ANALYSIS OF PRESTIGIOUS PERCEPTIONS AND QUALITY PERCEPTIONS ON PURCHASE DECISIONS MERCEDES-BENZ CAR IN SURABAYA: THE MODERATION ROLE OF CONSUMER ETHNOCENTRISM

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ABSTRACT

The purpose of this research is to analyze influence perception prestige and perception quality on Purchasing Decisions , and to analyze *consumer ethnocentrism* moderate influence perception prestige and perception quality on Purchasing Decisions On Mercedes Benz Cars in Surabaya

Population from study This is owners and users Mercedes Benz cars in Surabaya, and the techniques used in study This was purposive sampling and obtained amount sample amounting to 90 respondents . Data analysis was carried out with use *Partial Least Squares* (PLS)

Based on results research , data analysis , and discussion , then obtained conclusion as following : Perception prestige give contribution positive to decision purchase . Perception quality give contribution to enhancement decision purchase . Consumer ethnocentrism moderates contribution perception prestige to decision purchase . Consumer ethnocentrism moderates contribution perception quality to decision purchase .

Keyword: perception prestige , perception Consumer Ethnocentrism Quality and Purchasing Decisions

INTRODUCTION

One _ challenge for marketer in the business world moment This is tie consumer and make they as consumer period long . Consumers who love to something brand will push they For buy the brand concerned . Driven by dominating desire _ thoughts , feelings , and actions so that results positive will leads to behavior purchase sustainable and permanent . Stage furthermore will created connection relational consumers and brands . Prestige brand is one _ reason base desire consumer For buy something brand . Prestige brand seen as tool or media for indicates social status and welfare , waste , and quality superior product . More expensive and luxurious something brand , increasingly tall prestige gained . _ For a number of consumers , prestige brand associate with quality , luxury and exclusivity (Pandowo , 2019)

Majority consumer choose branded products _ prestigious and expensive, p This because evaluation consumer For expensive price (prestige) will be give privilege separately . Prestigious brand _ or prestige brands can also be used increase mark products that lead to improvement standard individual in position social and generating role emotional positive . Purchase product with expensive brands tend to be driven by factors high motivation _ in self consumer That yourself , someone will buy goods with the price is expensive because perception that goods with expensive price has more quality _ good . Research Zayerkeh et al. (2016) found that brand prestige influential towards perception quality and research by Chepchirchir and Leting (2015) found that brand prestige influential towards interest buy (Ardelia & Supriono , 2017).

This is also what is experienced in the automotive world . Although Not yet can said as a developed country but Indonesian consumers have high enthusiasm _ to premium cars that offer feature as well as the quality that makes it proper for sale with price high . Despite not the first present , brands origin Japan grow very big in Indonesia. Sales market control car brand Japan in Indonesia in Then the amount is 98 percent according to Combined data Industry Vehicle Motorized Indonesia (GAIKINDO). Of the 38 brands that became member Gaikindo , 15 of them originate from Japan . Group Japan of course the amount biggest among _ other brands from South Korea, the United States , Germany , England , India and China.

Targeted Japanese car _ consumer car economical , meanwhile car Europe targeting consumers _ car luxury that has price more expensive inside every the class . But factor comfort drive Still surpassed by cars Europe is famous for being expensive and luxurious . So that seen difference between car Japan comes first factor economical and car Europe comes first factor comfort and security drive . So The two seem to have different targets .

But sale car Europe in Indonesia which is dominated by Mercedes Benz experienced decline sales attributable to 2019 parent _ _ Mercedes Benz company , did announcement For repair mass (*recall*) against millions of car units already marketed to all over corners of the world. Damage electricity causes it airbag feature experienced problem as happened in Class E.

