regulatory and operational considerations further influence consumer choices. Mitsubishi's L300 engine, for example, complies with EURO 4 emission standards, yet limitations in fuel availability and infrastructure in some regions may increase operational costs, affecting purchase decision (SmsFinance, 2025). Comparisons between Mitsubishi Canter FE74 HD and Isuzu ELF NMR71 indicate that ELF models provide advantages in ground clearance, cabin

dimensions, and engine torque, offering additional perceived benefits for consumers (KTBFuso, 2025). Buyers often weigh these technical specifications against cost, efficiency, and long term reliability when making decisions.

Academic research presents mixed findings regarding these factors. Chairulloh & Nasir, (2024) found that e-WOM positively and significantly affects consumer purchase decisions, while Rohman & Pramesti, (2022) observed a negative impact in certain circumstances. Product quality is generally seen as encouraging positive decisions, though Satdiah et al., (2023) identified contexts where this effect was negative. Similarly, after sales service may significantly influence purchasing choices according to Leong et al., (2024), but Alaudin et al., (2022) suggested its effect could be insignificant depending on other variables. Product design has also shown a range of effects, as Yuniarti and Kustiyah (2021) and Taufik et al., (2024) reported positive influences, while Tannia and Yulianthini (2022) highlighted cases where design issues deterred purchases.

Based on this background, the present study focuses on Mitsubishi commercial vehicle consumers in the former Pati Residency. The research aims to understand how e-WOM, product quality, brand image, after sales service, and product design influence purchase decisions. The study's objective is to provide comprehensive insights into each factor's impact, thereby contributing to both theoretical knowledge and practical marketing strategies. The findings are expected to inform academic discussions, guide students and researchers, and offer actionable recommendations for companies, particularly Mitsubishi, to refine their commercial vehicle marketing approaches. This research ultimately seeks to bridge the gap between consumer expectations and manufacturer offerings, providing value for both businesses and society.

METHOD

This study uses a quantitative method because the collected data are in numerical form and analyzed using statistical techniques to examine the relationships between variables. According to Sugiyono, (2025:16), the quantitative method allows researchers to measure the effect of variables objectively and assess causal relationships between variables. The study aims to investigate the influence of Electronic Word of Mouth (e-WOM), Brand Image, Product Quality, After sales Service, and Product Design on purchase decisions. Data were collected offline through hard copy questionnaires distributed to consumers in Kudus City and online using Google Forms to broaden the respondent reach. The sampling technique used was non probability sampling with purposive sampling, which involves selecting samples based on specific criteria relevant to the research objectives. Data analysis was conducted using SPSS version 29 to test five research hypotheses.

The types of data in this study include primary data obtained directly from respondents through offline and online questionnaires, as well as secondary data from industry reports, the GAIKINDO website, YouTube, and the Top Brand Index. The population includes all business owners in the former Pati Residency, while the sample consisted of 120 respondents based on Roscoe's formula, which is suitable for multivariate research Sugiyono, (2025:127),

Roscoe's Formula

$$R = n \times <20$$

Explanation:

N = number of variables

<20 = multiplied by at least 10

Based on the calculation above:

$$R = 6 \times 20 = 120$$

The sample calculation above resulted in a total of 120 respondents.

The Proportionate Stratified Random Sampling technique was used to distribute the sample proportionally across each district to ensure representativeness, with criteria including a minimum age of 25 years, residing in the former Pati Residency, owning a business, and using at least one Mitsubishi commercial vehicle as operational transportation for at least the past year. Data collection was conducted using a 1–5 Likert scale questionnaire to evaluate respondents' agreement levels, ranging from Strongly Disagree (STS), Disagree (TS), Neutral, Agree (S), to Strongly Agree (SS) Sugiyono, (2025:147), supported by documentation from books, journals, and relevant historical documents. Before distributing the questionnaires, validity tests were conducted to ensure the questions accurately measured the variables Ghozali, (2021:66), while reliability tests ensured the consistency of respondents' answers (Ghozali, 2021:61). Data analysis was performed using multiple linear regression to examine the effect of independent variables on the dependent variable Sudana & Setianto, (2018:146). The t-test was used to test hypotheses, where if $t\text{-count} > t\text{-table}$, the hypothesis is accepted. The coefficient of determination (R^2) was used to measure the model's ability to explain variations in the dependent variable, with values ranging from 0 to 1 (Ghozali, 2021:147). Prior to analysis, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure the regression model met statistical requirements.

