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The Role Customer Satisfaction Mediate The Effect Of Product Quality On Customer Loyalty

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ABSTRACT: Product quality and customer satisfaction are some of the factors that affect customer loyalty. By prioritizing the product quality that is marketed, it is expected to create customer satisfaction after wearing it. After satisfaction arises, customers will tend to be loyal or loyal to products that can meet the needs and desires of customers. This research was conducted in the city of Denpasar involving 120 respondents who had bought and used a Toyota Avanza. Data collection using questionnaires, while data analysis techniques using descriptive analysis, path analysis, classic assumption test, and Sobel test. The results found that product quality has a positive effect on customer satisfaction and customer loyalty. Customer satisfaction plays a positive role on customer loyalty and can positively mediate the effect of product quality on customer loyalty. Creating and delivering good product quality to customers will create customer satisfaction, satisfied customers will be loyal to products that have satisfied the wants and needs of customers.

*Keyword***:** *Product quality, Customer satisfaction, Customer loyalty*

I.   INTRODUCTION

The vehicle is one of the needs that are considered important for human life, with the advent of the vehicle it will help human life to carry out all its activities. According to Amrullah (2016), the need for transportation now has become a primary need, especially land transportation. Various types of land transportation equipment ranging from two-wheeled vehicles to four-wheeled vehicles can meet various kinds of human needs. This makes car manufacturers increasingly innovate with their products so that competition for each product brand is sharper (Amrulah and Saida, 2016). The car is one form of land transportation facilities that are already owned by many people (Marpaung, 2017). Usually, someone buys a car to enjoy two functions, namely: as a passenger, goods from one place to another and another function is to get a prestige that will give satisfaction to someone (Patria, 2018).

Car brands are quite well-known and are in great demand by car users in Indonesia, one of which is Toyota. People from the lower classes to the upper classes are interested and have Toyota cars. Especially many families in Indonesia choose Toyota cars to help with their daily activities. The design and quality are very qualified and the price is quite affordable for the people of Indonesia, making Toyota as one of the brands of cars that make users believe in what Toyota gives to its customers (Kosim, 2018). Soerjo (2018) said that the Toyota Avanza in December 2018 is even 15 years old. During that time the Toyota Avanza was claimed to be the backbone of Toyota's car sales in Indonesia. The Toyota Avanza (with Daihatsu Xenia) was first introduced in 2003 and started sales the following year. Based on data obtained by Tempo from TAM, the total sales of Toyota Avanza from 2010 to November 2018 reached 1,315,497 units. This could be seen in Table 1.

TABLE 1: SALES DATA OF TOYOTA AVANZA IN 2010-2018

Year	Unit
2010	141.799
2011	162.367
2012	192.146
2013	213.458
2014	162,070
2015	129.205

2016	122,648
2017	116.311
2018 (January-November)	75.493
Total	**1.315.497**

Source: https://otomotif.tempo.com

Table 1 showed that the highest sales volume of Toyota Avanza in 2013 was 213,458 units and decreased 5 years in a row, namely in 2014-2018. In 2014 Toyota Avanza sales were 162,070 units. In 2015 a total of 129,205. In 2016 it dropped to 122,648 units. Then in 2017 sales declined again to 116,311 units and in the last year namely 2018 Toyota Avanza sales to 75,943 units. Based on the sales data, it shows that there is a problem with the sales of Toyota Avanza, namely the decrease in sales volume. This happens because a variety of MPV class competitors continue to emerge. One of them is the Mitsubishi Xpander car which since its introduction in 2017 has now become the best-selling MPV car in Indonesia as could be seen in Table 2 below.

TABLE 2: TOTAL 10 BEST-SELLING CARS IN THE FIRST SEMESTER IN 2018:

No	Brand	Unit
1.	Mitsubishi Xpander	39.948
2.	Toyota Avanza	39.455
3.	Toyota Calya	32.286
4.	Toyota Innova	25.948
5.	Daihatsu Sigra	24,338
6.	Honda Brio Satya	23.475
7.	Toyota Rush	19,508
8.	Honda HR-V (1.5 dan 1.8)	18.157
9.	Suzuki Ertiga	18.030
10..	Daihatsu Xenia	15.164

Source:*https://www.gaikindo.or.id*

Toyota Avanza competes in terms of other Low MPV cars with Mitsubishi Xpander, Suzuki Ertiga, Daihatsu Xenia, and others. Based on Table 2 showed that the dominance of the Toyota Avanza in the Low MPV segment began to be rivaled by the presence of the Mitsubishi Xpander in 2017. On several occasions, the Mitsubishi Xpander overtook the Toyota Avanza sales figures. These two models also compete closely in terms of sales from January-November 2018. Each recorded sales of 75,493 units and 71,219 units (Priyanto, 2019).

