Purchase Decision of Proton Car in Pulau Pinang

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Abstract: - Purpose of this study is to examine the factors that affect the purchase decision of Proton car in Pulau Pinang. This research mall intercept method to collected data from respondents. The population of respondents in Pulau Pinang is around 1.767 million. Thus, the sample size for this study is 384 respondents according to the Krejcie and Morgan table (1970). However, 400 sets of questionnaires were successfully collected through the data collection. Through review of literature and previous studies, a conceptual model was defined, and the variables affect the purchase decision of Proton car included the brand image, quality, design or aesthetic and price. In this study, SmartPLS was used in analyzing structural models. By using SmartPLS, the data was transformed into Excel CVS file to generate raw input for the application. The findings reveal that the purchase decision of Proton car had positive relationship and significant with brand image, price and design or aesthetic. While the quality factor does not have a significant relationship with the purchase decision of Proton car.

Key-Words: - Purchase decision, brand image, quality, design or aesthetic, price, and Proton car
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1 Introduction

Proton Saga is known for the first model of Proton car. Proton Saga was launched on July 9, 1985. With an advanced technology, Malaysia seems to be can further extend their economics to various sector [1]. The name “Saga” was named by Ismail Jaafar. The name “Saga” derived from Adenanthera Pavonina, which is a type of seed in Malaysia. Singapore was the first new market for the Proton. Proton Saga 1.5l Sedan and Aeroback was launched in 1986 after a year Proton Saga was launched. These two models have great sales record in which around 50, 000 units of the Proton Saga had been sold in Europe and Asian country such as Brunei, New Zealand, Bangladesh, Sri Lanka, Malta and as well as in the United Kingdom. Besides that, Proton also was the first rebadge manufacturer for Mitsubishi Motors (MMC) products in the respective 1980s and 1990s. Thus, Proton able to produce their first engrained design through Mitsubishi engine and non-badge engineered the car in 2000. By doing this, Malaysia elevated as the eleven countries in the world which able to design the car from beginning until the end.

The Malaysian government has undertaken various initiative to compete to the international level [1]. Proton product with mix local and badge engineered has sold in 15 different Asia countries. Proton reached their highest point when they controlled 64 per cent of the market share and reached sales volume of 176,100 units of Proton car. However, Proton's sales seem to be declined drastically over the years. Perodua sales volume increase by 14 per cent to 152,733 in 2006 from 134,170 in 2005. Perodua controlled 41.71 per cent of the market share while Proton only mange to controlled 31.62 per cent of market share since 2006. Besides that, it also mentions that Perodua productions exceeded Proton for the first time since its establishment with a production of 152,733 units. While Proton only reach 115538 units of production. In 2016, Proton sales only reach 72,290 units, compared with Perodua's which the sales hit 207110 units and with 40 per cent of the market share whereas Proton registered at only 14 per cent. The poor sale of Proton has greatly impacted the financial performance of DRB-Bhd who owns Proton that time. DRB-HICOM's net losses have expanded to RM 478.9 million in the year of 2017 from 15.8 million a year earlier.

In addition, Proton not only has sales issues, but Proton's price also is one of the issues. Some model of Proton vehicle is considered more expensive compared to the competitor such as Proton Suprima

and Proton Inspira. Moreover, quality issue is not only the problem that faced by Proton. DRB-HICOM Chief Operating Officer, Datuk Harith Abdullah said that Proton deals with the issues which are dismal after-sales service and this problem must be solved in order to make customers satisfied. No amount of money will help Proton regain its customer base unless these two issues have solved. Datuk Harith Abdullah explained that customers want a good ownership experience instead of high technology vehicle. He said that Proton needs to make and maintain people's confidence with Proton vehicle which something that Proton failed to achieve in the previous. In JD Power's SSI (Sales Satisfaction Index) and CSI (Customer Satisfaction Index), Proton always has been at lowest. Thus, Proton needs to be transformed to be competitive in the industry of automotive.

In addition, Proton not only has sales issues, but Proton's price also is one of the issues. Some model of Proton vehicle is considered more expensive compared to the competitor such as Proton Suprima and Proton Inspira. For instance, the price of Proton Inspira is about RM 76 thousand while the Honda City cost around RM 78 thousand. The consumer will prefer to buy Honda City because in their mindset foreign is more durable and high quality compared to national car Proton. Besides, Honda able to offer a more attractive package in term of promotion and service package. In addition, the design model of Proton vehicle is not that attractive compared to others. Yoshiya Inamori, who is Proton's new vice president of manufacturing worrying about the quality issue that faced by Proton. The Proton car has been suffering less than satisfactory market sentiment which related to the quality of the Proton car. Thus, this study examine how the independent variable (the brand image, quality, design or aesthetic and price) affect the purchase decision of PROTON car. Proton is facing big challenges to survive in Malaysia's automotive industry due to many factors. Hence, this study is conducted with the aims to identify what exactly factor that influences the purchase decision of Proton car was declined. At the end of this study, hopefully, this study can identify the factor that affects the decision to purchase Proton vehicle the most. Ultimately, the researcher hopes these findings could help Proton to improve their automotive development and back to the top in the future. Furthermore, this study will also be added and fill in the gap in the literature review and none of the studies has been done in Malaysia.