RESULT AND DISCUSSION

Mitsubishi Motors Corporation is one of Japan's global automotive manufacturers with a long history in the development of the motor vehicle industry, both in the passenger car and commercial vehicle segments. The company evolved from a business foundation established in the 19th century and later transformed into a modern automotive entity with production and marketing networks across various countries. In Indonesia, the distribution of Mitsubishi Fuso commercial vehicles is managed by PT Krama Yudha Tiga Berlian Motors (KTB), which was established in 1970 as the official distributor. KTB operates a nationwide 3S (Sales, Service, Spare Parts) dealer network to ensure product availability, technical services, and integrated after sales support.

In the Indonesian market context, Mitsubishi Fuso positions itself as a leader in the commercial vehicle segment, offering a product line that includes light commercial vehicles such as the L300, light and medium duty trucks such as the Canter and Fighter, as well as heavy duty vehicles such as the Super Great. This positioning strategy is reinforced by the tagline "True Business Partner," emphasizing the company's commitment to supporting business sustainability and operational efficiency. This orientation indicates that functional value, durability, and operational efficiency constitute the primary value propositions offered to business consumers.

This study involved 120 respondents who are business owners in the former Pati Residency area, including Kudus, Pati, Jepara, Rembang, Blora, and Grobogan. All respondents have used Mitsubishi commercial vehicles for at least one year, ensuring sufficient experience to evaluate various aspects of the product and services. Geographically, the largest proportion of respondents came from Kudus (29%), followed by Jepara (20%), Pati (16%), Blora (13%), Grobogan (13%), and Rembang (9%). This distribution indicates that the use of Mitsubishi commercial vehicles is relatively evenly spread across the research area, with the highest concentration in regional economic centers.

Demographically, the majority of respondents were aged 25 to 34 years (47%), followed by those aged 35 to 40 years (35%), and above 40 years (18%). The dominance of the productive age group indicates that most Mitsubishi commercial vehicle users are active entrepreneurs who are directly involved in business operations. This characteristic is relevant because purchasing

decisions for commercial vehicles are generally rational and based on business efficiency considerations rather than personal preferences.

Based on the type of vehicle used, the L300 was the most dominant model (45%), followed by Colt Diesel (39%), Fuso Fighter (10%), and other types (4%). The high usage of the L300 and Colt Diesel indicates that the light to medium commercial vehicle segment remains the backbone of goods distribution at the local and regional levels. This aligns with the characteristics of the research area, which is dominated by small and medium enterprises, where flexibility, fuel efficiency, and ease of maintenance are primary considerations. Meanwhile, the smaller proportion of Fuso Fighter usage suggests the presence of larger scale distribution needs, although not yet dominant.

In terms of usage intensity, 58% of respondents use their vehicles 3 to 5 times per week and 31% use them daily. These findings indicate that commercial vehicles function not merely as supporting assets but as core components of business operations. The high frequency of use also strengthens the validity of respondents' perceptions regarding the studied variables, as evaluations are based on continuous real experience. Furthermore, the majority of respondents have used the vehicles for 1 to 3 years (58%), while 35% have used them for more than three years. This duration reflects a sufficient level of familiarity in assessing product quality, after sales services, and brand image.

