Analysis of Consumer Preferences on Mitsubishi Vehicles

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Abstract. *The increasingly competitive automotive industry makes consumer preferences a key to market success. This study analyzes consumer preferences for Mitsubishi vehicles, focusing on the factors of product, price, and location. The research method employed is a survey, with questionnaires distributed to 178 respondents as a sample. The collected data were analyzed using conjoint analysis to identify the factors that most influence consumer preferences. The results indicate that the product dimension is the primary factor affecting consumer preferences, more dominant than price and dealer location. These findings imply that Mitsubishi needs to continually enhance product quality, innovate in technology, and strengthen digital services to maintain consumer loyalty and optimize marketing strategies in the automotive market.*

Keywords: Vehicles, Consumer Preferences, Marketing

INTRODUCTION

The car industry in Indonesia is growing, as seen from the increasing number of distribution channels in various dealers, both official and unofficial, in an effort to reach potential markets in various corners. Competition in the vehicle market, especially in Indonesia, is getting tougher due to the entry of various car brands. This makes it difficult for some people to keep up with the competition based on ever-changing models and brands (Kemenperin, 2017; Aziz, 2021).

One of Indonesia's leading car companies, Mitsubishi Motors, has recently launched its latest product, the Xpander model type LMPV. Although Mitsubishi Motors seeks to offer a greater variety of LMPV model types than its competitors, the price of the Mitsubishi Xpander remains quite affordable. Mitsubishi Motors designed and manufactured the LMPV-style Xpander in Indonesia, with seating capacity for seven to eight people. The vehicle made its debut in Jakarta on July 17, 2017, and was officially launched at the 2017 Gaikindo Indonesia International Auto Show (GIIAS) at the Indonesia Convention Exhibition, Tangsel, on August 10, 2017.

Table 1. PT Sun Star Sales Target

Month	Target	Achievement
January	21 Unit	28 Unit
February	22 Unit	28 Unit
March	30 Unit	31 Unit
April	29 Unit	36 Unit
May	29 Unit	26 Unit
June	27 Unit	25 Unit

Month	Target	Achievement
July	27 Unit	21 Unit
August	24 Unit	27 Unit
September	25 Unit	23 Unit
October	26 Unit	22 Unit
November	26 Unit	25 Unit
December	25 Unit	30 Unit
Total	**311 Unit**	**322 Unit**

Overall, Mitsubishi's total sales exceeded the set target (Table 1). In addition, PT Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI) announced the retail sales results of Mitsubishi Motors passenger and light commercial vehicles in Indonesia. During 2022, MMKSI managed to sell a total of 97,936 units with a market share of 10.6% (Mitsubishi, 2023).

Mitsubishi's achievement in selling its vehicles shows that strategies tailored to consumer preferences can drive purchase interest and increase sales. Understanding consumer preferences is critical for vehicle manufacturers, as this allows companies to design more targeted marketing and product development strategies (Widyawati et al., 2023). Consumer preferences reflect specific needs, wants, and expectations of a product, including features, design, price, and performance (Saha & Roy, 2016). By identifying and analyzing these preferences, manufacturers can develop vehicles that match the tastes and needs of the market, thereby increasing product appeal and sales potential.

In addition, consumer preferences directly influence purchasing decisions, where consumers tend to choose products that best suit their desires. If manufacturers manage to align their products with consumer preferences, they can increase customer satisfaction and brand loyalty, which in turn has a positive impact on company profitability (Zeithaml, 2000).

Factors that generally influence consumer preferences in choosing a vehicle include price, quality, technological features, fuel efficiency, design, brand, and after-sales service (Mothersbaugh & Hawkins, 2016). In this case, Mitsubishi adapts its products to market needs through innovation of relevant features (product), competitive pricing (price) and wide and accessible distribution (place). In Mitsubishi, the emphasis on advanced technology, modern design, as well as a commitment to fuel efficiency and good after-sales service, are key factors that help fulfill consumer preferences, which ultimately increase product competitiveness in the market (Saha & Roy, 2016).

Mitsubishi has actively adopted the latest technology and innovation in its products, such as the development of hybrid and plug-in hybrid systems, as well as advanced safety features such as Mitsubishi Active Yaw Control (AYC) and Adaptive Cruise Control (ACC). This innovation not only improves vehicle performance and efficiency, but also provides additional comfort and safety for users.