2 Literature Review

2.1 Purchase Decision

2.1.1 Definition of Purchase Decision

Marketing and customer related variables such as customer satisfaction, customer loyalty, and customer retention influences quality buying of a customer [2]. Consumer behaviour involves the process of searching for purchasing, using, evaluating, and disposing of the products and services to satisfy their needs. Theory of attitude indicate that when person is encouraged on a particular product or services, they will be gladly using or buying the product or services [3]. It also involves on how consumer behaviour also emphases on how consumer makes purchase decisions and spend money, time, money, and efforts on buying the product or services. The effort includes what they want to buy, the purpose they want to buy it, when they are going to buy it, where they will buy it, how often they want to buy it, how often they will use it and how often they evaluate it. After the purchase, the consumer will evaluate the impact of the buying for the future purchase. Consumer behaviour includes the study of when, why, how and where people do or do not buy a product [4]. While [5] mentioned that consumer behavour consists of elements such as psychology, sociology, social anthropology and economic. Behaviour includes of action, attitude or manner of an individual who are engaging in or possessing [6]. Consumer behaviour is the element that try to understand the process of buyer decision no matter in group or individual and study the consumer’s characteristic such as demographics to understand their needs [7].

Consumer behaviour involves the human being’s interaction, cognition, behaviour and environment events as the exchange aspects of their lives [8]. Consumer behaviour involves the disposing of goods and services after consumer obtaining and consuming the product [9]. In spite of this, [10] state that consumer buying behaviour includes the interaction and exchanges of experiences activities. Consumer behaviour not only engaged the experience and feeling when consumer in the consumption process, but it also the exchange and interaction of comments from other customer, price sharing, product quality, design and so on. The concept of consumer behaviour summarizing the

product that offered in market and inception of eight obsolescence such as individual or group selection, use, purchase, services, products disposition, ideas or experiences to satisfy their desires [11].

2.1.2 Need Recognition & Problem Awareness

First stage, buyer identifies a problem or need in buying process. This is what need recognition or problem awareness means. The problem awareness can be triggered by external or internal factor. The example of internal factor is normal needs such as clothes or foods. While the example of the external factor is such as entertainment activities or discussion with a friend might get you thinking about watching a movie. So, in this period, the seller or marketer will study the consumers to figure it out what kinds of needs or problem arise, and the demand of the buying in the specific market. Apart from this, organization's market orientation and how they satisfy customer's need through satisfied employees is essential [12].

2.1.3 Information search

Second stage, information search is the process for an interested buyer. If the consumer's is satisfying with the product and the product meet their requirement with the information obtained, he or she will mostly tend to buy the product. In the other way, if the consumer did not find what they wanted, the consumer may store the need in memory until they found the related product that they needed. Consumer's information remains in their memory will affect them in making a purchase decision [13]. Nowadays, the consumers can easily find information from many types of sources they wanted such as through internet, advertising, packaging, social media, internet advertising and many more.

2.1.4 Evaluation of Alternatives

Third stage, with information obtained consumer's assess alternative products of choice set in the decision process [14]. After evaluated the information they search, the consumer will choose the product what they think is best for them. Consumer will evaluate two aspects such as objective characteristics which involves the features and functionality of the product and subjective characteristics which involves perception and brand reputation in the purchase decision of a product [9].

2.1.5 Purchase

After the above evaluation stage, the consumer will rank their favorite brands. Thus, purchase intention is formed. Basically, the consumer will decide to the brand that they most liked in final purchase decision. Attitudes of others and unexpected situation are identified to affect purchase intention and decision [14].

2.1.5.1 Group of Purchasing Decision

Group of purchase decision can be divided to three such as complicated decision, limited decision and regular decision making.

Complicated Decision

Complicated decision means the decision to overcome the difficult problems are consistent related with traditional decision making. Motivated to achieve a good usually involved the decision-making processes for solving a complex problem. Thus, decisions-making always involve with a lot of risks. Consumer or buyer will carefully evaluate the features and brands for each product in this type of decision.

Limited Decisions Making

Limited decision making means the decision usually is easy and more intelligible. Consumer's will have a little motivation to gather information and is not strict about assess the choices.

Regular Decision Making

Regular decision making is normally needing a complex and time-limited decision making due to there are some measurements and data collection. Thus, consumer or buyer just needs minimum effort to select the product that they wanted. This type of purchase decision normally is according on their behaviour and repeat purchase behaviour that allows consumers to spend less time and energy decide to purchase a product.

2.2 Brand Image

The brand image is important because it will show the overall opinion or reputation of the firm or company. An image include aspect such as the outcome of the working experience, the external factors, customer's value, reputation, product recognition which could give impact on the company's performance. There are various of definitions of a brand image depend on the time, place, and people. Brand image is the experience of the consumers which leaves some experience or memory in their mind after they use the product

[15]. Brand image will define an organization position in the market [16]. Normally the product brand with a good image can convince the customers to purchase the company's product brand. For example, people will rather purchase foreign car brand such as Mazda, Honda and so on which they believe the quality is good and good in value compared to local car. The level of commitment of the customers will have the different of product value depending on the product category. It is not easy for a company to identify consumer's expectation because of product uniqueness [17].

The higher the number of customers, the easier for the companies to obtain product benefits. The brand image will impact consumer's purchase decision because the better the brand image, the higher the purchase decision and intention of the product. Thus, a company should always develop and improve their product continuously in order able to follow the market trend and satisfy consumer requirement. Conducting meeting and discussion with employees is a good way to generate creative ideas. A suitable flow of information and ideas are important to generate the idea for sustaining companies' market situation. Thus, it's provided the ways to the company to develop a long-term brand in the market [18].