The descriptive analysis results indicate that purchasing decisions are predominantly influenced by perceptions of product value. This indicator achieved the highest average score compared to others, suggesting that consumers prioritize functional benefits and cost efficiency in their decision making process. This finding reinforces the rational and economically oriented characteristics of the commercial vehicle market. Conversely, the indicator of need suitability received a relatively lower score, indicating that before making a purchase decision, consumers still consider several product alternatives.

Regarding the Electronic Word of Mouth or E-WOM variable, exposure to social media content emerged as the most dominant aspect. This suggests that information circulating through digital platforms plays a role in shaping consumer perceptions and confidence toward the product. However, the indicator related to actively reading online reviews obtained a lower score. This implies that although consumers are exposed to digital information, not all of them conduct in depth information searches before making a decision. In the context of commercial vehicles, purchasing decisions appear to be more strongly influenced by direct experience, personal recommendations, and established brand reputation.

Brand image showed positive results, particularly in the product image indicator. Mitsubishi's reputation as a durable and reliable commercial vehicle remains a dominant perception among consumers. This reflects the consistency of long term brand positioning. However, the uniqueness of brand associations received a relatively lower score, indicating that brand differentiation has not fully become a primary factor in purchasing decisions. Consumers tend to prioritize reliability over symbolic uniqueness.

In the product quality variable, ease of use received the highest score. This finding confirms that operational aspects, such as ease of control and maintenance, are major considerations in the commercial vehicle context. Durability and product clarity were also rated positively, although not as the most dominant aspects. Overall, perceptions of product quality demonstrate a positive evaluation consistent with the strong brand image. After sales service also received positive responses, particularly in the service satisfaction indicator. This suggests that Mitsubishi's service network is capable of meeting consumer expectations in terms of vehicle

maintenance and repair. However, protection packages obtained a relatively lower score, which may represent a strategic area for development to enhance customer loyalty. Finally, within the product design variable, performance was more highly appreciated than aesthetics. This finding indicates that in the commercial vehicle market, utility and performance are far more decisive than visual aspects. Therefore, purchasing decisions in this segment tend to be functional and operationally driven rather than based on stylistic or symbolic considerations.

Overall, the study results demonstrate that purchasing decisions for Mitsubishi commercial vehicles in the research area are driven by a combination of product value, functional quality, and strong established brand image. E WOM through social media acts as a supporting factor in shaping perceptions but not as the primary determinant. The respondent characteristics, which are dominated by productive age entrepreneurs with high usage intensity, further emphasize that economic rationality and operational efficiency form the primary foundation of the decision making process. Data processing and analysis in this study were conducted using the SPSS program through systematic stages of analysis.

Validity Test

Table 1.
Results of the Validity Test for Variables X and Y

Variable	Indicator	Correlation Value	r-table Value	Description
E-WOM (X ₁)	X1_1	0,585	0,1793	VALID
	X1_2	0,523	0,1793	
	X1_3	0,738	0,1793	
	X1_4	0,708	0,1793	
	X1_5	0,634	0,1793	
Citra Merek (X ₂)	X2_1	0,655	0,1793	
	X2_2	0,666	0,1793	
	X2_3	0,717	0,1793	
	X2_4	0,594	0,1793	
	X2_5	0,634	0,1793	
Kualitas Produk (X ₃)	X3_1	0,669	0,1793	
	X3_2	0,608	0,1793	
	X3_3	0,734	0,1793	
	X3_4	0,705	0,1793	
	X3_5	0,634	0,1793	
Layanan Purna Jual (X ₄)	X4_1	0,526	0,1793	
	X4_2	0,720	0,1793	
	X4_3	0,750	0,1793	
	X4_4	0,673	0,1793	
	X4_5	0,524	0,1793	
Desain Produk (X ₅)	X5_1	0,637	0,1793	
	X5_2	0,791	0,1793	
	X5_3	0,639	0,1793	
	X5_4	0,802	0,1793	
	X5_5	0,630	0,1793	
Keputusan Pembelian (Y)	Y_1	0,509	0,1793	
	Y_2	0,601	0,1793	
	Y_3	0,679	0,1793	
	Y_4	0,613	0,1793	
	Y_5	0,634	0,1793	

