The Effect of Marketing Mix Toward Used Car Marketplace Purchase Intentions with the Mediating Factors of Brand Awareness and Perceived Quality

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ABSTRACT

The potential of the used car market with growth of 5.74% per year and internet penetration of 78.19% of the population makes Indonesia a magnet for used car market players. One of the marketplaces is XYZ.com, which, although it has been around since 2017, has experienced stagnant growth due to many complaints from dealers regarding low purchasing intentions. Through research on 127 respondents who are familiar with the automotive marketplace and intend to purchase a car in the next 6 months and with analysis using SEM-PLS, a relationship between variables was obtained. In the research, it was found that the product marketing mix and place had a positive and significant effect on purchase intentions. The product marketing mix and price have a direct effect on brand awareness, with the product marketing mix also influencing the perceived quality. Although brand awareness and perceived quality do not have a significant effect, both are mediating variables that positively affect the purchase intention.

Keywords: purchase intentions, marketing mix, marketplace, brand awareness, perceived quality

INTRODUCTION

With a low vehicle ownership ratio of only 99 per 1,000 people (Ministry of Industry 2021) and a population of more than 273 million people, Indonesia is a potential car sales market. Indonesia recorded new car sales of 1,084,040 units in 2022 (Gaikindo 2023) with the used car market having an estimated volume three times that (Anshori 2022). Market growth is predicted to continue to increase by 5.74 percent per year with a value of 70.43 billion dollars in 2027 (Mordor 2022). This is supported by the percentage of internet users of 78.19% of the total population (APJII 2023), making Indonesia a magnet for used car marketplace players, both local and global, with a number of players even having achieved unicorn status (Dewi 2022).

In contrast to online stores and e-commerce, marketplace providers do not have stock for sale on the website. A marketplace is a platform where sellers can gather to sell their products and services to curated customers (Vidal 2019), as on this research are the advertised inventories of used car sellers. The main task of a marketplace is to promote the platform, bring visitors to the site and convert them into sales. One indicator of the

success of a marketplace is having a high transaction volume (Nisa 2023). High transaction volume will occur if visitors have high purchase intentions. Kotler (2016) defines purchase intention as consumer behavior that appears in response to a product that shows the customer's desire to make a purchase

In the used car marketplace, the potential consumer's journey starts from searching for a car on Google, visit websites, see cars selection page, proceed to the car advertisement detail page and then pressing the "contact seller" button if suitable and making direct contact with the seller. By clicking a button, the application on the cellphone will immediately switch to a telephone call or WhatsApp conversation, indicating that consumers have the purchase intention at the marketplace.

To influence potential consumers' purchasing intentions, generally the steps taken by used car marketplace providers are investing in brands with massive 4P marketing mix activities, which has an important role in increasing the competitive advantage position of a marketplace (Fachriyan 2022). The marketing mix is defined as dimensions that are under control and can be used by marketers to increase sales or company income (Syarifuddin 2021). Jerome McCarthy introduced the four main aspects of 4P, namely product, price, place and promotion in 1968. The 4P marketing mix is defined as a combination of product, price, place and promotion whose nature can be controlled by company (Lupiyoadi 2014). The 4P marketing mix is still considered relevant in the digital era marketing environment because it shows the extent of impact on business performance.

Investment in brands is made because in the digital era, consumers will find it easier to decide on a transaction if they are more familiar with the product and brand (Hameed

et al 2022). Surveys conducted on B2B and B2C consumers show that as many as 81% of customers refuse to buy from brands they don't trust (Gartner 2019). In the midst of difficult economic conditions and increasing inflation as is currently occurring, better known and trusted brands will have a competitive advantage (Zaheer 2022). Brand is an important aspect in a competitive market and can refer to preferences and purchasing intentions, and is directly proportional to the increasing recognition of the company's brand (Imaduddin 2022). The brand in this research is the name of the marketplace website, not referring to the brand of car sold on the platform. Marketing activities are also carried out to communicate the quality of a product to gain positive consumer perceptions (Krisnanto 2013).