2.3 Quality

Nowadays, customers always look for product that is high in quality, durable and able sustain longer because it can satisfy their needs. Information about quality is easier to obtain with the latest gadget and internet source. Thus, the quality of a car will emphasis in many aspects such as durability, capacity, ability, specifications, safety, reliability, engine power, feature and so on. A lot of literatures just stressed on actual quality and neglected frontier of quality which is also important for the total meaning of quality. Total quality means the quality from the outside until the inside quality of a car is good to achieve the quality requirement of the customer. Each consumer has its own define and quality requirement. Hence, it is difficult to define on such subjectivity of term and the level of perceived value by consumer because only consumer themselves can experience and benefit from its outcome [19]. As cited by [20] customer satisfaction depends on a product quality and its performance which will influence their future buying behavior.

Perceived quality is the product quality received by consumer after they use the product. People or businessmen who are concentrating on the business or own interested and not focus on the customer or outside of business area will lead to perceived quality issues. It has been an important subject for a businessman and researcher but mostly they are focusing on service marketing [21]. Marketing variables such as consumers satisfaction, product involvement and purchase intention has received less attention due to marketing is more focus on other context [22]. All business has a belief which is high perceived quality will lead to repeated purchase. Thus, to achieve the repeated purchase, it is important for a company to achieve a perception of quality sustainability for their product and to realize the meaning of quality in perspective of the customer. These actions will lead the organization or company to produce the expected quality of service and products for the customer. Meanwhile, there are some literature which has been devoted on consumer's perception for labelling and packaging, and information [23].

2.4 Design or Aesthetic

Design is defined as product creation processes is the activities that help to prevent failures. There are different aspects to be considered in vehicle industry which included technology, manufacturing, regulations, supplier, and customers. Normally there are two types of designs which called product design and tooling design in the automotive industry. Product design is associated to the automotive body and chassis structure such as side panel, doors, hood, doors that total up to more than 300 parts [24]. While tooling design is used for transforming the material into a part such as dies and molds. The automotive manufacturers design the parts according to the specifications, systems and requirements [25]. Besides, product design also is referring to the physical appearance form or visual characteristic [26]. Innovation performance if found as one of the critical factor of organizations success to sustain in the market [27].

2.5 Price

Price is known as one variable of the four P's of the marketing mix which included price, promotion, product and place [28]. To prevent pricing errors, an automated system needs to have well setup and maintenance. Basically, cost-plus pricing is used by a retailer in the selection of pricing technique. These cost-plus pricing include the adding price of

percentage to the retailer cost which with the purpose for charging the amount suggested by the manufacturer. Basically the manufacturer will print this amount usually printed on the product. The reason of price charging is to achieve the company profitability but need to fit the real marketplace at the same time. According to [29] the price charging mostly depends on the type of distribution, the product quality and the promotion strategic. Therefore, price needs to be set higher if the cost incurred are high. The price also needs consider the cost of distribution, promotion campaigns and advertising and so on.

Besides that, price is also always considered as a dominant factor and guideline for car for selecting which product brand or service wanted to purchase long time ago. Consumers will consider price as a measurement when making a buying decision. The reason is to maximum their utility in this purchase process. According to [30] car price is considered as top priority that significantly impact consumers' vehicle purchasing decisions. Besides, consumers seem attracted to the things which are free. For instance, a car that is tax-free in Langkawi will be more attractive to consumers than a car which sell in Peninsular Malaysia. It is predicted that will be a critical shift in consumers' purchase behaviour where they will look or the car with is relative cheaper and efficiency [30].

3 Methodology

3.1 Theoretical Framework

Figure 1 shows the theoretical frameworks of the study. Theoretical frameworks are important to all research no matter is quantitative or qualitative, or mixed method research. Proton car purchase decision is the main variable which required to be investigated in this research. The independent variables include the brand image, quality, design or aesthetic and price.

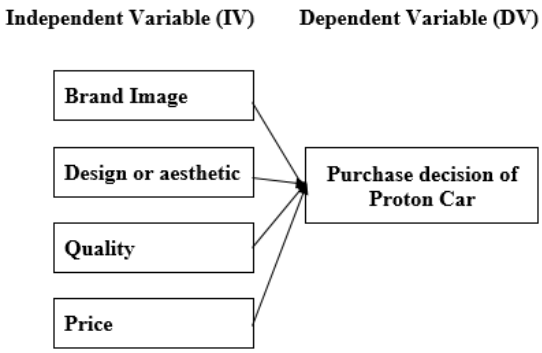

Figure 1:
Theoretical Framework of the Research

In the process of developing the research framework for the purchase decision of Proton car, this research suggests the outcome from the brand image, quality, design or aesthetic and price.

3.2 Hypotheses Development

H1. There is a significant relationship between brand image and purchase decision of Proton car.
H2. There is a significant relationship between quality and purchase decision of Proton car.

H3. There is a significant relationship between design or aesthetic and purchase decision of Proton car.

H4. There is a significant relationship between price and purchase decision of Proton car.

3.3 Research Design

After examined the research questions and objectives of this study, this study concluded that a quantitative method was suitable to conduct the research. In this study, a survey using questionnaires are used to collect data. Survey methods are mostly used to collect descriptive data in quantitative research. A quantitative research helps researchers to obtain information and obtain a greater understanding of the relationship among the variables, level of significance of hypothesis whereas the qualitative research is to test the research hypothesis as it is important to verify the hypothesis and relationship of variables in the study [31]. The data of this study were analyzed using SmartPLS (Partial Least Square). This study is using mall intercept method to collect primary data. Likert scales are used to measure the response of the respondents. Likert scale 1 to 5 which indicates that "1-Strongly Disagree" to "5-Strongly Agree" is used for measurement. The five-point scale is appropriate as it keeps the comparability of the result. For the purpose to test the reliability of the item, a pilot test has been conducted. The questionnaire was prepared in dual language which is English and Malay to ensure the respondent can understand and fill in accordingly.