By presenting technology that is relevant to global trends and local needs, Mitsubishi is able to attract consumers who prioritize environmentally friendly, energy efficient vehicles equipped with the latest safety technology. The adoption of this technology strengthens consumer preference for the Mitsubishi brand, as buyers see the significant added value of this innovation in meeting modern driving needs (Dijk & Yarime, 2010).

The aim of this research is to understand consumer preferences for Mitsubishi vehicles with a focus on Product, Price and Place. By analyzing how consumers assess products, such as vehicle features and quality, as well as prices that are considered reasonable and distribution locations that make it easy to access, this research aims to provide in-depth insight into the aspects that most influence decisions. purchase. The results of this research will assist Mitsubishi in adapting and improving their marketing strategy, ensuring that their products are better suited

to market needs, competitively priced, efficient distribution, and effective promotion. In this way, Mitsubishi can increase product attractiveness, improve market position, and ultimately increase sales.

METHODS

This research method uses a quantitative approach to analyze consumer preferences for Mitsubishi vehicles. The research began by distributing structured questionnaires to a representative number of respondents from Mitsubishi's target market. The questionnaire was designed to collect numerical data on various aspects, such as consumer assessment of vehicle features, price, design, and distribution.

The questions in the questionnaire used a Likert scale or multiple choice to facilitate statistical analysis. The population in this study amounted to 322 people, namely consumers who have purchased Mitsubishi products at PT Sun Star Motor. From this population, a sample of 178 people was taken based on the Slovin formula.

The data obtained from this survey is then analyzed using statistical techniques to identify patterns and relationships between variables. The results of this analysis provide clear insight into consumer preferences and the factors that most influence consumer preferences. The findings from this research will help Mitsubishi refine their marketing strategy, focusing on product optimization, appropriate pricing, and efficient distribution to better meet consumer needs and expectations.

Framework of Thought

Based on the research objectives and literature review, a framework was established (Figure 1) that refers to the operational definitions (Table 2).

| No	Variables	Operational Definition	Indicator
1.	Price	Price is the amount of money that must be exchanged for a product or service from one party to another (Armstrong et al., 2018; Hoseason, 2003)	a. Price is in line with product quality b. Price is in line with benefits c. Price affordability d. Price competitivenes
2.	Products	The capacity of a product to fulfill its intended purpose is its quality(Armstrong et al., 2018).	a. Brand b. Performance c. Specialty d. Reliability e. Conformance f. Durability g. Serviceability h. Aesthetics (McNally et al., 2011)
3.	Placement	In marketing, "place" refers to the distribution routes or channels used to contact consumers and offer goods and services (Armstrong et al., 2018; Bowersox et al., 2020)	a. Dealer is strategically located b. Digital channel in the form of a website c. Dealer service level
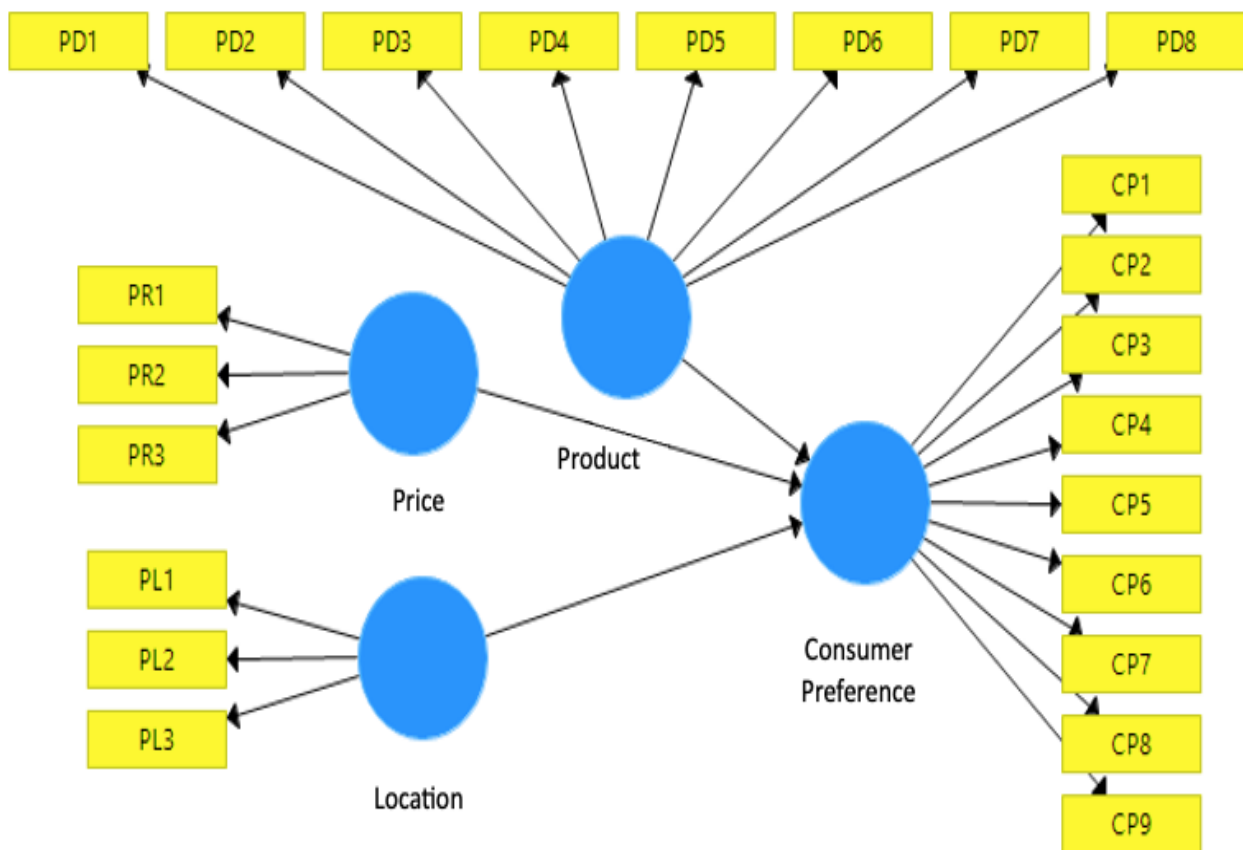
Figure 1. Thinking Framework