Marketing mix elements also have a significant impact and effect on purchase intentions (Yuliasih et all 2021). Attractive products, competitive prices, promotional programs and easily accessible products will help increase consumer purchasing intentions. One of the reasons why marketing programs are effective is their ability to make consumers react to the product (Peek 2023).

The research object is the XYZ.com car marketplace which has been present in Indonesia since 2017. XYZ.com had difficulty developing its customer base for car sellers due to the many complaints regarding listings responses. The company's internal data between September 2022 and February 2023 shows an average success rate of only 18 percent in terms of the number of dealers taking advertising packages. Meanwhile, the average repurchase rate in the same period was only 44.31 percent. This is because more than 75% of dealer customers complained about near-zero response to advertisements placed on XYZ.com. In fact, the XYZ.com marketplace has an average of 1.5 million visitors per month with the website's internal

tracking system showing that 1 listing gets an average of 6 – 7 actions in the form of clicking the contact button on the ad. Apparently, visitors who click the button do not carry out the next process, namely contacting the seller, indicating that visitors have low purchase intentions on the XYZ.com website.

XYZ.com management suspects that the cause of the low purchase intention is related to the minimum marketing activities, which negatively impact the brand. Therefore, this research will analyze the relationship between 4P marketing mix and purchase intention with the mediating factors of brand awareness and perceived quality.

Based on the description above, the research problem formulation can be defined as follows:

1. What is the marketing mix, brand awareness, perceived quality and purchase intention on the used car marketplace XYZ.com?

2. How does the marketing mix of brand awareness and perceived quality effect purchase intentions in the XYZ.com marketplace ?

3. What are the managerial implications for how to improve purchase intentions on the XYZ.com marketplace ?

Hence, the objectives of the research are listed as follows:

1. Identifying the marketing mix, brand awareness, perceived quality, and purchase intention on the used car marketplace XYZ.com

2. Analyzing the influence of mix on purchase intentions in the used car marketplace XYZ.com with the mediating factors of brand awareness and perceived quality

3. Formulate managerial steps that the company must take to increase purchasing intentions on the XYZ.com marketplace
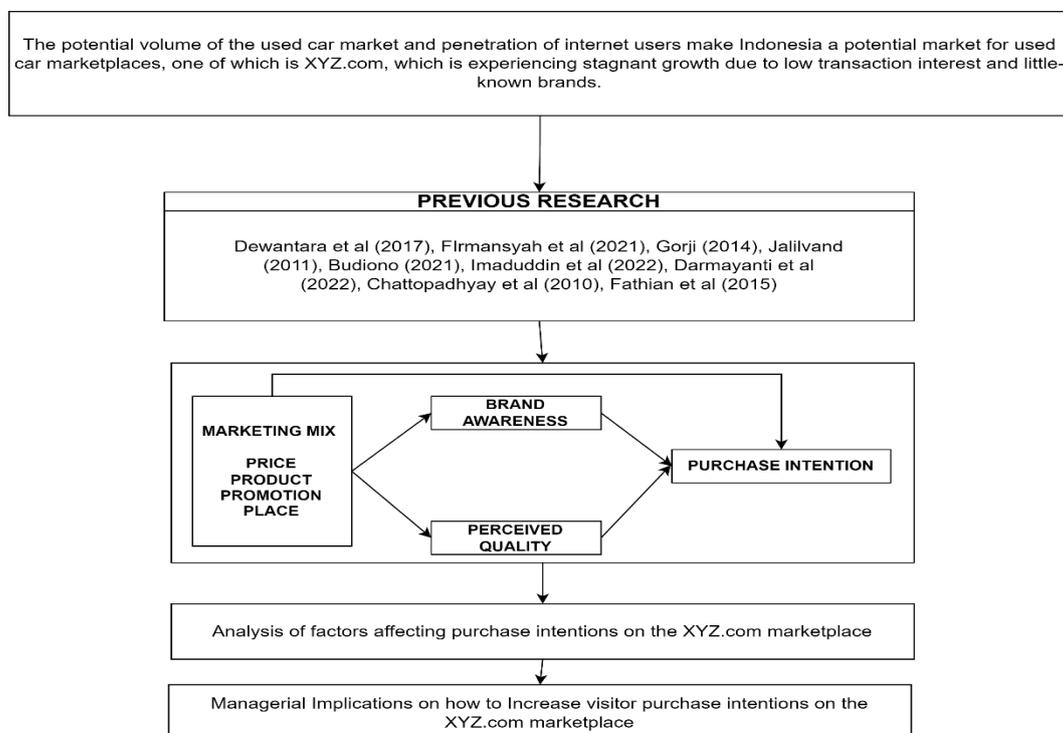
The potential volume of the used car market and penetration of internet users make Indonesia a potential market for used car marketplaces, one of which is XYZ.com, which is experiencing stagnant growth due to low transaction interest and little-known brands.

