

REFERENCES

- Abdillah, W., & Hartono. (2015). *Partial Least Square (PLS)*. Yogyakarta: ANDI.
- Abdillah, W., & Jogiyanto. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis. Ed.1*. Yogyakarta: ANDI.
- Abu-Alkeir, N. I. (2020). Factors Influencing Consumers Buying Intentions Towards Electric Cars: The Arab Customers' Perspective. *International Journal of Marketing Studies; Vol. 12, No. 2*.
- Adam, M. R. (2018). *Practical guide of the integrated structural equation modeling (SEM) with LISREL and AMOS for marketing & social sciences thesis*. Sleman: Deepublish.
- Amalia, R. (2017). Pengaruh Kepribadian, Gaya Hidup Dan Konsep Diri Terhadap Keputusan Pembelian Online Di Kota Makassar. *Skripsi Fakultas Ekonomi Dan Bisnis Islam Uin Alauddin Makassar*, 85-86.
- Anggriawan, V. (2019, October 25). *Membaca Kepribadian dari Jenis Mobil* . Retrieved from [jitunews.com: https://www.jitunews.com/read/109682/membaca-kepribadian-dari-jenis-mobil](https://www.jitunews.com/read/109682/membaca-kepribadian-dari-jenis-mobil)
- Apinio, R. (2017, June 27). *Kebanyakan Orang Indonesia Beli Mobil karena Gengsi, Benarkah?* Retrieved from [liputan6.com: https://www.liputan6.com/otomotif/read/3004755/kebanyakan-orang-indonesia-beli-mobil-karena-gengsi-benarkah](https://www.liputan6.com/otomotif/read/3004755/kebanyakan-orang-indonesia-beli-mobil-karena-gengsi-benarkah)
- Ashmore, R. D., Deaux, K., & Volpe, T. M. (2004). An Organizing Framework for Collective Identity: Articulation and Significance of Multidimensionality. *Psychological Bulletin Vol. 130, No. 1*, 80–114.
- Astiti, D. P. (2014). Faktor Psikologis Yang Mempengaruhi Pengambilan Keputusan Konsumen Di Bali Dalam Membeli Kendaraan Pribadi. *Jurnal Sosio-Humaniora Vol. 5 No. 1*.
- Badan Pusat Statistik. (2018). *Perkembangan Jumlah Kendaraan Bermotor Menurut Jenis, 1949-2018*. Retrieved from [bps.go.id: https://www.bps.go.id/linkTableDinamis/view/id/1133](https://www.bps.go.id/linkTableDinamis/view/id/1133)

- Burke, P. J., & Stets, J. E. (2009). *Identity Theory*. Oxford: Oxford University Press.
- CNN Indonesia. (2020, August 12). *Penjualan Mobil Mulai 'PD', Naik 103 Persen pada Juli 2020* . Retrieved from [cnnindonesia.com: https://www.cnnindonesia.com/teknologi/20200812124134-384-534839/penjualan-mobil-mulai-pd-naik-103-persen-pada-juli-2020](https://www.cnnindonesia.com/teknologi/20200812124134-384-534839/penjualan-mobil-mulai-pd-naik-103-persen-pada-juli-2020)
- Cooper, D. R., & Schindler, P. S. (2014). *Business research methods (Bd. 12)*. New York: McGraw-Hill Education.
- DeCarlo, M. (2018). *Scientific Inquiry in Social Work*. Radford, Virginia: Open Social Work Education.
- Deng, L., & Chan, W. (2017). Testing the differences between reliability coefficients alpha and omega. *Educational and Psychological Measurement, 77* (2), 185-203.
- DePaulo, B. M. (1992). Nonverbal Behavior and Self-Presentation. *Psychological Bulletin Vol. 111, No. 2*, 203-243 .
- Dhanabalan, D. T., Subha, D. K., Shanthi, R., & Sathish, A. (2018). Factors Influencing Consumers' Car Purchasing Decision In Indian Automobile Industry. *International Journal of Mechanical Engineering and Technology (IJMET) Volume 9, Issue 10, October 2018, pp. 53–63*.
- Dmour, R. A., Dawood, A. E., Dmour, H. A., & Masa'deh, R. (2020). The effect of customer lifestyle patterns on the use of mobile banking applications in Jordan. *International Journal of Electronic Marketing and Retailing, 2020 Vol.11 No.3* , 239 - 258.
- Either, K. A., & Deaux, K. (1994). Negotiating Social Identity When Contexts Change: Maintaining Identification and Responding to Threat. *Journal of Personality and Social Psychology, 1994. Vol. 67, No. 2.*, 243-251.
- Ekasari, N., & Hartono, R. (2015). Pengaruh Faktor-Faktor Gaya Hidup Konsumen Terhadap Keputusan Pembelian Laptop Apple. *Digest Marketing Vol. 1 No. 1*, 65 – 72.
- El Said, G. R. (2005). Cultural Effect On Electronic Consumer Behaviour:The Effect Of Uncertainty Avoidance On Online Trust For The Egyptian Internet Users. *Thesis: School of Information Systems, Computing and Mathematics Brunel University*.