RESULTS AND DICUSSION

Validity and Reliability Test

Validity and reliability tests are two important procedures in quantitative research to ensure that data collection instruments, such as questionnaires or tests, function accurately and consistently. The validity test assesses the extent to which the instrument actually measures what it is supposed to measure, ensuring the relevance of the questions or items in the instrument to the concept under study, so that it can provide an accurate picture of the variable being studied. Validity can be tested through various methods, including content, construct, and criterion validity (Anderson & Black, 2010.

On the other hand, the reliability test assesses the consistency of the results obtained from the instrument when used under the same conditions at different times. A reliable instrument will produce stable and consistent results over time, indicating that the tool is free from random error. Reliability is often tested using the Cronbach's Alpha method (Anderson & Black, 2010). Thus, validity and reliability tests together ensure that research instruments produce reliable data that can be used to make valid conclusions.

Table 2. Validity and Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Information
Product	0.905	0.907	0.923	0.601	Valid and Reliable
Price	0.720	0.721	0.843	0.641	Valid and Reliable
Location_	0.758	0.767	0.861	0.675	Valid and Reliable
Consumer Preferences	0.929	0.931	0.941	0.639	Valid and Reliable

Source: Processed Data

The table above shows that the AVE value> 0.5 and Cronbach Alpha or Composite Reliability> 0.7. The values that have met these criteria indicate that each indicator used in this study is declared valid and reliable for use in this research.

Coefficient of Determination

The coefficient of determination test is a measure in regression analysis that shows how well the regression model can explain variations in the dependent variable based on the independent variable. This test helps researchers understand the strength and relevance of the regression model used, so that they can assess how accurate the predictions or estimates produced by the model are (Anderson & Black, 2010).

Table 3. Coefficient of Determination Test Results

	R Square	Adjusted R Square
Consumer Preferences	0.701	0.696

Source: Processed Data

The table above shows that the R2 value is 0.696, meaning that consumer preferences are influenced by product, price and location by 69.6%. While the rest is outside this research.

F Square

F square (f^2) is an effect size used in structural path analysis or structural equation modeling (SEM) to assess the effect size of predictors on endogenous variables (Anderson & Black, 2010). This F2 measures the magnitude of the contribution of each predictor to the endogenous variable in the model. The f^2 value is calculated based on the change in the R^2 value when a particular predictor is removed from the model.