PREVIOUS RESEARCH

Dewantara et al (2017), FIrmansyah et al (2021), Gorji (2014), Jalilvand (2011), Budiono (2021), Imaduddin et al (2022), Darmayanti et al (2022), Chattopadhyay et al (2010), Fathian et al (2015)

MARKETING MIX

PRICE
PRODUCT
PROMOTION
PLACE

BRAND AWARENESS

PERCEIVED QUALITY

PURCHASE INTENTION

Analysis of factors affecting purchase intentions on the XYZ.com marketplace

Managerial Implications on how to Increase visitor purchase intentions on the XYZ.com marketplace

Figure 1 Research framework

Referring to the research problem, the conceptual framework for the research can be seen on Figure 1 below. The research will focus on brand awareness, perceived quality and marketing mix as determinant factors of purchase intention based on consumer behavior theory. The research will look at the relationship between each P in the 4P marketing mix on XYZ.com brand awareness, perceived quality and purchase intention as well as which of the marketing mix elements have a significant influence so that they can become a reference for managerial steps taken by the company

This research limits the scope to the 4P marketing mix, brand awareness, perceived quality and purchase intention on the XYZ.com marketplace. And because of transactions conducted directly between buyers and sellers outside of XYZ.com platform, this research will ignore security factors on websites.

Based on the conceptual framework above, The research has a hypothesis like the following.

Table 1 Research hypothesis

Hypothesis 1	The effect of the 4P marketing mix on brand awareness
Hypothesis 2	The effect of the 4P marketing mix on perceived quality
Hypothesis 3	The effect of the 4P marketing mix on purchase intention
Hypothesis 4	The effect of brand awareness on purchase intention
Hypothesis 5	The effect of perceived qualityon purchase intention

METHODS

The research was conducted from September to October 2023, in Greater Jakarta area (Jakarta, Bogor, Tangerang and Bekasi). This research uses an explanatory survey method with descriptive and verification research types.

According to the characteristics of research that has specific and limited objectives, the sampling method used was purposive sampling. This method was used because the sample was selected on the grounds that it had the characteristics needed in the research (Nikolopoulou 2022). Screening questions are used to ensure that respondents are invited according to the desired characteristics or criteria. Sample requirements are male and female respondents, have the ability to buy a used car, intend to replace the car in the next 6 months and have never made a transaction on the XYZ.com marketplace

Questions regarding the demographic characteristics of respondents include age, area of residence, highest level of education, occupation, monthly income, familiarity with the automotive marketplace, and intention to replace or purchase a car in the next 6 months. From the results of online distribution of Google Forms distributed through social media WhatsApp, Instagram, Facebook, and the researcher's personal network, there were 127 respondents who returned the questionnaire. The sample size is in accordance with the minimum number of samples for SEM-PLS which is between 30 – 100 (Chin 2000).