This also has an impact on PT Bintang Energi Semesta Surabaya is a car dealer _ Marcedes Benz in the city of Surabaya. This dealer founded in 2003. Apart from the PT Bintang Energi Semesta Surabaya also provides other services such as repair shop , service , and provide spare parts as well accessories original car Marcedes Benz. This thing can look at sales Mercedes Benz cars marketed by PT Bintang Energi Semesta Surabaya as following :

Table 1. Sales PT Bintang Energi Semesta Surabaya

No	Type	Type	2019 _ Sale (Units)	2020 _ Sale (Units)	Year 2021 Sale (Units)
1.	CLA	New CLA 200 AMG Line	7 Units	4 Units	5 Units
2.	GLA	GLA 200 Urban Line	4 Units	4 Units	1 Units
3.	GLA	GLA 200 AMG Line	3 Units	3 Units	1 Units
4.	Cclass	C 200 Avantgarde Line	5 Units	5 Units	4 Units
5.	C Class	C 300 AMG Line	1 Units	1 Units	1 Units
6.	E Class	E 200 Avantgarde Line	1 Units	1 Units	1 Units
7.	GLC	GLC 200 AMG Night Edition	1 Units	1 Units	1 Units
8.	GLE	GLE 400 Coupes 4Matic AMG	4 Units	4 Units	2 Units
9.	GLS	GLS 400 4Matic AMG Line	1 Units	1 Units	1 Units
10.	S Class	SL 400 AMG Line	3 Units	4 Units	1 Units
11.	S Class	Marcedes AMG S 63	4 Units	3 Units	1 Units
12.	S Class	Marcedes AMG GT S	2 Units	2 Units	1 Units
13.	S Class	Marcedes Maybach S 560	1 Units	1 Units	1 Units
14.	S Class	Marcedes AMG G 63	2 Units	2 Units	1 Units
		Total	39 Units	36 Units	22 Units

Source : PT Bintang Energi Semesta Surabaya, 2022

Based on sales data in table 1 above seen that comparison sale car brand Marcedes Benz during period time three year experience change tend decreased . This thing show that Lots influencing factors _ decision purchase to premium cars include perception prestige , perception quality . Shen Yen (2018) in his studies state that global brands such as Mercedes-Benz, Sony or Apple, decision purchase generally linked with prestige and quality .

Perception prestige is a factor that can encourage decision purchase purchase . Global brands are the most sought after among consumers, especially in developing countries Because higher prestige . Consumer own perception that the higher prestige of global brands may be due to scarcity and higher prices compared to local brands (Shen Yen, 2018) . Malik and Merunka (2017) stated that higher prices and multiple rarities create a high level of Prestige appeal . Some researchers argue that consumers may prefer global brands because of their connotations "higher prestige" . Global brands can influence decisions purchase because consumers think it will happen increasing its prestige as cosmopolitan, sophisticated and modern (Shen Yen, 2018).

Besides perception prestige , Kirmani and Baumgartner in Wong and Zhou (2015) stated that   perception quality as evaluation consumer from A product and overall superiority based on signal intrinsic (e.g. , performance , power hold) and cue extrinsic (e.g. , name brand , warranty). Wong and Zhou (2015) stated that perception quality own influence direct to intention purchase . Based on theory attitude (Fishbein and Ajzen , 1975) perception can used as factor cognitive ability _ influence attitude consumer . Without doubtful Again , consumers experience it level perception more quality _ tall show attitude high positive _ to product that .

Based on study The literature shows that the most compelling forces encourage consumers to buy of every global brand is quality (Mutia , 2021) . Research results have shown that brands that are considered global drive better quality ratings, which at turn of increased desire to buy , as global brands are perceived as higher quality than local brands and carry a premium price(Shen Yen , 20 18) . Hermawan and Haryanto (2013) quote Steenkamp et al. (2002) which refers to the same idea; "Perceived quality is the primary driver of purchase possibilities, regardless of product category, consumer segment, or time frame"

The presence of Consumer Ethnocentrism or ethnocentrism consumer as moderator variables are necessary researched more in , how role ethnocentrism Indonesian consumers in the evaluation process they are at a decision purchase product global brand namely Mercedes-Benz. Perception consumer about global brands versus brands local ones direct consumer For buy with see level ethnocentrism consumer as variable moderation . Shen Yen (2018) points out relate positive with perception quality brand and perception prestige decision consumer For buy global brand . Studies this also concludes that consumer with ethnocentrism low own influence more quality _ strong with global brand .