3.4 Population and Sampling

The concept of "population" is essential to the population sciences but is hardly defined except in statistical terms [32]. In addition, a population is

the whole combination of parts from which the researcher decides to formulate some assumptions [33]. The population of this study is those people who are living in Pulau Pinang state. By refer to The Malaysia Automotive Association (MAA) vehicle registration in the year of 2017, the total number of vehicles in Malaysia is 28,181,203 units [34]. While in Pulau Pinang state, the total units of the vehicle is 2,655,679 units in 2017 and the number unit of the car in private vehicles category is 1,130,601 units. According to the Department of Statistics, the total population is around 1.767 million people in Pulau Pinang [35]. This means that there are around 6 to 7 persons who own a car among 10 persons. Thus, Pulau Pinang is a very good place for collecting the sample for this study due to the high amount number of the car owner.

3.4.1 Sample Size Determination

It is important to know the method and procedures to select a sample from a population so that the result is acceptable. Based on [36], there is seldom justification for a sample of this study which is higher than 30 but less than 500 are suitable for most of the research. Based on [37] table, the population of Pulau Pinang is around 1.767 million in 2018. Thus, with a population of 1.767 million, thus the sample size is 384. Therefore, there are around 400 set of questionnaires will be distributed to the people who are living in Pulau Pinang. Table 1 below shows the recommended sample size by [37]:

Table 1:
Table for deciding Sample Size of a Known Population

Population Size	Number of samples
75000	382
1000000	384

Source: Krejcie and Morgan (1970)

3.4.2 Sampling Design

This study uses the mall intercept technique. This mall intercept technique has applied in this study and conducted in the distribution of the questionnaire to the respondents who are living in Pulau Pinang. The places that intercepted and distributed the questionnaire included shopping mall, Proton Showroom, bank, company area and other public spaces. The respondents who are living in Pulau Pinang state only will be allowed to answer the questionnaire. The questionnaire also collected by using Smartphone and laptop in order to save the cost. The data will be key into the Microsoft Excel. Hence, the researcher also can analyze the data effectively using Microsoft Excel without calculating it manually.

3.4.3 Unit of Analysis

The unit of analysis is the major entity of the analysis. Based on the population, the unit analysis is the people who are living in Pulau Pinang. Besides that, this study also focuses on the opinion of the car owner and the people who are about to purchase the car. Therefore, the data will be collected from everyone who is living in Pulau Pinang.

3.5 Questionnaire Design

In this study, the questionnaire is developed to obtain information from respondents. The questionnaire design comprises of 27 questions. The questionnaire is divided into 3 sections. Section A contains 7 questions which are to require demographic data of respondents. Section B covers 16 questions which related to dependent and independent variables of the study. Section C covers 4 questions which related to independent variables only. In Section A, it consists the information of gender, race, age, highest education level, occupation, income level and car brand. Section B and Section C aims to collect information from respondents regarding purchasing decision of Proton car, brand image, quality, design or aesthetic and price.

3.6 Measurement of Study

Measurement models specify relationships between latent constructs and their measures such as items, indicators and so on [38]. This explained the researcher can classify variable into different categories by applying the scale of measurement. Likert-scale questionnaires are the most common instrument that used for measuring the constructs of variables to gather large figure of data. Hence, Likert scales measurement is used to measure all the questions in Section B and C as it can generate data that valid and reliable. Respondents are required to indicate a response to each statement according to the stated scale.

3.6.1 Measurement of Construct

In this study, the data were analyzed by applying the SmartPLS. The questionnaire has been adapted

and adopted from previous research for the purpose to obtain and verify the validity and reliability of questions.

3.7 Data Collection Method

In this study, the researcher collects the primary data through questionnaires mall intercept method. Since the population in Pulau Pinang is around 1.767 million in 2018. Thus, with a population of 1.767 million, the sample size is 384. Therefore, there are around 400 set of questionnaires will be distributed to the people who are living in Pulau Pinang especially in a mall, bank, Proton showroom or public spaces. Only those respondents who are living in Pulau Pinang is allowed to answer the questionnaire.

The researcher gave dual language version of the questionnaires to every respondent. The questionnaire took around 15 minutes to be completed. The researcher collected the completed questionnaires after the respondent finished answer the questionnaire. The data were collected about a one-month period. The researcher collected the data personally to get a quick response from the respondents. 400 questionnaires were distributed. These questionnaires were collected and used for data analysis by using PLS.

3.8 Pilot Test

The reason why pilot test is conducted is to the feasibility of method and procedures on a larger scale according to [39]. In this study, the researcher carried out the pilot test from the respondents that are similar to a real study. The research questions and hypothesis of this study measures five main variables which are brand image, quality, design or aesthetic, price and purchase decision. Each of the variables was measured by a list of questions item using a Likert type scale.

A pilot test was performed among the people who work in Jabil Sdn Bhd, Pulau Pinang. Thirty number of Jabil employees were selected to participate in our survey for the pilot test purpose. The pilot test aims to ensure every respondent understand the question in the questionnaire. The pilot test can assist to improve the questionnaire development and pre-testing before implementing in a bigger scale.