The f^2 value can be interpreted as follows: f^2 = 0.02 indicates a small effect, f^2 = 0.15 indicates a medium effect, and f^2 = 0.35 indicates a large effect. The use of f^2 helps researchers to understand the relative contribution of each predictor variable in explaining variation in the dependent variable, thereby providing deeper insight into the structure of the relationships in the research model.

Table 4. F Test Results[2]

	Consumer Preferences	Information
Product	0.289	Big
Price	0.018	Small
Location	0.008	Small

Source: Processed Data

The table above shows the effect of independent variables on Mitsubishi consumer preferences. It can be seen that the variable that has the greatest effect on consumer preferences is the product variable.

Hypothesis Testing

Hypothesis testing is a statistical method used to determine whether there is enough evidence in a sample of data to support a hypothesis about the population (Fridayani & Kusuma, 2023). The hypothesis testing process involves two hypotheses: the null hypothesis (H0), which states that there is no effect or difference, and the alternative hypothesis (H1), which states that there is an effect or difference.

The hypothesis testing procedure includes steps such as determining the significance level (alpha), calculating the test statistic, and comparing the p value with the significance level. If the p value is less than alpha, the null hypothesis is rejected, indicating that there is sufficient evidence to support the alternative hypothesis.

Table 5. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Information
Products -> Consumer Preferences	0.647	0.635	0.101	6.383	0.000	Significant positive influence
Price -> Consumer Preferences	0.135	0.139	0.105	1.286	0.199	No Significant Effect
Location_ -> Consumer Preferences	0.088	0.075	0.079	1.110	0.268	No Significant Effect

Source: Processed Data

The product variable obtained a t value of 6.383 which exceeds the t table value (1.97) and a significance value of 0.000> 0.05 as the tolerance threshold. This value indicates that product influences Mitsubishi consumer preference.

The price variable obtained a t value of 1.286 which is less than the t table (1.97) and a significance value of 0.199 > 0.05 as the tolerance threshold. This value indicates that price does not have a significant effect on Mitsubishi consumer preferences.

The location variable obtained a t value of 1.110 which is less than the t table (1.97) and a significance value of 0.268 as the tolerance threshold. This value indicates that location has no significant effect on Mitsubishi consumer preference.

Product Influence on Mitsubishi Consumer Preferences

The research results show that the product has a positive and significant effect on Mitsubishi consumer preferences. These findings are in line with the results of studies from (Pamartha & Yulianto, 2016); (Candrani & Siswadi, 2023; Dewi, 2020; Putri, 2023). Mitsubishi products have a significant influence on consumer preferences in the Indonesian automotive market, especially due to its strong reputation for delivering high-quality vehicles.

Consumers tend to choose Mitsubishi because this brand is known for its good durability and advanced features that meet the needs of modern drivers. Apart from that, Mitsubishi is also consistent in presenting technological innovations, both in terms of fuel efficiency and safety, which further strengthens its appeal among consumers.

Mitsubishi's product diversity is also an important factor influencing consumer preferences. From passenger vehicles to commercial vehicles, Mitsubishi offers a variety of models capable of meeting various needs and preferences. For example, models such as the Mitsubishi Pajero and Xpander are known to be very popular in the SUV and MPV segments, due to their combination of comfort, performance and competitive prices. This makes consumers more likely to choose Mitsubishi when looking for a vehicle that suits their lifestyle (Saputro et al., 2024).

Products have a very significant role in shaping consumer preferences. Consumers tend to choose products that meet their needs and expectations, both in terms of quality, features, price, and brand image. Products that are well designed and offer clear added value will more easily attract consumers' attention and win their hearts in a competitive market.

In addition, innovation and sustainability in product development are also key factors that can influence consumer preferences, especially in an era where awareness of environmental and technological issues is increasing. Research conducted by (Selamat & Eddyono, 2024) shows that product features are the most important attribute for consumers in making decisions to move from other brands to the Oppo brand. Apart from product quality and features, emotional factors also play an important role in consumer preferences.

Brands that successfully build emotional relationships with their consumers, through products that match their lifestyle, aspirations, or values, will be preferred. Even in the case of content selection, research by (Rachman & Eddyono, 2024) on Citamin products shows that consumers decide to buy Citamin products because of content related to brand awareness.