- Fauzi, M. B. (2016). Consumers' Perception And Purchase Intention Towards Private Label Products Of Kedai Rakyat 1 Malaysia (Kr1M). *Thesis / Undergraduate Project Paper Universiti Teknologi Malaysia*, 114-115.
- Ferdinand, A. (2014). *Management Research Methods*. Semarang: BP Diponegoro University.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Reading, MA. Addison: Wesley.
- Ghozali, I. (2016). *Aplikasi Analisa Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gunawan, H. (2019). Pengaruh Faktor Budaya, Sosial, Pribadi Dan Psikologis Terhadap Keputusan Pembelian Produk Mobil Toyota Avanza Di Surabaya. *AGORA Vol. 7, No. 2, 5*.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate data analysis*. Hampshire: Cengage Learning EMEA.
- Hall, M. (2020). *What does your car's colour say about you? Car colour psychology* . Retrieved from flexed.co.uk: <https://flexed.co.uk/cars-colour-say-car-colour-psychology/>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *New Challenges to International Marketing* , 277-319.
- Ibid Astra. (2020, August 7). *Inilah 5 Kepribadian Pria Berdasarkan Tipe Mobilnya, Kamu Salah Satunya?* . Retrieved from blog.ibid.astra.co.id: <https://blog.ibid.astra.co.id/detail/inilah-5-kepribadian-pria-berdasarkan-tipe-mobilnya-kamu-salah-satunya-64X>
- impoff.com. (2020, March 4). *Importance of Transportation and Role of The Economic Development* . Retrieved from impoff.com: <https://impoff.com/importance-of-transportation/>
- Indayani, K., Kirya, I. K., & Yulianthini, N. N. (2014). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Konsumen Dalam Membeli Mobil. *e-Journal Bisma Universitas Pendidikan Ganesha Jurusan Manajemen (Volume 2 Tahun 2014)*.
- Indayani, K., Kirya, I. K., & Yulianthini, N. N. (2014). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Konsumen Dalam Membeli Mobil. *e-*

*Journal Bisma Universitas Pendidikan Ganesha Jurusan Manajemen
(Volume 2 Tahun 2014), 2.*

Indonesia-Investment. (2016, October 2016). *New Lifestyles & Trends: What Car Do Indonesian Consumers Want?* Retrieved from www.indonesia-investments.com:
<https://www.indonesia-investments.com/culture/culture-columns/new-lifestyles-trends-what-car-do-indonesian-consumers-want/item7276>

Jaafar, S. N., & Lalp, P. E. (2012). Consumers' perception towards extrinsic and intrinsic factors of private label product in Johor Bahru, Malaysia. *Proc. the UMT 11th International Annual Symposium on Sustainability Science and Management, Terengganu, Malaysia*, 828-834.

Khuong, M. N., & Duyen, H. T. (2016). Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam . *International Journal of Trade, Economics and Finance, Vol. 7, No. 2*, 45.

Kompas.com. (2016, August 24). *Mobil dan Gaya Hidup Masyarakat Modern*. Retrieved from biz.kompas.com:
<https://biz.kompas.com/read/2016/08/24/093518528/mobil.dan.gaya.hidup.masyarakat.modern>

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing Sixteenth Edition*. Essex: Pearson.