Table 2:
Construct Reliability and Validity for Pilot Test

Variables	**No of Items**	**Items**
Section A: Demographical Background	7	Section A: Item 1-7
Section B: Brand Image Quality Design or aesthetic Price	3 5 4 4	Section B: Item 1-3 Section B: Item 4-8 Section B: Item 9-12 Section B: Item 13-16
Section C: Purchase Decision	4	Section C: Item 17-20

Table 2 above shows the reliability result from SmartPLS for the pilot test. As mentioned, the reliability of the measurement model in SmartPLS is verify by two values which are the Cronbach's Alpha and Composite reliability. The Cronbach's Alpha need to have value of above 0.6 whereas composite reliability need have value which is 0.7 or higher only considered as acceptable [40]. By refer to the table above, Cronbach's Alpha value is between 0.779 to 0.911. While the CR value is between 0.771 to 0.910. Both of the value shows the variables is acceptable and good for measuring the instruments.

4 Findings

4.1 Data Preparation

Data preparation is the action to check the research data coding, entry, filtering and data missing. The data will be saved into a database Microsoft Excel after the questionnaire completed by respondent. There are 400 participants responded to the questionnaire for this study by using mall intercept method. The questionnaire also provided in electronic devices such as personal smart phone or laptop. The respondent can answer through the electronic device that provided by the researcher in case the hardcopy questionnaire is not enough. After that, the data was recorded in Microsoft Excel format. A deep checking is made in order to make sure no incomplete or invalid data. After checking, there are no incomplete questionnaire due to the setting to force respondents to answer all questions. All 400 cases of questionnaire are input into SPSS software to presenting the descriptive statistical

reports and to check for missing data and data normality test.

For PLS-SEM analysis purpose, SmartPLS will use the analysis of the measurement and structural models. The data was saved in Excel CVS format in order to input the file in PLS software.

4.1.1 Descriptive Statistic of Respondents

Table 3:
Respondent's Demographic Information

Demographic	**Frequency N=400**	**Percentage (%)**
Gender		
Male	206	51.5
Female	194	48.5
Race		
Chinese	245	61.2
Indian	52	13
Malay	99	24.8
Siam	4	1
Age		
Under 26	127	31.6
26-35	247	61.8
36-45	11	2.8
46-55	15	3.8
Highest Educational Level		
SPM	14	3.5
STPM	13	3.3
Diploma	34	8.5
Bachelor	307	76.7
Master	32	8
Occupation		
Unemployed	3	0.8
Student	32	8
Employed	365	91.2
Income Per Month		
Less Than RM 1500	30	7.5
RM 1501-RM2500	64	16
RM 2501-RM3500	162	40.5
RM3501-RM4500	74	18.5
More Than RM 4500	70	17.5
Car Brand		
BMW	4	1
Ford	3	0.7
Honda	46	11.5
Hyundai	7	1.8
Mazda	4	1
Mercedes	3	0.8
Nissan	15	3.7
Perodua	216	54
Proton	54	13.5
Suzuki	4	1
Toyota	41	10.2
Volkswagen	3	0.8

Table 3 above presents the demographic details of respondents who take part in the questionnaire. Based on the analysis, 51.5% were male and 48.5% were female. Among these respondents, 61.2% is Chinese and 24.8% is Malay while Indian contributes 13% and only 1% is Siam respondents. In term of age, 247 (61.8%) of the respondents are in the age of 26-35. 127 (31.6%) respondents are underage of 26 and 2.8% and 3.8% are in the age of 36-45 and 46-55 respectively. There is no respondent who is above 55 years old in this survey. Most of the respondents (76.7%) graduated with Bachelor's degree, 8.5% have diploma, while 32 respondents (8%) have Master's degree. Only 14 and 13 respondents have SPM and STPM certificate respectively of the total respondent. 365 respondents with 91.2% are employed while only 3 respondents are unemployed, and the rest 32 respondents are student (8%). In term of income, majority respondents (40.5%) are in category of RM 2501-RM 3500 while the minority 7.5% having less than RM 1500 income per month. Finally, in term of car's brand, the highest car's brand owner is Perodua which are 216 respondents (54%) while Proton owner come to second which are 54 respondents with 13.5% of the total 400 respondents.

4.1.2 Descriptive Statistic of Instrument

Table 4:
Descriptive Statistic for All Indicators

Construct	Indicator	N	Min	Max	Mean	Standard Deviation
Brand Image	BI1	400	1	5	4.05	1.008
	BI2	400	1	5	2.04	0.929
	BI3	400	1	5	2.71	1.186
Design or Aesthetic	D1	400	1	5	2.76	1.238
	D2	400	1	5	2.43	1.165
	D3	400	1	5	2.35	1.132
	D4	400	1	5	3.76	1.198
Price	P1	400	1	5	2.95	1.108
	P2	400	1	5	2.81	1.119
	P3	400	1	5	2.49	1.011
	P4	400	1	5	2.92	1.136
Quality	Q1	400	1	5	2.24	0.997
	Q2	400	1	5	2.38	1.064
	Q3	400	1	5	2.25	0.987
	Q4	400	1	5	2.29	0.96
	Q5	400	1	5	2.49	1.069
Purchase Decision	PDBI	400	1	5	2.26	0.975
	PDDA	400	1	5	2.36	1.09
	PDP	400	1	5	3.05	1.175
	PDQ	400	1	5	2.46	1.132

Table 4 above shows the descriptive statistics for the indicators. The use of statistical software SPSS (version 23) is to analysis and obtain the mean data, standard deviation, variance, minimum and maximum value for each of the indicator.

4.2 Verifying Data Characteristics

Verifying data characteristics is important to make sure the collected data is valid and no missing data. The researcher will check the missing data and conduct data normality analysis to verify the data.

4.2.1 Missing Data

The data is complete after checked. This is because through the deep check after the respondent finished answer the questionnaire. The researcher only will accept when the respondents complete their questionnaire. Thus, there is no incomplete data found in our data collection.