Customer loyalty is a very important thing to note. A marketer hopes that you can keep his customers for a long time. Because if the company has a loyal customer, then it can be a very valuable asset for the company. Loyal customers have a lower tendency to switch brands to competing products or services. In other words, people who are loyal to a product will be very loyal to the product. According to Tjiptono (2005: 385) states that "Customer loyalty is the ideal situation most marketers expect, where customers are positive towards the product or manufacturer and accompanied consistent repurchase patterns. " Besides that satisfaction is also an important factor in influencing purchasing decisions. Kotler, (2011: 36) revealed that customer satisfaction is the feeling of someone satisfied or vice versa after comparing between reality and expectations received from a product or service. Companies must make the product quality it produces more than its competitors, a major part of the company's strategy in achieving sustainable excellence, both as a market leader and as a strategy might to grow.

Based on Syahputra's research (2017), three things are considered by Toyota customers to be carried out by the company well, and customers are satisfied. This is a guarantee after the purchase. In terms of guaranteeing that is creating relationships to customers to continue to establish good relations, where customers feel important besides providing reparation services which means any activity or benefit offered by one party to another party which is basically without form and does not produce any ownership, because services in the form of assisting in satisfying customers with or without any compensation and finally Fraternization (Feelings of kinship) This means that in service to customers must have a friendly attitude in sales so that will create good communication for both parties. Understanding customer needs and customer desires will affect customer satisfaction. Many benefits received by the company with the achievement of a high level of customer satisfaction.

Many factors are considered by customers to make purchasing decisions for a product including product quality. Product quality is a reflection of the ability of products to carry out their duties which include

durability, reliability or efficacy, strength, ease of packaging and product repairs, and other characteristics (Kotler, 2011: 112). Highly competitive competition makes product quality very important.

The Toyota Avanza car continues to innovate by increasing product quality to keep up with this very competitive competition. That means product quality has an impact on customer satisfaction and customer loyalty. This is supported by research by Haryanto (2013) and Tumangkeng (2013) product quality has a significant effect on customer satisfaction. Subsequent research conducted by Irawan and Japarianto (2013), showed a positive relationship between product quality and customer loyalty. However, in several other studies, it was found that product quality and service quality did not affect loyalty (Peng, 2015; Kanta and Srivalli, 2014; Dolarslan, 2014). Because there are different findings for the same research, there is a gap/gap in research regarding the effect of product quality and service on customer loyalty.

II.   CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT

Literature Review
a)   Product Quality
According to HandiIrawan (2002: 45), product quality is a driver of multidimensional consumer satisfaction. For consumers, quality has several dimensions. At the very least, there are several dimensions of product quality that need to be considered by every company that wants to pursue customer satisfaction with consumer quality. Product quality is the thing that needs to get the main attention of the company/manufacturer, considering the quality of a product is closely related to the problem of customer satisfaction, which is the goal of marketing activities undertaken by the company (Assauri, 2007).

b)   Customer Satisfaction
When consumers feel happy with the results or appearance of the product, then they will feel satisfied with the product. A customer is satisfied with the value provided by a product or service is very likely to be a customer for a long time. Meanwhile, according to Tjiptono and Chandra (2005: 195) defines consumer satisfaction is the consumer's response to the evaluation of discrepancies/disconfirmations between previous expectations and the actual performance of the product felt after use.

c)   Customer Loyalty
Loyalty according to Griffin (2010: 04), is a consumer said to be loyal or loyal if the consumer shows a buying behavior regularly or there is a condition where it requires consumers to buy at least twice in a specified time interval.While customer loyalty, according to Drake (1998: 229), (In Sukmawati 2011, p. 24) states that loyal customers always make repeat purchases, which in turn guarantees a stream of revenue for the company, tended to buy more, willing to pay at a more expensive price, which will have a direct impact on the profits of the company.

Hypothesis
The Effect Of Product Quality On Customer Satisfaction
Product quality is the thing that needs to get the main attention of the company or manufacturer, considering product quality is closely related to customer satisfaction issues, which is the goal of marketing activities undertaken by the company. Product quality has a positive effect on customer satisfaction expressed in research conducted by Tumangkeng (2013). The positive direct effect between product quality on customer satisfaction was also stated in a study conducted by Saidani*et al* (2012). Based on Haryanto's research (2013) product quality has a significant effect on customer satisfaction. Based on previous research, researchers put forward the following hypothesis:

H₁: Product quality has a positive and significant effect on customer satisfaction.