decisions to buy domestic products will be influenced by perceived quality. However, this relationship may be moderated by consumer ethnocentrism. Hamin et.al. _ (2014) argue that consumer ethnocentrism leads to powerful consumers preference for products produced in one's own country and found that Ethnocentric consumers prefer domestic products because they believe that the products come from them own country is the best. Consumers have the power preference for locally made products when product quality is equivalent or better. Thus, consumer ethnocentrism can moderate the influence of perceived quality on desire to buy domestic products (Shen Yen, 2018) . In other words , high ethnocentric consumers may be have a higher willingness to buy domestic products, especially if the product is high quality. He assumes that consumer ethnocentrism moderates this relationship between perceived quality and willingness to buy global brand products for consumers in developing countries. In other words, the relationship between perceived quality and The willingness to buy domestic products is stronger when consumer ethnocentrism is high consider global brand products to be high quality.

Hermawan and Haryanto (2013) Customer's Ethnocentrism moderates relationships perception prestige to attitude . In groups ethnocentric high customer base the Customer's Ethnocentrism variable has influence moderation in relationships perception prestige to attitude , temporary it's in the group ethnocentric low number of customers No There is influence moderation in relationships perception prestige to attitude . 8. Customer's Ethnocentrism moderates the relationship perception quality to attitude . Good in groups

ethnocentric high customer base nor low the Customer's Ethnocentrism variable has influence significant moderation , but on ethnocentrism _ high customer base mark influence moderation more big . So , the Customer's Ethnocentrism variable has influence moderation in relationships perception quality to attitude .

Base Theory
Purchase Decision

According to (Irwansyah et al., 2017:13) Purchasing Decisions is thinking Where individual evaluate various choice and decide choice on something product from that's all Lots choice . According to (Agusta , 2020:12) Decision Making is stages consumer in determine something product certain ones for himself it's the best from others accordingly with interests certain with determine the option that is considered the most profitable. According to (Kumbara , 2021:605) decision purchase is election from a number of choice decision purchase , yes interpreted that somebody can determine decision , must available a number of choice alternative . Purchase decision can leading to the retrieval process decision the done .

From understanding on can concluded that decision purchase is a determining process a number of choice purchase something product Good That object nor useful service _ For fulfil need or desire buyer .

Perception Prestige

According to (Hermawan , 2020:24) Prestige is role social to something position certain , levels certain respected positions . _ _ According to Dictionary The Indonesian language is big in (Hermawan , 2020:24) prestige is related authority _ with performance or skill someone . So prestige always relate with ability somebody in reach performance so that reach position honorable . According to Chaplin in (Hermawan , 2020:24) revealed that prestige is something condition very respected or upheld high by colleagues colleague or by the environment . Prestige can also interpreted as prestige , prestige or dignity .

Based on a number of understanding on can concluded that prestige is what other people think they have somebody on achievement or something he _ have and make himself own position more tall compared to other people present around it .

Perception Quality

According to Adam (2015: 49) impression quality (perceived quality) is perception consumer to whole quality or superiority something product or services . According to Tjiptono and Chandra (2016 : 135) perception quality (perceived quality) is image and reputation product as well as not quite enough answer company towards him . Usually Because lack of knowledge buyer will attribute or feature product that will bought , then buyer perceive the quality from aspect price , name brand , advertising , reputation company , as well as the country of manufacture . Whereas according to Keller (2013: 187) perception quality (perceived quality) is perception customer to whole quality or superiority from something product or service compared to with alternatives and goals that have been set . According to Tjiptono and Chandra (2015: 145) perception quality positive obtained if the quality experienced (experience quality) is appropriate with or fulfil hope customers (expected quality). When hope customer No realistic , then perception total quality (total perceived quality) will low , even though quality experienced _ in a way objective truly good .