4.2.2 Data Normality

For data normality analysis, Shapiro-Wilk test and Skewness and kurtosis is used to check the data normality. The Shapiro-Wilk shows that all variables for this study have values of 0.00 which means that the data are not normal (non-normal). While Skewness and Kurtosis value is between -3 and +3 which is in suggested threshold. Thus, PLS-SEM is good to use because the data normality distribution assumption was violated.

Table 5:
Shapiro-Wilk test

	Shapiro-Wilk		
Variable	Statistic	df	Sig.
BI1	.817	400	.000
BI2	.846	400	.000
BI3	.904	400	.000
Q1	.863	400	.000
Q2	.891	400	.000
Q3	.880	400	.000
Q4	.878	400	.000
Q5	.891	400	.000
D1	.903	400	.000
D2	.886	400	.000
D3	.882	400	.000
D4	.855	400	.000

P1	.916	400	.000
P2	.911	400	.000
P3	.878	400	.000
P4	.899	400	.000
PDBI	.880	400	.000
PDQ	.896	400	.000
PDDA	.888	400	.000
PDP	.904	400	.000

Table 6:
Skewness and Kurtosis

	N	Skewness		Kurtosis	
Variables	**Statistic**	**Statistic**	**Std. Error**	**Statistic**	**Std. Error**
BI1	400	-1.021	.122	.727	.243
BI2	400	.604	.122	.013	.243
BI3	400	.080	.122	-.859	.243
D1	400	.180	.122	-1.042	.243
D2	400	.300	.122	-.876	.243
D3	400	.418	.122	-.792	.243
D4	400	-.714	.122	-.402	.243
P1	400	.115	.122	-.667	.243
P2	400	-.030	.122	-.788	.243
P3	400	-.082	.122	-.916	.243
P4	400	-.131	.122	-.565	.243
PDBI	400	.374	.122	-.418	.243
PDDA	400	.456	.122	-.512	.243
PDP	400	-.246	.122	-.706	.243
PDQ	400	.385	.122	-.675	.243
Q1	400	.364	.122	-.354	.243
Q2	400	.411	.122	-.514	.243
Q3	400	.502	.122	-.286	.243
Q4	400	.292	.122	-.415	.243
Q5	400	.094	.122	-.817	.243
Valid N (listwise)	400				

4.3 Measurement Model Assessment

As mentioned, the SmartPLS used to analyze the data. SmartPLS is used to assess the measurement and structural model for data validation. Measurement model is to validate the data reliability while structural model is to find out the significant relationship between the variables. For measurement model, there are four analyses carried out. The following tables show the findings for each of the analysis used to evaluate the reliability validation for each construct.

4.3.1 Internal Consistency Reliability

Table: 7:
Descriptive and Reliability Statistic

Construct	Item	Mean	Standard Deviation	Loadings	T-statistic
Brand Image CR: 0.833	BI2	2.04	0.929	0.942	18.783
	BI3	2.71	1.186	0.739	10.077
Designor Aesthetic CR: 0.876	D1	2.76	1.238	0.79	24.92
	D2	2.43	1.165	0.889	30.819
	D3	2.35	1.132	0.834	24.081
Price CR: 0.833	P2	2.81	1.119	0.712	12.112
	P3	2.49	1.011	0.86	17.898
	P4	2.92	1.136	0.794	16.663
Quality CR: 0.931	Q1	2.24	0.997	0.882	28.298
	Q2	2.38	1.064	0.9	26.58
	Q3	2.25	0.987	0.794	20.987
	Q4	2.29	0.96	0.87	32.466
	Q5	2.49	1.069	0.823	19.896
Purchase Decision CR: 0.934	PDBI	2.26	0.975	0.889	39.848
	PDDA	2.36	1.09	0.92	52.997
	PDP	3.05	1.175	0.795	23.966
	PDQ	2.46	1.132	0.924	50.199

Table 6 above shows that the internal consistency reliability results. SmartPLS required reliability (CR) of each construct exceeds the value of 0.7 as suggested threshold. The CR is between 0.833 to 0.934 and it is above than value of 0.7. Hence, the result proves that the internal consistency reliability is satisfied.

4.3.2 Indicator Reliability

The items loading is an indicator reliability in SmartPLS. PLS's measurement model stated that to achieve indicator reliability satisfaction, the item's loading should be at least 0.7 and significant at least at the level of 0.05.

Table: 8:
Loading's value lower than 0.708

	Brand Image	**Design or Aesthetic**	**Price**	**Purchase Decision**	**Quality**
BI 1	**0.108**				
BI 2	0.941				
BI 3	0.74				
D1		0.793			
D2		0.888			
D3		0.83			
D4		**0.095**			
P1			**-0.07**		
P2			0.776		
P3			0.82		
P4			0.748		
PDBI				0.889	
PDDA				0.92	
PDP				0.796	
PDQ				0.924	
Q1					0.882
Q2					0.9
Q3					0.794
Q4					0.87
Q5					0.823

Table 7 above shows the item loading and notice that item BI 1, D4 and P1 have loading value which is lower than 0.7. Thus, these items should always be removed due to the loading value lower than 0.708 is unacceptable according to [41].