The Influence of Price on Mitsubishi Consumer Preferences

The research results show that price has no effect on Mitsubishi consumer preferences. This finding is not in line with the results of a study from (Ronauli & Indriani, 2020) entitled "Analysis of Factors that Influence Consumer Preferences on Generic Drug Purchasing Decisions". In addition, these findings contradict research by (Atikah et al., 2020) entitled "Analysis of Consumer Preferences for Tea Bag Products." This difference is due to the different research objects, so that the aspects assessed regarding product preferences are also different. Although price is often an important factor in purchasing decisions.

However, for the Mitsubishi brand, price does not seem to have a significant influence on consumer preference. This is mainly due to consumers' strong perception of the quality and reputation of the Mitsubishi brand. Mitsubishi consumers tend to prioritize aspects such as reliability, performance, and innovative features that Mitsubishi vehicles offer, over the price paid. Consumers believe that the value derived from a Mitsubishi vehicle is much more important compared to the price difference that may exist with other brands.

Price is often a factor that consumers consider when purchasing products, but in some cases, price is not always the main determinant of consumer preference. Consumers tend to focus more on the quality, reliability and value-added aspects offered by the product. They prefer products that are able to provide long-term satisfaction, even though the price may be higher compared to other alternatives. In this case, consumer preferences are more influenced by positive experiences, brand reputation, and benefits gained than the price paid.

In addition, some consumers have the perception that higher prices often reflect better quality. Buyers are willing to pay more for products that are perceived to have higher quality standards, better durability, or more advanced features. Thus, a higher price does not deter buyers from choosing such products, as they believe that the value gained is worth the cost

incurred. This suggests that price, while important, is not always the dominant factor in determining consumer preferences.

The Influence of Location on Mitsubishi Consumer Preferences

The research results show that location has no significant effect on Mitsubishi consumer preferences. This finding contradicts the results of research from (Rohmah, n.d.). Although store selection or the choice of a dealer's physical location is usually considered important, many Mitsubishi consumers focus more on the quality of the products and services they receive rather than the distance or ease of access to the dealer.

Positive experiences with Mitsubishi products, a strong brand reputation, and vehicle reliability are often more dominant factors in influencing consumer preferences than a dealer location that may be close or easily accessible. The services provided by Mitsubishi dealers demonstrate that while dealerships are not always located in strategic areas or close to consumers, consistent and satisfactory service quality is able to compensate for these shortcomings.

In addition, Mitsubishi's development of digital channels has reduced consumers' dependence on the physical location of dealerships by providing informative websites, online purchasing services, and other digital communication platforms that allow consumers to access information, place orders, and arrange services without having to visit dealerships in person.

As a result, dealer location becomes less relevant to many consumers, as easy access through Mitsubishi's digital channels meets their needs. Ultimately, consumer preference for Mitsubishi is more influenced by vehicle quality, technological innovation, and brand reputation, so the dealer location factor becomes less significant in determining purchasing decisions.

Location is often considered an important factor in purchasing decisions; however, in many cases, location does not have a significant influence on consumer preferences. This is especially the case when the products or services offered are of high quality and reputable, so consumers focus more on the value they obtain rather than the convenience of access to the location.

In addition, the development of technology and digital channels has reduced consumers' dependence on physical locations. With e-commerce, online services, and information easily accessible through the internet, consumers can make purchases, search for information, and even get customer support without having to visit a physical store. This makes location less relevant, as consumers prefer the convenience and flexibility offered by digital services.

CONCLUSION

Based on the results of research regarding consumer preferences for Mitsubishi vehicles, it can be concluded that product factors have a more significant influence compared to price factors and dealer location. Consumers tend to choose Mitsubishi because of the brand's strong reputation and the positive experience gained from using the vehicle, even though prices may be higher and dealers are not always conveniently located. In addition, the development of digital channels that make it easier to access information and services has also reduced consumers' dependence on physical dealer locations, strengthening their preference for Mitsubishi vehicles as a superior choice in the automotive market. The implications of these findings indicate that Mitsubishi must continue to focus on improving product quality and technological innovation as well as strengthening digital services to maintain and increase consumer loyalty, without having to worry too much about pricing or strategic dealer locations.

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