RESULTS

Of the 127 data samples, the age range 39 – 47 years occupied the largest position with 36.2 percent. The majority reside in Jakarta (53%), graduated from universities (54.3%), have a private sector background (55.9%) and have a monthly income of between IDR

5 – 10 million (37.8%). As many as 92.1% of respondents admitted to having searched for a used car through the automotive marketplace, 73.2% had visited a car dealer whose advertisement was seen on the marketplace, while 67.7% of respondents admitted to having bought a new or used car through the marketplace.

Analysis of research results was carried out using Structural Equation Modeling-Partial Least Squares (SEM-PLS), which is a second generation multivariate analysis technique used in social research, business and other sciences (Sholihin 2021). After previously carrying out validity and reliability tests on 30 data samples. From the validity test process carried out, it was stated that all indicators had a calculated R value of less than 0.361 so they were declared valid. In the reliability test, all α results showed a figure above 0.60, so it can be declared a reliable measurement instrument.

The path coefficients between constructs are measured to see the significance and strength of the relationship and also to test the hypothesis. The path coefficient value ranges from -1 to +1. The closer the value is to +1, the stronger the relationship between the two constructs. A relationship that is closer to -1 indicates that the relationship is negative (Sarstedt et al., 2017).

Outer loading is a measure of the strength and direction of the relationship between manifest variables (variables that are measured directly) and the factors proposed in the model. Based on the SEM-PLS model in Figure 2, all indicators for each variable have an outer loading value > 0.7. This means that the construct can explain more than 50% of the variance of each research indicator (Sarstedt et al 2017).

Output Another test of the model is carried out by looking at the R - Square value which is a goodness-fit-model test. R square or coefficient of determination is a way to assess how much an endogenous construct can be explained by an exogenous construct with the R2 value criteria of 0.67, 0.33 and 0.19 as strong, moderate and weak (Chin 2000). The R Square value of Y1 is 0.723 with an adjusted r square value of 0.714, so it can be explained that all exogenous variables simultaneously effect Y1 by 0.714 or 71.4%. The Adjusted R Square value of 71.4% >67% shows that the effect of exogenous variables on Y1 is strong. Meanwhile, the effect on variable Y2 is 77.2% > 67%, which is strong, and Y3 is moderate because it is 42.0 > 33%.

Table 1 shows the effect of each exogenous variable construct on the endogenous variable. So, based on the p value of direct effects as in the table above, the direct effect is not significant because it has a p value > 0.1, while other direct effects are significant because they have a p value < 0.1. While Indirect or indirect effects are the effects of exogenous variables on endogenous variables through intermediary variables. In this model the intermediate variables are Y1 and Y2. The total effect is a combination or sum of direct and indirect effects. The total effects output as shown in the table above is to see the magnitude of the total effect which is the sum of the direct effects and indirect effects. Based on the p value of direct effects as in the table below, the marketing mix and purchase intention do not have an insignificant direct effect because they have a p value > 0.1. However, it has a significant overall effect because it has a p value <0.1 after examining brand awareness and perceived quality as mediating factors.
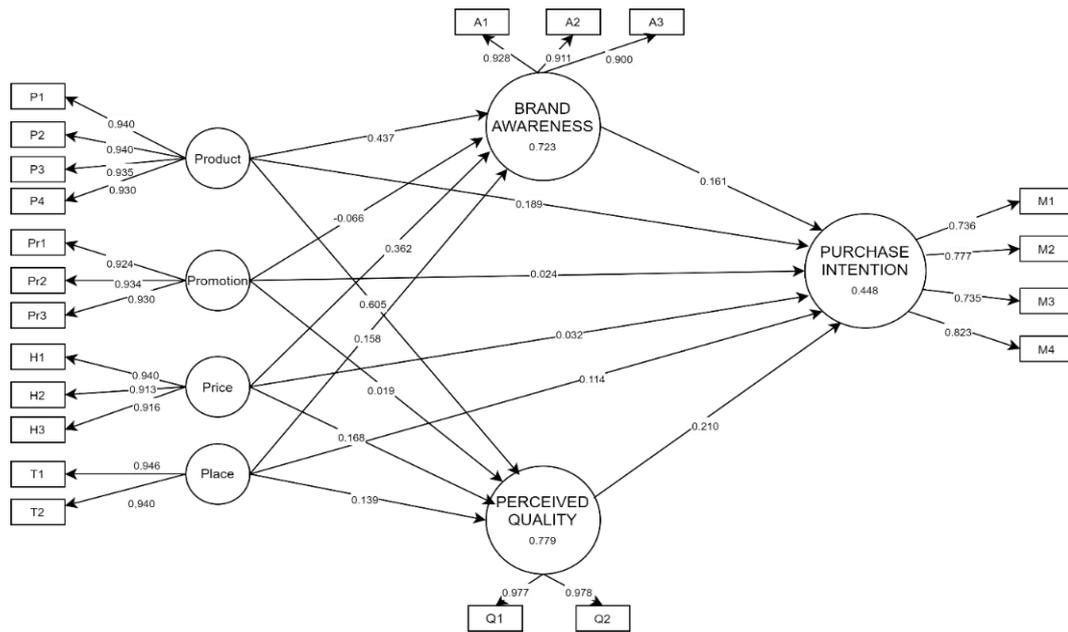
Figure 2 SEM-PLS Research Model