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing*. Essex: Pearson.

Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2005). *Principles of Marketing Fourth European Edition*. Essex: Pearson.

KPMG. (2014, February 11). *KPMG presents Global Automotive Executive Survey 2014* . Retrieved from home.kpmg:
<https://home.kpmg/ru/en/home/media/press-releases/2014/02/kpmg-presents-global-automotive-executive-survey-2014.html>

Kucukemiroglu, O. (1997). Market segmentation by using consumer lifestyle dimensions and ethnocentrism An empirical study. *European Journal of Marketing* 33,5/6, 13.

Kumar, R. (2014). *Research Methodology: A Step-by-Step Guide for Beginners. 4th Edition*. London: SAGE Publications Ltd.

- KumparanOto. (2020, January 7). *Ini Warna Mobil Paling Disukai di Seluruh Dunia*. Retrieved from kumparan.com: <https://kumparan.com/kumparanoto/ini-warna-mobil-paling-disukai-di-seluruh-dunia-1satp62QfS9/full>
- L., C. (2018, May 4). *What Your Car Says About Your Personality*. Retrieved from driversautomart.com: <https://www.driversautomart.com/what-your-car-says-about-your-personality/>
- Lameck, W. U. (2013). Sampling Design, Validity and Reliability in General Social Survey. *International Journal of Academic Research in Business and Social Sciences*, 212-218.
- Landon Jr., E. L. (1974). Self Concept, Ideal Self Concept, and Consumer Purchase Intentions . *Journal of Consumer Research*, Volume 1, Issue 2, September 1974, 7.
- Lim, H. C. (2010). The Effect of Lifestyle, Service and Quality of Bakery Products on Purchasing Intention . *The Korean Journal of Culinary Research*, 1.
- Lissitsa, S. (2019). Four generational cohorts and hedonic m-shopping: Association between personality traits and purchase intention. *Department of Economics and Business Management, Ariel University, POB 3, Ariel, Israel, 44837*, 2.
- Listyorini, S. (2012). Analisis Faktor-Faktor Gaya Hidup dan Pengaruhnya Terhadap Pembelian Rumah Sehat Sederhana (Studi pada Pelanggan Perumahan Puri Dinar Mas PT. Ajisaka di Semarang). *Jurnal Administrasi Bisnis*, vol. 1, no. 1, 12-24.
- Malhotra, N. K. (2010). *Marketing research: An applied orientation (Bd. VI)*. New Jersey: Pearson.
- Markus, H., & Wurf, E. (1987). The Dynamic Self-Concept: A Social Psychological Perspective. *Ann. Rev. Psychol.* 38, 299-337.
- Marsha, A. (2015). The Impact of Plaza Indonesia Shopping Mall's Attributes toward Customers' Satisfaction. *iBuss Management Vol. 3, No. 2*, 49-57.
- Mehrad, A. (2016). Mini Literature Review of Self-Concept. *Journal of Educational, Health and Community Psychology*, 4.