The validity test was employed to determine the validity of the questionnaire. An instrument is considered valid if each item is capable of accurately measuring the intended variable (Ghozali, 2021:66). The testing procedure was conducted by comparing the calculated r-value with the critical r-table value at a significance level of 0.05. With a total sample of 120 respondents, the degree of freedom (df) was calculated as $n-2 = 118$, resulting in a critical r-table value of 0.1793. The results of the validity test indicate that all indicators of variables X1, X2, X3, X4, X5, and Y have correlation values greater than the r-table value (0.1793). Therefore, all items are declared valid and suitable for further analysis.

Reliability Test

The reliability test was conducted using Cronbach’s Alpha coefficient. An instrument is considered reliable if the alpha value exceeds 0.60 (Ghozali, 2021).

Table 2.
Results of the Reliability Test for Variables X and Y

Indicator	<i>Cronchbsch’s Alpha</i>	Standart Reliabilitas	Description
E-WOM (X ₁)	0,738	0,60	Reliabel
Citra Merek (X ₂)	0,660	0,60	Reliabel
Kualitas Produk (X ₃)	0,716	0,60	Reliabel
Layanan Purna Jual (X ₄)	0,647	0,60	Reliabel
Desain Produk (X ₅)	0,744	0,60	Reliabel
Keputusan pembelian (Y)	0,630	0,60	Reliabel

The results of the reliability test show that the Cronbach’s Alpha values for variables X1, X2, X3, X4, X5, and Y are greater than 0.60. Therefore, all items are considered reliable and can be used for further analysis.

Normality Test

The normality test was conducted using the Kolmogorov–Smirnov method at a significance level of 5%. The data are considered normally distributed if the significance value exceeds 0.05. The test results indicate that the data are normally distributed; therefore, the regression model satisfies the normality assumption and is appropriate for subsequent hypothesis testing. This condition ensures that the estimated regression coefficients are valid and can be interpreted reliably.

Multicollinearity Test

A proper regression model should not demonstrate high intercorrelations among independent variables. Multicollinearity was assessed by analyzing the tolerance values and the Variance Inflation Factor (VIF). A tolerance value exceeding 0.10 and a VIF value below 10 indicate that multicollinearity is not present (Ghozali, 2021).

Table 4.
Result of the Multicollinearity Test Results Based on VIF Values

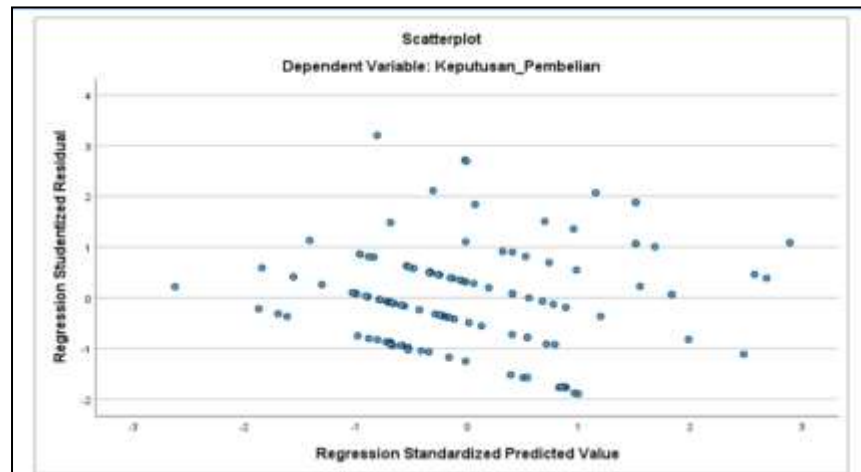
Variabel	Nilai VIF	Standart VIF	<i>Tolerance</i>	<i>Standart Tolerance</i>	Description
X1	1.330	10	0,752	0,10	There is no indication of multicollinearity
X2	1.411	10	0,709	0,10	
X3	1.447	10	0,691	0,10	
X4	1.630	10	0,613	0,10	
X5	1.540	10	0,650	0,10	

The test results indicate that all independent variables meet the tolerance and VIF criteria; therefore, the regression model can be considered free from multicollinearity issues. This condition ensures that the relationships among independent variables do not excessively influence one another, allowing the regression coefficients to be interpreted reliably.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is inequality in the variance of residuals across observations in the regression model (Ghozali, 2021:178). A good regression model should not exhibit heteroscedasticity.