Table 1 Results of overall effect analysis

		Product	Promotion	Price	Place
Direct Effect	Purchase Intention	0,406	0,860	0,901	0,298
Indirect Effect	Brand Awareness	0,413	0,738	0,412	0,507
	Perceived Quality	0,218	0,887	0,364	0,327
Total Effect	Purchase Intention	0,099*	0,897	0,641	0,098*

*** α < 0.01 ** α < 0.05 * α < 0.1

The Effect of Marketing Mix on Brand Awareness

The product marketing mix variable has a p value of 0.003, smaller than 0.1. In the promotional marketing mix variable, a p value of 0.616 > 0.1 appears. For the price marketing mix variable, the p value was obtained at 0.014, less than 0.1. The place marketing mix variable had a p value of 0.196 > 0.1. As in previous studies, the effect of marketing mix elements on brand equity dimensions, in this case brand awareness and perceived quality can vary depending on the type of industry (Niazi et al, 2020; Huang et al, 2012). In research with the XYZ.com marketplace case study, of the four marketing mix elements studied, only P product and P price had a significant effect on brand awareness. Meanwhile P promotion and P place do not have a significant effect.

Table 2 Hypothesis 1

Hypothesis	P values	H₀
Hypothesis 1A	0,003***	Rejected
Hypothesis 1B	0,616	Accepted
Hypothesis 1C	0,014**	Rejected
Hypothesis 1D	0,196	Accepted

The Effect of Marketing Mix on Perceived qualities

Calculations on the product marketing mix variable give a value of 0.000, smaller than 0.1, which means the product has a statistically significant effect on perceived quality. For the promotional marketing mix

variable, the p value is 0.864 > 0.1, making H0 accepted, which means it has no statistically significant effect. The price marketing mix variable has a p value of 0.113 which is above 0.1, so it does not have a statistically significant effect. In the place marketing mix, the p value is 0.164 > 0.1 so that X4 also has no significant effect. Of the four marketing mix elements studied, only product P has a significant effect on perceived quality. Other elements, namely P price, P promotion and P place, are stated to not effect perceptions of quality. This research is different from previous studies stating that all elements of the marketing mix effect perceptions of quality (Rashid 2021)

Table 3 Hypothesis 2

Hypothesis	P values	H₀
Hypothesis 2A	0,000***	Rejected
Hypothesis 2B	0,864	Accepted
Hypothesis 2C	0,113	Accepted
Hypothesis 2D	0,164	Accepted