The Effect Of Customer Satisfaction On Customer Loyalty
Customer satisfaction is determined by the person's overall feelings or attitudes about the product after purchase. The more satisfied the customer is for a product or service, it will usually make the customer loyal to the product. Customers will be loyal to a product if satisfaction arises from these customers. The significant effect of customer satisfaction on loyalty was found in the research of Kurniasih (2012). Amryanti (2013) states that customer satisfaction has a positive and significant effect on customer loyalty. There is also a significant positive effect of customer satisfaction on customer loyalty in Rahmiati's research (2012). Based on the above thinking framework, the following hypotheses can be proposed:

H₂: Customer satisfaction has a positive and significant effect on customer loyalty

The Effect Of Product Quality On Customer Loyalty
Quality has a direct impact on the performance of products or services, therefore quality is closely related to value and customer loyalty. The better the quality of a product, it will increase customer loyalty because customers do not want to move to another product where quality is not necessarily able to match the selected

product. Product quality partially has a positive and significant effect on brand loyalty found in the research of Tjahjaningsih and Yuliani (2009). Kurniawati*et al.* (2014) in his study stated that product quality is known to have a significant effect on customer loyalty. According to research conducted by Irawan and Japarianto (2013) shows a positive relationship between product quality and customer loyalty.

Based on the framework of thinking above, it can be proposed the following hypothesis:

H₃: Product quality has a positive and significant effect on customer loyalty.

The Role of Customer Satisfaction Mediate The effectof Product Quality on Customer Loyalty

Better product quality will certainly increase the value of the product. The better the quality provided, then that will make the customer will not move to another product, the customer will be loyal to the product, the loyalty of the customer naturally comes from feeling satisfied with the quality of the customer, thus making the customer loyal and does not want to move to another product. Andrianto (2014) in his research showed that satisfaction is a variable that can mediate the effect of service quality on customer loyalty at PT JNE Surabaya. Customer satisfaction can mediate the effect of service quality, value, and corporate image on customer loyalty found in research by Ali and Aram (2011). Akbar and Parvez's research (2009) also found that satisfaction as a mediation between service quality that was felt was important to customer loyalty. Based on the framework of thinking above, it can be proposed the following hypothesis:

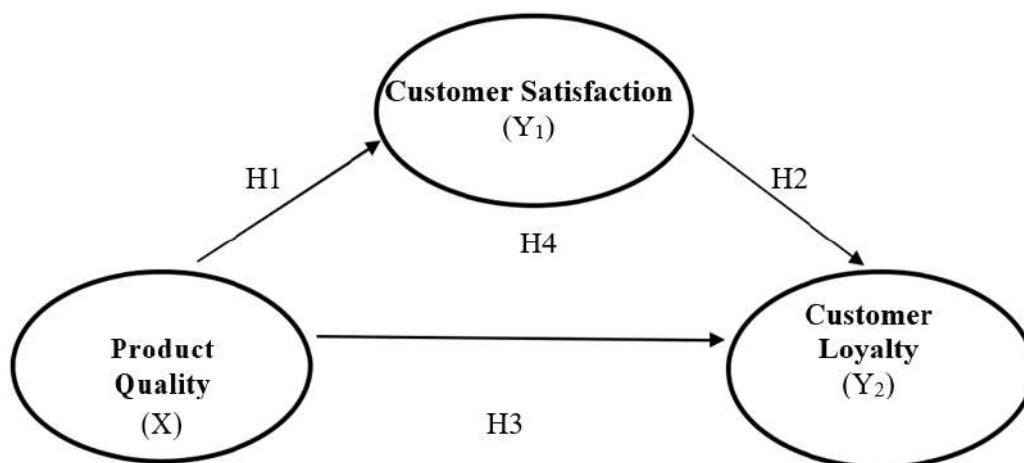**H₄: The role of customer satisfaction mediates the effect of product quality on customer loyalty.**

Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

This research is classified into associative research. This research was conducted in the city of Denpasar. The city of Denpasar was determined as the location of the study because it is the center of government and trade in the Province of Bali consisting of a diverse population, where the level of education of the population, the level of education and the level of activity and sensitivity of a technology product and transportation are better than other districts/cities in the Province of Bali. The population in this study are people who have already bought and used Toyota Avanza care products in the city of Denpasar. In this study, the sample used in this study were 120 respondents using the sampling method used is the probability sampling chosen was purposive, the sampling technique with certain considerations.The sample criteria in this study are as follows:

1) Respondents who live in the city of Denpasar because Toyota authorized dealers are located in Denpasar with the consideration that the population of Denpasar is very crowded so that the Toyota Avanza is an option because it is a family car.
2) Respondents who have a minimum high school education level/equivalent with consideration are considered to have a driving license so that they understand and can answer the questionnaire objectively.
3) Customers who have bought a Toyota Avanza and used it for at least 1 year because they are understood to be able to answer questionnaires related to Toyota Avanza products.

The data collection method in this research is the survey method using a questionnaire. The data analysis technique used in this study is path analysis.

IV. RESEARCH FINDING AND DISCUSSION

The characteristics of research respondents are the profiles of the 120 respondents who participated in filling out the research questionnaire. The research data were obtained from the results of a questionnaire that

had been distributed to research respondents totaling 120 respondents. The characteristics of the respondents studied included gender, age, and education. A summary of the characteristics of respondents could be seen in Table 3 as follows:

TABLE 3: RESPONDENT CHARACTERISTICS

Characteristic	Classification	Respondent	(%)
Gender	Male	71	59,1
	Female	49	40,9
	Total	**120**	**100**
Age	18-22years old	30	23
	23-27years old	48	40
	28-32 years old	31	25,9
	>33years old	11	9,1
	Total	**120**	**100**
Education	Senior High School	4	3,3
	Bachelor	62	51,7
	Magister	33	27,5
	Diploma 1/2/3	10	8,3
	Others	11	9,1
	Total	**120**	**100**

Source: Data processed, 2019

Table 3 shows the characteristics of respondents can be grouped by gender, namely Men with a percentage of 59.1% and women with a percentage of 40.9 %. Characteristics based on age shows that the majority of respondents aged between 18-22 years with a percentage of 25 percent, aged 23-27 years with a percentage of 40 percent then aged 28-32 years by 25.9 % and age 33 years by 9.1%. The majority of respondents who have a high school education with a percentage of 3.3 percent, respondents with a Bachelor education level with a percentage of 51.7 percent, Magister with a percentage of 27.5 %, some respondents have a 1/2/3 Diploma education level with a percentage of 8.3 % and other levels of education with a percentage of 9.1 %.

Path Analysis
Path coefficient calculations are performed using SPSS 13, the results of data processing for regression equation 1 are presented in Table 4 as follows:

TABLE 4:THE RESULT OF PATH ANALYSIS 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	0,563	0,248	-	2,270	0,025
	Product quality	0,845	0,062	0,783	13,685	0,000
$R1^2$	: 0,613					
F statistic: 187.278						
Sig. F	: 0,000					

Source: Data processed, 2019

Based on the results of the path analysis of the regression equation 1 as presented in Table 4, the structural equation is as follows:

$$M = \beta1X + e_1$$
$$M = 0,783X$$

The β1 value is 0.783 which has a positive effect on product quality on customer satisfaction, this shows that if the product quality variable increases, customer satisfaction on Toyota Avanza in Denpasar will increase by 0.783. The magnitude of the effect of the independent variable on the dependent variable shown by the total determination value (R square) of 0.613 means that 61.3 percent of customer satisfaction variations are affected by variations in product quality, while the remaining 38.7 percent is explained by other factors not included into the model.

TABLE 5:THE RESULT OF PATH ANALYSIS 2

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,321	0,265	-	1,213	0,228
	Product quality	0,499	0,104	0,443	4,814	0,000
	Customer satisfaction	0,405	0,096	0,388	4,212	0,000
R²	:0,616					
F statistic: 94,011						
Sig. F	: 0,000					

Source: Data processed, 2019

Based on the results of the analysis of the path of regression equation 2 as presented in Table 5, following structural equation:

$$Y = \beta 2X + \beta 3M + e_2$$
$$Y = 0{,}443\ X + 0{,}388M$$

Based on these equations, it can be concluded that: $\beta 2$ value of 0.443 means that product quality has a positive effect on customer loyalty, if the product quality variable increases, it increases the customer loyalty variable on the Toyota Avanza by 0.433.