Table 9:
Acceptable Loading value

	Brand Image	**Design or Aesthetic**	**Price**	**Purchase Decision**	**Quality**
BI 2	0.942				
BI 3	0.739				
D1		0.790			
D2		0.889			
D3		0.834			
P2			0.712		
P3			0.860		
P4			0.794		
PDBI				0.889	
PDDA				0.920	
PDP				0.795	
PDQ				0.924	
Q1					0.882
Q2					0.900
Q3					0.794
Q4					0.870
Q5					0.823

Table 9 show the acceptable loading value after deleted or removed the loading value which is lower than 0.7 which will affect the reliability result. Thus, above item is the loading which is higher than 0.7. The items are ranging from lower bound of 0.712 to an upper bound of 0.942 and the items are significant at level of 0.001 as shown in Table 8. Thus, the indicator reliability satisfaction is achieved.

4.3.3 Convergent Validity

Convergent validity is conducted for measuring the average variance extracted (AVE) value. Convergent validity is acceptable when constructs have AVE at least 0.5 or higher. Table 10 below shows that all constructs have AVE which are higher than the required threshold value of 0.5. This result shows that the convergent validity is satisfied in the measurement model in PLS.

Table 10:
AVE value

Constructs	**Average Variance Extracted (AVE)**
Brand Image	0.717
Design or Aesthetic	0.703
Price	0.626
Quality	0.731
Purchase Decision	0.781

4.3.4 Discriminant Validity

In discriminant validity, the researcher uses the [40] and cross loading. The item's loading of each indicator is highest for its designed construct whereas for [40], the square root of the AVE of a construct should be greater than the correlation between the construct and other constructs in the mode in measurement model.

Table 11:
Fornell and Larcker

	Brand Image	**Design or Aesthetic**	**Price**	**Purchase Decision**	**Quality**
Brand Image	**0.846**				
Design or Aesthetic	0.603	**0.839**			
Price	0.446	0.597	**0.791**		
Purchase Decision	0.639	0.794	0.687	**0.884**	
Quality	0.629	0.692	0.638	0.698	**0.855**

Based on the table above, the bolded elements indicate the square roots of the AVE while the rest referring to the intercorrelation value between constructs. The square root of the AVE of the constructs are greater than the correlation between the construct and other constructs Hence, the results confirmed that the [40] criteria is achieved.

Table 12:
The Cross Loading of construct

	Brand Image	Design or Aesthetic	Price	Purchase Decision	Quality
BI 2	**0.942**	0.637	0.490	0.671	0.646
BI 3	**0.739**	0.306	0.190	0.334	0.357
D1	0.469	**0.790**	0.472	0.634	0.494
D2	0.542	**0.889**	0.513	0.697	0.599
D3	0.503	**0.834**	0.515	0.666	0.645
P2	0.154	0.303	**0.712**	0.421	0.329
P3	0.508	0.628	**0.860**	0.659	0.675
P4	0.330	0.426	**0.794**	0.512	0.449
PDBI	0.655	0.780	0.584	**0.889**	0.757
PDDA	0.627	0.709	0.609	**0.920**	0.630
PDP	0.375	0.568	0.637	**0.795**	0.466
PDQ	0.569	0.730	0.611	**0.924**	0.585
Q1	0.631	0.550	0.545	0.574	**0.882**
Q2	0.637	0.633	0.564	0.639	**0.900**
Q3	0.396	0.555	0.523	0.559	**0.794**
Q4	0.543	0.658	0.565	0.632	**0.870**
Q5	0.467	0.553	0.529	0.572	**0.823**

Table 12 indicates the output of cross loading between constructs. The item's loading of each indicator is highest for its designed construct. These result shows that the discriminant validity is satisfied. The reliability and validity test conducted on the measurement model for this study is acceptable. The reliability and validity tests shown a very satisfied result. Thus, estimate parameters in the structural model is good to carry out.

4.4 Structural Model

After the measurement model results show is fit and achieve satisfactory, thus the structural model is good to conducted. Coefficient of determination (R^2) and path coefficients is measured in structural model.

4.4.1 Coefficient of Determination (R^2)

SmartPLS bootstrapping function is used to generate 500 samples from 400 cases. Result of the structural model is shown in below Figure 2.

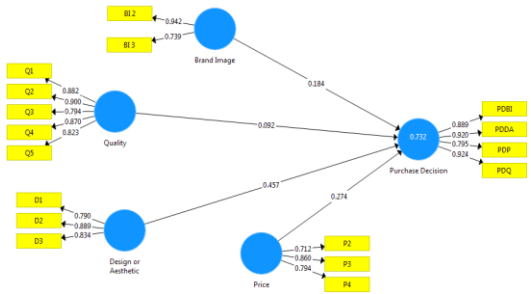

Figure 2:
Results of Structural Model

According to Figure 2 above, the coefficient of determination (R^2) of this structural model is 0.732. The R^2 result indicates that the brand image, quality, design or aesthetic and price are able to explain 73.2% of the variance in purchase decision of Proton. As mentioned in chapter 3, R^2 which is higher than 0.67 is considered substantial and large enough explained by the independent variables.

Thus, in this study, the predictive ability is high and good.

4.4.2 Path Coefficients

The path coefficient must be at least 0.1 and significance at 0.05. The relationship between independent and dependent variable were examined with SmartPLS by using bootstrapping function in order to test the significant level and t-statistic. In this case, the SmartPLS bootstrapping function is used to generate 500 samples from 400 our sample size.

Table 13:
Path coefficient, T-statistics, Significant level for All Hypothesised Paths

Dependent Variable	Independent variables	Path Coefficient (β)	T-Statistics	Significance Level
Purchase Decision	<-- Brand Image	0.183	3.501	0.001
R^2= 0.732	<-- Design or Aesthetic	0.455	10.574	0.001
	<-- Price	0.275	5.978	0.001
	<-- Quality	0.092	1.776	NS

Table 13 shows the path coefficients, t-statistics, and significance level. With this, the acceptance or rejection of the proposed hypotheses is determined. The testing of the proposed hypotheses is discussed in hypotheses testing section.