Table 5.
Result of the Heteroscedasticity Test



Based on the results of the scatterplot analysis, the points are distributed above and below zero on the Y-axis and do not form a specific pattern, indicating the absence of heteroscedasticity. The results of the Glejser test indicate that all variables have significance values above 0.05; therefore, the regression model is free from heteroscedasticity issues. This finding ensures that the estimated regression coefficients are reliable and that the interpretation of the variables' influence on purchase decisions is not biased.

Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the effect of independent variables on the dependent variable. According to Sudana and Setianto (2018:146), multiple linear regression is used when the research model involves more than one independent variable to explain the dependent variable. Multiple linear regression analysis was conducted by establishing the following regression equation:

$$\hat{Y} = 14.832 + -0,247X1 + 0,236 X2 + 0,247X3 + 0,009X4 + 0,070X5$$

Based on the regression analysis results, in the absence of the independent variables, the purchase decision variable has a constant value of 14.832. Each increase in E-WOM decreases the purchase decision by 0.247. Meanwhile, increases in brand image (0.236), product quality (0.247), after sales service (0.009), and product design (0.070) lead to an increase in purchase decisions.

T-Test

According to Ghozali (2021:166), the t-test is used to assess the extent to which each independent variable individually affects the dependent variable. The testing procedure was conducted by comparing the calculated t-value (t-count) with the critical t-table value at a significance level of 5% ($\alpha = 0.05$). If the calculated t-value is greater than the critical t-table value, H_0 is rejected, indicating that the independent variable has a significant effect. Conversely, if the calculated t-value is less than the critical t-table value, H_0 is accepted, indicating that the independent variable does not have a significant effect. In this study, the critical t-table value was determined using $df = n - k - 1 = 120 - 5 - 1 = 114$, with a 5% significance level, resulting in a critical value of 1.658.

The results of the t-test indicate that Electronic Word of Mouth (E-WOM) has a negative and significant effect on purchase decisions, implying that negative information and online reviews may reduce consumers' intention to purchase Mitsubishi commercial vehicles. Meanwhile, brand image and product quality have a positive and significant effect, indicating that positive perceptions of the brand and superior product quality can enhance purchase decisions. In contrast, after-sales service and product design do not have a significant effect, suggesting that these factors are not primary considerations for business owners in making purchase decisions for commercial vehicles in the former Pati Residency area. These findings emphasize that marketing strategies focusing on strengthening brand image, improving product quality, and effectively managing online information are more effective in influencing consumer purchase decisions.

Coefficient of Determination (R²) Test

According to Ghozali (2021:147), the coefficient of determination (R²) is used to measure the extent to which the independent variables collectively explain the variation in the dependent variable. A higher R² value indicates a greater ability of the regression model to explain changes in the dependent variable. Based on the coefficient of determination test, a portion of the variation in purchase decisions for Mitsubishi commercial vehicles can be explained by E-WOM, brand image, product quality, after-sales service, and product design, while the remaining variation is influenced by other factors outside the research model. This finding highlights that although several variables play an important role, additional factors also contribute to consumer purchase decisions. Therefore, marketing strategies should focus on aspects that have been proven to be influential, such as managing online information, strengthening brand image, and improving product quality.