A $\beta 3$ value of 0.388 means that customer satisfaction has a positive effect on customer loyalty, this means that if the customer satisfaction variable increases, the customer loyalty variable on the Toyota Avanza increases by 0.388. The magnitude of the effect of the independent variable on the dependent variable shown by the total determination value (R square) of 0.616 means that 61.6 percent of variations in customer loyalty is affected by variations in product quality and customer satisfaction, while the remaining 38.4 percent is explained by other factors into the model.

Based on the calculation of the effect of error (Pei), the result of the effect of error (Pei) obtained is 0.622 and the effect of error (Pe$_2$) is 0.619.

The total determination value of 0.853 means that 85.3% percent of the variable customer loyalty is affected by the variable product quality and customer satisfaction, the remaining 14.7 percent is explained by other factors outside the model formed.

TABLE 6: DIRECT EFFECTS, INDIRECT EFFECTS, AND TOTAL EFFECTS

Variables	Direct effects	Indirect Effect by Customer Satisfaction (M) ($\beta 1X$ x $\beta 3M$)	Total Effects
Product Quality on Customer Satisfaction	0,783	-	0,783
Product Quality on Customer Loyalty	0,443	0, 303	0,746
Customer Satisfaction on Customer Loyalty	0,388	-	0,388

Source: Data processed, 2019

The data shows that product quality has a direct effect on customer loyalty of 78.3 percent, mediated by the variable customer satisfaction obtained an indirect effect of 30.3 percent, and a total effect of 74.6 percent. These results indicate that customer satisfaction partially mediates the effect of product quality on customer loyalty.

Sobel Test

The Sobel test results that have been calculated show that the calculated Z value of 3.8384> 1.96 with a significance value of 0.0001 <0.05, which means customer satisfaction is a variable that mediates the effect of product quality on customer loyalty on Toyota Avanza in the city Denpasar or other words, product quality has an indirect effect on customer loyalty through customer satisfaction.

The Effect Of Product Quality On Customer Satisfaction

Based on the results of the analysis of product quality to customer satisfaction obtained a significance value of 0,000 with a beta coefficient of 0.783 with a t value of 13.668. A significance value of 0,000 <0.05 indicates that H_0 is rejected and H_1 is accepted. The results of this study mean that product quality has a positive

and significant effect on customer satisfaction, where customers believe the quality of Toyota Avanza as a quality MPV class car that can meet customer expectations and be able to become the best-selling car and be able to beat other competitors in the MPV class car. The quality that is provided such as the use of a good engine, the car body looks futuristic, strong and uses quality aluminum materials to improve driving safety as well as a variety of good quality multimedia features presented in the Toyota Avanza that can provide comfort and safety when driving so satisfaction arises in the minds of customers after buying and using a Toyota Avanza. This shows the more quality of a product from Toyota Avanza, the customer, or customer will feel satisfied with the presence of Toyota Avanza products on the market.The results of this study are following previous studies conducted by Tumangkeng (2013), suggesting that product quality has a positive effect on customer satisfaction. Tumangkeng's (2013) research results are also supported by research from Saidani*et al* (2012), stating that a positive direct effect between product quality on customer satisfaction is also stated in the research conducted by Saidani*et al* (2012). Other research that also supports is research conducted by Haryanto (2013), stating that product quality has a significant effect on customer satisfaction.

The Effect Of Product Quality On Customer Loyalty

Based on the results of the analysis of product quality on customer loyalty obtained a significance value of 0,000 with a beta coefficient of 0.443 with a value of t of 4.814. A significance value of 0,000 <0.05 indicates that H0 is rejected and H2 is accepted. The results in this study mean that product quality has a positive and significant effect on customer loyalty, where customers see Toyota very concerned and pay attention to the quality of a car to be marketed. They used materials and advanced technology to assemble a car so that the car has good quality in terms of comfort and safety. This shows that a good quality product will effect customers to be loyal and loyal to the Toyota Avanza.The results of this study are the following research conducted by Tjahjaningsih and Yuliani (2009), stating that product quality partially has a positive and significant effect on brand loyalty. The results of this study are also in line with research conducted by Kurniawati*et al*. (2014) in his study stated that product quality is known to have a significant effect on customer loyalty. And Irawan and Japarianto (2013) show that there is a positive relationship between product quality and customer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of customer satisfaction analysis of customer loyalty obtained a significance value of 0,000 with a beta coefficient of 0.388 with a t value of 4.212. A significance value of 0,000 <0.05 indicates that H_0 is rejected and H_3 is accepted. The results of this study mean that customer satisfaction has a positive and significant effect on customer loyalty, where customers who are satisfied and their expectations are met will tend to be loyal to a product that has provided a sense of satisfaction in themselves and they will tend to be reluctant to switch to other similar products. This shows that customers who are satisfied after using the Toyota Avanza will be loyal and remain loyal using the Toyota Avanza.The results of this study are consistent with research conducted by Kurniasih (2012), stating that there is a significant effect on customer satisfaction on loyalty. Other research that supports the statement of Kurniasih 2012) is a study conducted by Amryanti (2013) stating that customer satisfaction has a positive and significant effect on customer loyalty. Research conducted by Rahmiati (2012) states that there is a significant positive effect on customer satisfaction on customer loyalty.