- Mercedes Benz Indonesia. (2020, December). *Pricelist 2020*. Retrieved from mercedes-benz.co.id: https://www.mercedes-benz.co.id/passengercars/being-an-owner/brochure-price/stage.module.html?gclid=Cj0KCQiA_qD_BRDiARIsANjZ2LDwY1arm2waxyhwiby8qbb2gfYBPE0COqIU-QHCzcCRBUNx5y4l5egaAoYzEALw_wcB
- Mushwana, J., & Maziziri, E. (2018). Antecedents that Influence Johannesburg Customers' Intention to Use Transportation Network Companies (TNC's): Perspectives on the UBER Mobile Application. (*Regenesys Business School*). <https://doi.org/10.13140/RG.2.2.36828.69761>.
- Muzaki, A. (2020, October 20). *20 Mobil Terlaris di Indonesia Bulan September 2020*. Retrieved from otosia.com: <https://www.otosia.com/berita/20-mobil-terlaris-klm.html>
- Norbaiti. (2018). Pengaruh Faktor Gaya Hidup Terhadap Keputusan Pembelian Mobil Mitsubishi-Xpander Pada Pt Sumber Berlian Motors Banjarmasin. *Jurnal Spread – April 2018, Volume 8 Nomor 1*.
- OLX. (2020). *Jual Beli Mobil Bekas di Jakarta D.K.I. - Avanza, Xenia*. Retrieved from olx.co.id: https://www.olx.co.id/jakarta-dki_g2000007/mobil-bekas_c198/q-avanza, https://www.olx.co.id/jakarta-dki_g2000007/mobil-bekas_c198/q-xenia
- oto.com. (2020). *BMW Car Brochures*. Retrieved from oto.com: <https://www.oto.com/en/mobil-baru/bmw/brosur>
- oto.com. (2020). *Honda Brio Brochures*. Retrieved from oto.com: <https://www.oto.com/en/mobil-baru/honda/brio/brosur>
- Otomotifmagz. (2016, December 31). *Berikut Merek Dan Tipe Mobil Favorit Konsumen*. Retrieved from otomotifmagz.com: <http://www.otomotifmagz.com/berikut-merek-dan-tipe-mobil-favorit-konsumen/>
- Phuong, H. L., Anh, L. H., & Ab Rashid, A. A. (2020). Factors Influencing Car Purchasing Intention: A Study among Vietnamese Consumers. *Journal of the Society of Automotive Engineers Malaysia Volume 4, Issue 2, pp 229-252*.

- Prayogi, G. (2016, February 16). *4 Tipe Konsumen Mobil di Indonesia, Kamu yang Mana?* Retrieved from liputan6.com: <https://www.liputan6.com/otomotif/read/2437739/4-tipe-konsumen-mobil-di-indonesia-kamu-yang-mana>
- Prayogi, G. (2016, February 16). *4 Tipe Konsumen Mobil di Indonesia, Kamu yang Mana?* Retrieved from liputan6.com: <https://www.liputan6.com/otomotif/read/2437739/4-tipe-konsumen-mobil-di-indonesia-kamu-yang-mana>
- Rahadiansyah, R. (2016, May 30). *Perbandingan Jumlah Mobil dan Penduduk Indonesia, 1 Mobil untuk 70 Orang* . Retrieved from oto.detik.com: <https://oto.detik.com/mobil/d-3220635/perbandingan-jumlah-mobil-dan-penduduk-indonesia-1-mobil-untuk-70-orang>
- Sarwono, J., & Narimawati, U. (2015). *Membuat Skripsi, Tesis dan Disertasi dengan Partial Least Square SEM (PLS-SEM)*. Yogyakarta: ANDI.
- Saunders, M., Lewis, P., & Thomhill, A. (2016). *Research Methods for Business Students*. England: Pearson Education Limited.
- Schiffman, L. G., & Kanuk, L. (2007). *Consumer Behaviour, 9th ed.* New Jersey: Prentice-Hall Inc.
- Schiffman, L. G., & kanuk, L. L. (2010). *Consumer Behaviour (10th ed)*. New Jersey: Pearson Prentice Hall.
- Schiffman, L. G., & Wisenbilt, J. L. (2015). *Consumer Behavior 11th ed. (Elevent ed; S. Wall, Ed.)*. Essex: Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business (7th ed.)*. Chichester, West Sussex: Printer Trento Srl.
- Sheth, J. N., Mittal, B., Newman, B. I., & Sheth, J. N. (2004). *Customer behavior: A managerial perspective*. Thomson: South-Western.
- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research Vol. 9, No. 3, 287-300*.
- Solomon, M. (2015). *Consumer Behavior: Buying, Having, and Being*. Essex: Pearson Education Limited.
- Solomon, M. R. (2015). *Consumer Behavior Buying, Having, and Being Eleventh Edition*. Essex: Pearson.