The results of this study indicate that Electronic Word of Mouth (e-WOM) has a significant negative effect on the purchasing decisions of Mitsubishi commercial vehicles in the Ex-Residency of Pati. This suggests that information, reviews, and content shared on social media influence consumer perceptions and confidence before making a purchase decision. The higher the exposure to E-WOM, particularly negative content, the lower the likelihood that consumers will decide to purchase. Consumers are especially sensitive to information regarding maintenance costs, fuel consumption, and potential vehicle damage, making negative e-WOM more impactful than positive promotion. Among the E-WOM indicators, social media content had the strongest influence, while reading online reviews had the least impact, suggesting that video reviews are more persuasive than textual reviews. This finding aligns with Rohman & Pramesti (2022) but contradicts Romadhoni et al., (2024), who reported a positive effect of E-WOM.

Brand image was found to have a significant positive effect on purchasing decisions. This indicates that consumer perceptions of a product's image and reputation are important considerations when deciding to purchase Mitsubishi commercial vehicles. The higher the perceived brand image, the stronger the purchase intention. A strong brand reputation creates a sense of security and trust, particularly for business owners who require reliable operational vehicles. Product image had the greatest influence among the brand image indicators, while brand association strength had the least, suggesting that consumers recognize Mitsubishi's positive image even if unique brand differentiators are not prominent. This result is consistent with Eldiansyah & Suwarni (2023), but contrasts with Azahari & Hakim (2021), who found a negative effect of brand image.

Product quality was also found to have a significant positive effect on purchase decisions. High quality vehicles provide greater value to consumers, increasing the likelihood of purchase. Ease of use scored highest among product quality indicators, while durability and product clarity

were rated lower, indicating that although vehicles are user friendly, improvements in durability and product clarity could further enhance purchase decisions. This finding aligns with Azahari & Hakim (2021) but differs from Satdiah et al. (2023), who reported a negative effect of product quality on purchasing decisions.

In contrast, after sales service did not have a significant effect on purchasing decisions, suggesting that current service experiences do not fully meet consumer expectations and are not a primary factor in purchasing. Service satisfaction had the highest influence among the indicators, while clarity of service costs scored lowest, showing that while consumers are generally satisfied with Mitsubishi's services, transparency in service costs needs improvement. This finding is consistent with Alaudin et al., (2022) but differs from Leong et al. (2024), who found a positive effect of after sales service.

Similarly, product design was found to have no significant effect on purchasing decisions. Consumers appear to prioritize functionality and performance over aesthetics. Performance had the highest influence among the design indicators, while design aesthetics had the lowest, indicating that buyers focus more on operational factors such as vehicle function, load capacity, and long term durability. Commercial vehicle designs are relatively standard across brands, making design less influential in purchase decisions. This result aligns with Adonis & Silintowe, (2021) but contrasts with Taufik et al. (2024), who reported a significant effect of product design.

CONCLUSION

From this study, it can be concluded that *Electronic Word of Mouth (e-WOM)* negatively affects the purchasing decisions of Mitsubishi commercial vehicles. In other words, the more negative reviews or information consumers encounter, the less likely they are to make a purchase. On the other hand, brand image and product quality positively influence purchasing decisions, showing that business owners pay close attention to the brand's reputation and the vehicle's quality, which they see as supporting their business operations effectively.

Meanwhile, after sales service and product design do not appear to have a significant impact on purchasing decisions. This suggests that for commercial vehicle buyers, practical factors such as functionality, durability, and reliability are more important than additional services or design features. Overall, purchasing decisions are largely based on rational considerations tied directly to the usefulness of the vehicle for business purposes. This research adds to marketing management knowledge by showing that, in the commercial vehicle sector, utilitarian factors are more influential than symbolic or emotional ones in business to business buying decisions.

Based on these findings, the company is recommended to focus its strategic efforts on managing Electronic Word of Mouth (E-WOM), strengthening brand image, and enhancing product quality. Future studies are suggested to incorporate additional variables, such as price and service quality, considering that the Adjusted R² value of 0.212 indicates the presence of other factors influencing purchasing decisions beyond the proposed research model.

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