The Role of Customer Satisfaction Mediate the Effect of Product Quality on Customer Loyalty

Based on the results of the fourth hypothesis testing, the Z value of 3.8384 is greater than the Z table value of 1.96. This shows that H_4 could be accepted so that it can be interpreted that customer satisfaction can mediate the effect of product quality on customer loyalty in other words product quality indirectly affects customer loyalty through customer satisfaction.The results of this study are consistent with research conducted by Andrianto (2014) in his research showing that satisfaction is a variable that can mediate the effect of service quality on customer loyalty. The results of this study are also in line with research conducted by Ali and Aram (2011) stating that customer satisfaction can mediate the effect of service quality, value, and company image on customer loyalty. Akbar and Parvez's research (2009) also found that satisfaction as a mediation between service quality that was felt was important to customer loyalty.

Research Limitations
1) This research has only been conducted on one research object, this research could be conducted on objects or brands and other car companies in the city of Denpasar.
2) This research can still be developed by testing it in other industries such as the restaurant industry, the electronics industry because this research will certainly give different results when the products used as research material are replaced.

3) This research is only carried out within a certain period (cross-section), while the environment could change any time, so this research needs to be done again in the future.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the research analysis and the results of the discussion in the previous chapter, the conclusions of this study are as follows:

1) Product quality has a positive effect on customer satisfaction, meaning that if there is a change in the quality of the Toyota Avanza, it will affect the level of customer satisfaction. The effect of this positive value shows that the better the quality provided by Toyota Avanza to customers, it will increase satisfaction in the minds of customers in the form of comfort and safety in driving.

2) Customer satisfaction has a positive effect on customer loyalty, meaning customer satisfaction will affect loyalty or loyalty to be positive. The effect of this positive value shows that customers who are satisfied because the Toyota Avanza car provides a comfortable and safe driving experience after using it will create a sense of loyalty or loyalty to the Toyota Avanza and customers are reluctant to switch to other car brands that do not necessarily provide the same satisfaction with given the Toyota Avanza.

3) Product quality has a positive effect on customer loyalty, meaning that the better the quality of a car on the Toyota Avanza will affect the level of customer loyalty to be positive. The effect of this positive value shows that customers view the Toyota Avanza has shown to customers that the product of their car is a quality car product in the MPV car class, then it will directly lead to a loyal attitude to the Toyota Avanza.

4) Customer satisfaction plays a positive role in mediating the effect of product quality on customer loyalty in Toyota Avanza car products.

Based on the results of the research conclusions, then some suggestions can be given including the following:

1) One product quality indicator that is the condition of the multimedia features gets the lowest average value of the other statements. Therefore, Toyota is expected to further enhance the capabilities of multimedia features in the Avanza both inside the car cabin and the outside of the car. In the modern era as now, consumers are very concerned with technology, the designer must be able to periodically attach sophisticated multimedia features to be able to support the needs of technology when driving so that each year the Toyota Avanza can continue to compete in the MPV car class in the market and with an increase, the use of advanced technology inthe car can create comfort and safety when driving and in the end, people will choose the Toyota Avanza.

2) The management and designer of the Toyota Avanza must continue to innovate in terms of creating excellence that makes the Toyota Avanza a good quality car in the MPV car class and continues to innovate so that consumers are not bored so that the Toyota Avanza becomes the best choice for consumers to buy MPV class cars. This can be done by making improvements in the engine to be more powerful and more environmentally friendly than the previous generation, continue to innovate in terms of creating an Avanza body design that attracts automotive enthusiasts, constantly innovating to improve and pay attention to safety and security features to improve driver safety and improve interior quality in the car so consumers are loyal to the company.

3) For subsequent researchers, it is expected to improve the quality of research by expanding the scope of research and adding or using other variables as mediating and can be tested on other industries besides the automotive industry. Besides, researchers can then test this model on brands or other car companies such as Honda, Wuling, Daihatsu, and others.

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