- Statista. (2020, October 14). *Number of cars sold worldwide between 2010 and 2020*. Retrieved from statista.com: <https://www.statista.com/statistics/200002/international-car-sales-since-1990/>
- statista.com. (2020, October 14). *Number of cars sold worldwide between 2010 and 2020*. Retrieved from statista.com: <https://www.statista.com/statistics/200002/international-car-sales-since-1990/>
- Stets, J. E., & Burke, P. J. (2000). Identity Theory and Social Identity Theory. *Social Psychology Quarterly* 63, 224-237.
- Stets, J. E., & Burke, P. J. (2014). Self-Esteem and Identities. *Sociological Perspectives*, Vol. 57(4), 409–433.
- Sudomo, S. (2012). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Mobil Toyota Avanza Di Propinsi Daerah Istimewa Yogyakarta. *JBMA – Vol. I, No. 1, Agustus 2012*, 1.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Super, D. E., & Crites, J. O. (1962). *Appraising vocational fitness (2nd ed.)*. New York: Harper & Bros.
- Swann, W. B., & Bosson, J. K. (2010). *Self and Identity*. New Jersey: John Wiley.
- Swastha, B., & Irawan, D. (2012). *Modern Marketing Management 2nd Edition*. Yogyakarta: Liberty Offset.
- Tan, J. B., & Yates, S. M. (2007). A Rasch analysis of the Academic Self-Concept Questionnaire. *International Educational Journal*, 8(2), 470 - 484.
- Tice, D. M., Butler, J. L., Muraven, M. B., & Stillwell, A. M. (1995). When Modesty Prevails: Differential Favorability of Self-Presentation to Friends and Strangers. *Journal of Personality and Social Psychology*, Vol. 69 No. 6, 1120-1138.

- Toldos, M. P., & Orozco, M. M. (2015). Brand personality and purchase intention . *European Business Review Vol. 27 No. 5, 2015*, pp. 462-476.
- Trimantoro, G. (2007). Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Membeli Mobil Toyota Avanza Di Kota Semarang. *B11.2007.01447*.
- Wagner, I. (2020, April 28). *Car ownership: number of vehicles per U.S. household 2001-2017* . Retrieved from statista.com: <https://www.statista.com/statistics/551403/number-of-vehicles-per-household-in-the-united-states/>
- Wahyuni. (2016). Pengaruh Faktor-Faktor Pribadi Terhadap Keputusan Pembelian Produk Indihome Pada PT Telkom, Tbk Witel di Kota samarinda. *Ilmu Administrasi Bisnis*.
- Wang, X., & Yang, Z. (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International Marketing Review Vol. 25 No. 4, 2008*, 1.
- Wang, X., & Yang, Z. (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International Marketing Review Vol. 25 No. 4, 2008 pp. 458-474*.
- Warshaw, P. R., & Davis, F. D. (1985). Disentangling behavioral intentions and behavioral expectations. *Journal of Experimental Social Psychology, 21*, 213–228.
- Wibowo, E. A. (2017, November 15). *Toyota: Mobil Tak Hanya Alat Transport, Bergeser Jadi Gaya Hidup* . Retrieved from otomotif.tempo.co: <https://otomotif.tempo.co/read/1034139/toyota-mobil-tak-hanya-alat-transport-bergeser-jadi-gaya-hidup>
- Wu, S. I., & Lo, C. L. (2009). consumer perception on purchase intention towards extended product. *Asia Pacific Journal of Marketing and Logistics, -*.
- www.indonesia-investments.com. (2017, March 28). *Pole Position: Indonesia Remains Largest Car Market within ASEAN* . Retrieved from www.indonesia-investments.com: [https://www.indonesia-](https://www.indonesia-investments.com)

[investments.com/news/todays-headlines/pole-position-indonesia-remains-largest-car-market-within-asean/item7707](https://www.investments.com/news/todays-headlines/pole-position-indonesia-remains-largest-car-market-within-asean/item7707)

Yudistira, A. B. (2014). Analisis Motivasi Konsumen Mobil Mewah Dengan Menggunakan Teori Konsep Diri Dan Motivasi (Studi Terhadap Konsumen Mobil Ferrari Di Indonesia). *Tugas Akhir Perkuliahan Fakultas Ilmu Sosial dan Ilmu Politik Ilmu Komunikasi Universitas Indonesia*, 15.

Zheng, L. (2015). Antecedents and consequences of perceived risk in Internet shopping in China and France : a cross-cultural approach Les Antécédents et les Conséquences des Risques Perçus dans les Achats sur Internet en Chine et en France : Une Approche Interculturell. *Université de Grenoble*. .