4.4.3 Hypotheses Testing

The result summary of hypothesis testing shown in Table 12 below.

Table 14:
Summary of Hypothesis Testing

	Description of Hypothesis	Result
H1	There is a significant relationship between brand image and purchase decision of Proton car.	Accepted
H2	There is a significant relationship between quality and purchase decision of Proton car.	Rejected
H3	There is a significant relationship between design or aesthetic and purchase decision of Proton car.	Accepted
H4	There is a significant relationship between price and purchase decision of Proton car.	Accepted

According to the Table 14 above, path coefficient shows hypotheses 1, 3 and 4 are supported, except for hypotheses H2. Accepted hypotheses are significant at least at level of 0.05 and have positive relationship between the independent and dependent variables. Besides, it is also consists a path coefficient value (β) from 0.183 to 0.455 which shows satisfactory. Table 13 shows that purchase decision of Proton is influenced directly by brand image (β= 0.183, t= 3.501, p< 0.001). Thus, hypothesis H1 is accepted. Meanwhile, purchase decision of Proton is not affected directly by quality (β= 0.092, t= 1.776, not significant). Hypothesis H2 is rejected. Further, from the analysis, purchase decision of Proton is greatly influenced directly by design or aesthetic (β= 0.455, t= 10.574, p<0.001). As a result, hypothesis H3 is accepted. In addition, purchase decision of Proton also is influenced directly by price (β= 0.275, t= 5.978, p<0.001). Hence, hypothesis H4 is also accepted.

5 Conclusion

5.1 There is a relationship between Brand Image and Purchase Decision of Proton car

Brand image has been identified to influence purchase decision of Proton car. It means that the better the brand image of the car, the more people to make the decision to purchase Proton car. This result is not tally with [42] research where it results that brand image and brand awareness is not significant with consumer purchase intention. This situation can be due to differences in the product used in an analysis. In this study, our product used is the car while [42] used laptop as the product. Thus, the results might be different. However, our results are aligned with the previous studies that

examine the relationship between brand image and purchase decision. For instance, according to [43], their findings also show that the five variables which have the most significant relationship with Chinese car young consumers. The result indicated that younger people also consider brand image than female consumers when purchasing a car. This result also can be supported by research of "Factors Affecting the Purchase Decision Making of Car Buyers in Malaysia" which shows that most affecting Proton buyer are price followed by other specifications.

5.2 There is no relationship between quality and purchase decision of Proton car.

On the other hand, the relationship between quality and purchase decision of Proton car quality did not receive statistical support. One of the reasons for its non-significant relationship with purchase decision is due to Proton produced a quite competitive car such as the latest model of Proton Persona and Sage in the recent year. Proton Persona awarded with 5-star ASEAN NCAP with higher safety performance crash data. It gives a higher protection as a family car. Besides that, with the foreign strategic partner (FSP) with Geely, this may boost up the people confidence toward Proton's quality especially the upcoming SUV car that announced by Proton, Proton X70. Even though this result is not aligned with most past studies which support that the quality variable has significant relationship with the purchase decision of a car however, this result is supported by [44] words in which he stated that the visual aesthetic and design have slowly become the key consideration during car purchase decision while consumers less consider about the technological aspects

5.3 There is a relationship between design or aesthetic and purchase decision of Proton car.

Result shows that there is a positive relationship between design or aesthetic and purchase decision of Proton car in Pulau Pinang. The result of the study are aligned with previous study done by [45] who also conducted research on consumers' purchase decision criteria in India and found that safety, overall looks, shape or design, features and interior image, policies of pre-sales and post-sales are the key factors that influence car purchase decisions among consumers. Besides that, [46] found that design is also one of the factor that are significant and influence the purchase intention at the introduction stage of a product in the automotive industry in Malaysia. Thus, this study concluded that design or aesthetic is an important factor for purchase decision of Proton car in Malaysia. A suitable and well design is important to target the targeted car buyer in the automobile industry.

5.4 There is a relationship between price and purchase decision of Proton car.

The fourth objective examine the relationship between price and purchase decision of Proton car. According to the analysis, it is proven that price influence purchases decision of Proton car. Price also plays an important role in Proton car's purchase decision. The higher price will cause your product unable to be competitive if the competitor is offering a better price. Another study was conducted in Malaysia by [40] and the findings indicated the price is the most important factors that influence car purchase decisions.

5.5 Limitation and Future Research

There are some limitations to this study. The limitation of this study is due to some reasons which are unable to control although the research provides and contribute insight for the study. First, the limitation of this study is the location of the research conducted. This research is focused on collecting data in Pulau Pinang state. Future research can expand in all state in Malaysia especially to test the quality factor whether the outcome of the result is the same with this research.

Second, the limitation of the research is where most of the findings identified that the respondents were Chinese as compared to Malay and Indian. Basically, the data should have equal ethnic groups to ensure the generalizability of the data. Thus, future research can be conducted by having the similar ethnic group of a respondent to measure whether any difference of the result.

Lastly, future research can include or explore more variable which can contribute to the development of Proton car. Besides that, moderator and mediator also can be added to furnish the research framework toward a better and precise model and result.

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Yaty Sulaiman was responsible for conceptualization, funding acquisition, project administration, resources, supervision, review and editing of the article.

Tang Wei Chau was responsible for data curation, formal analysis, methodology, validation, and writing the original draft.

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