The Effect of Brand Awareness and Perceived qualities on Purchase Intentions

Based on calculations using bootstrapping or resampling, the p value of brand awareness on purchase intention is 0.362 > 0.1 so it is not statistically significant. The perceived quality variable on purchase intentions has a p value of 0.191, or does not have a statistically significant effect on Y3. Brand awareness and perceived quality do not affect purchase intentions. If we refer to brand awareness and perception as dimensions of brand equity, the results of research on XYZ.com are contrary to brand equity theory (Aaker 1991).

The absence of effect between brand equity dimensions, including brand awareness and perceived quality on purchase intentions, will occur when consumers are familiar with

the brand and have brand associations in their memory (Keller 1993). There are several conditions where brand awareness and perceived quality do not have a significant effect on purchase intentions, namely very high inter-marketplace competition, lack of differentiation and consumer preferences. In these three conditions, consumers tend to consider economic factors rather than brand awareness and perceived quality. A condition supported by the fact that marketplaces in Indonesia offer products in the form of homogeneous classified ads because the used cars offered on each platform often come from the same traders, with the same photos and information.

Table 4 Hypothesis 4 and 5

Hypothesis	P values	H₀
Hypothesis 4	0,362	Accepted
Hypothesis 5	0,191	Accepted

The Effect of Marketing Mix on Purchase Intention

The product marketing mix variable has a p value of 0.406 > 0.1 on purchase intention, indicating that there is no statistically significant direct effect. In the product marketing mix variable, a p value of 0.860 was also obtained. more than 0.1. For the price marketing mix variable, it has a p value of 0.901 which is greater than 0.1 so there is no statistically significant effect on purchase intention. In the place marketing mix variable, a p value of 0.298 > 0.1 was obtained, which again shows that there is no statistically significant effect.

In SEM-PLS analysis, mediation occurs when a third variable which is often referred to as a mediating variable bridges the relationship between two other variables and according to the framework of thought, the research tests whether the variables of brand awareness and perceived quality can be used

as mediation between the elements of the 4P marketing mix and purchase intentions. Based on the p value of total effects on purchase intentions, the final p value was 0.003 for the product marketing mix and 0.098 for place, which shows that there is a statistically significant effect on purchase intentions. The presence of brand awareness and perceived quality can change the relationship between the product marketing mix and place and purchase intention to become significant, after the direct relationship analysis did not have a significant effect. The p value of the overall relationship is > 0.01. The research findings are in line with previous studies showing the important role of brand equity dimensions with brand awareness and perceived quality included in them, as having a role in mediating the effect of the marketing mix on purchasing (Dewantara et al 2017, Ahdiany 2021, Adnyana et al 2019).

Table 5 Hypothesis 3

Hypothesis	P values	H₀
Hypothesis 3A	0,099*	Rejected
Hypothesis 3B	0,897	Accepted
Hypothesis 3C	0,641	Accepted
Hypothesis 3D	0,098*	Rejected

Managerial Implications

According to the research results, the most important factors that XYZ.com management should pay attention to increase purchase intentions are the marketing mix elements P product and P place. Companies also need to pay attention to the application of the marketing mix element P price which has a significant effect on perceived quality, which is a mediating factor in the effect of the relationship between the marketing mix and purchase intentions. Analysis of which aspects of the product marketing mix, place and price need to be paid attention to can be done by considering the magnitude of the loading factor for each indicator.

As seen in Figure 1, for the P product marketing mix, the uniform loading factor value is in the range of $0.930 - 0.940$, making all aspects of the indicator a consideration factor for the company. The XYZ.com website needs to have as complete a car advertising inventory as possible in terms of choices of car brands and car types, provide detailed and accurate information and guarantee the credibility of the dealers included in the ecosystem.

In the place marketing mix, the two indicators also have almost similar loading factor values so companies need to pay attention to both. The company's current strategy consists of placing the highest possible Google position for car brand keywords, and the car brand needs to be maintained. The existence of the P place variable is important in the context of the presence of advertisements on the Google search engine considering that success in getting to the top keyword position in the search engine will open up wide opportunities to get lots of visitors (Bali 2017). Studies show that SEO and social media have a positive and significant effect on purchases (Maula et al 2017, Alwi et al 2022). Companies need to make updates to the website which is the first touch point with consumers, in the form of continuously updating the design considering that web design has a significant effect on purchase intentions (Imaningsih et al 2020).

Companies also need to pay attention to the application of the marketing mix element P price which has a significant effect on perceived quality, which is a mediating factor in the effect of the relationship between the marketing mix and purchase intentions. Companies need to ensure and verify whether the prices listed in the advertisement are in accordance with the average market

price, provide added value to consumers, or collaborate with financial services for the latest credit price information. Price is an important factor for potential consumers looking for products in the marketplace, considering the tendency of marketplace consumers in the era of disruption to look for value for money. The survey stated that as many as 42 percent of marketplace users were categorized as disloyal because they easily changed platforms for economic reasons (Surveysensum, 2022.

Research Limitations

The research has limitations in the form of scope in the 4P marketing mix, brand awareness, perceived quality and purchase intention on the used car marketplace XYZ.com, not the automotive marketplace ecosystem as a whole. Where, XYZ.com itself has a relatively small market share when compared to OLX and Mobil123. So, it is very possible that the research results do not reflect the behavior of used car automotive marketplace consumers as a whole.

The characteristics of XYZ.com as an information platform where the website does not provide direct transaction facilities or joint accounts means that the research only focuses on marketing mix aspects and brand equity dimensions and their impact on purchase intentions. The flow of consumers on the XYZ.com website which does not incorporate transaction process also makes this research ignore the cyber security which usually become a driving factor for online transactions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Research on the used car online marketplace XYZ.com shows that of the four 4P marketing mix variables studied, P product

and P place are the main factors influencing the purchase intention of consumers looking for used cars. Apart from influencing the purchase intention of used car seekers, product P is also a variable influencing brand awareness and perceived quality. With P, price effects brand awareness and P, promotion has no effect on any variables.

The findings in the research show that brand awareness and perceived quality act as mediating factors between the marketing mix and purchase intention on the used car marketplace XYZ.com. This means that although brand awareness and perceived quality do not directly affect purchase intentions, both are mediating variables that are able to effect the relationship between product marketing mix and place and purchase intentions to be significant, after analyzing the direct relationship there is no statistical effect.

Based on these findings, the company can take the following managerial steps to increase purchasing intentions on the XYZ.com marketplace: Firstly, in the product aspect, namely by ensuring the completeness of the car being sold in the advertisement in terms of quantity, namely the choice of brand and model, as well as the quality aspect, namely the completeness of the information. advertisement. The second thing companies need to do is in the place marketing mix aspect, namely by continuously updating the interface and user experience (UI / UX) of the website, maintaining the convenience of the website's touch points with visitors by ensuring that listing advertisements are always in the top position.

Recommendations

Further research can be developed by adding a number of additional variables that effect purchase intentions, such as consumer trust or user experience in the marketplace. Research can also include cultural

differences or generational characteristics (X, Y, Z) as moderating factors influencing purchase intentions. The expansion of research on other marketplace platforms such as OLX, Mobil123, Moladin and others which have wider market coverage also makes research on a national scale an interesting topic that can get different results. The impact of digital disruption on consumer behavior can also be explored more broadly by including this factor as a moderation of the relationship between marketing mix and purchase intention.

The absence of a direct effect of brand awareness and perceived quality on purchase intentions also means that research can be developed into additional variables that can affect the impact of the marketing mix on purchase intentions. Brand equity theory emphasizes the importance of understanding how consumers form their perceptions and associations with brands

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