Based on the theories mentioned above , then can concluded that perception quality is whole perception or view consumer or customer to quality something product or services provided by the company to customer .

Value Perception

Objective from implementation business is For get maximum profit . _ A company business need strategy in reach objective that , one of them is with create product or capable services _ give great value _ for consumer . A organization business need notice values perceived by consumers _ on product nor services provided , because one _ _ from task management marketing is deliver and communicate the value contained in the product or service company (Kotler and Keller, 2016). Craven and Piercy (2010) define mark as difference from perception customer to benefit from product or service with total cost for get it . Rivière and Mencarelli (2014) define mark as perceived value _ during and/ or after use from A product . Based on a number of definition mark the can concluded that perception mark happen when somebody believes that desired product _ is worthy For purchased . Perception This formed from opinions that have emerged in society and a number of benefits felt by consumers _ if do purchase . A perceptions generated by consumers _ to something product or service can increase sale product , because perception supported by existence hope consumer to product that .

Customer's Ethnocentrism

Ethnocentrism consumer originate from A extension the term " ethnocentrism " was introduced first time by Sumner (1906) in his book "Folkways". Sumner defines ethnocentrism as " name technical For view about things where groups Alone is center from everything , and everything else is measured and assessed with refers to views ". Shimp and Sharma in Qing Shan (2017) ethnocentrism consumer is beliefs held by consumers _ about conformity and morality purchase product artificial abroad . Consumer ethnocentric believe that buy product outside is wrong action because can damage economy domestic , cause lost work and not patriotic . On the other hand , consumers nonethnocentric consider product foreign should evaluated based on ability they Alone without consider where are they from originate . Basically _ That is draft For determine is buy product foreign can accepted . According to Shimp and Sharma in Marina Tomic (2019) consumers ethnocentric will evaluate product domestically with _ more good and impactful negative on desires For buy product foreign . By wide confess that ethnocentrism consumer will influence reception product foreign and can cause preference to product domestic .

According to Shimp and Sharma deep Solehudin (2016) ethnocentrism tend more like product local compared to product foreign . Consumer ethnocentric tend proud with brands , symbols and culture nationalist . Consumer high ethnocentrism _ have more perception _ Good product domestically compared _ with product abroad . Shimp and Sharma deep Vanloo (2019) defines ethnocentrism consumer as " beliefs held by consumers _ about conformity , and morality from purchase product artificial abroad ."

RESEARCH METHODS
Definition and Measurement Variable
  a) decision purchase
    decision purchase is a retrieval process decision will future purchases _ determine purchased or or not purchase that's what started with awareness on fulfillment or desire . According to Kotler & Lee (2009), indicator - indicator in decision purchase are :
        1. Steadiness in a product , is decisions made _ consumer , after consider various information Which support taking decision
        2. Habit in buy product , is experiences of those closest to you (person old , brother) in use something product .
        3. Give recommendation to person other, is deliverypositive information _ to other people, so that they are interested For do purchase .
        4. Do purchase repeat , is purchase Which continuous , after consumer feel

comfort on productor service accepted . _

b) *Perception Prestige*

Perceived prestige _ defined as role to position certain , levels certain positions of perceived respect _ _ somebody after use goods or product . Perception prestige operationalized with using five indicators (Hermawan , 2018):

1. Luxurious
2. Branded
3. Price tall
4. High value
5. Rare

c) *Perception Quality*

According to Kotler in Gordius (2015:55) there are 4 indicators in Perception Quality , namely :

1. Quality Performance : Engaging various characteristics operational main consideration _ customer in buy goods , where part big product set to one from four level performance low, average , high , or superior .
2. Quality Compatibility : that is buyer own hope product own suitability quality tall that is level Where all units produced in a way identical or fulfil promised specifications . _
3. Power hold : Represents size from hope life operation something product in condition regular or stress .
4. Reliability : Represents size probability something products that don't will experience failure function in time or period certain

d) Customer's Ethnocentrism

)Customer's Ethnocentrism is draft psychological believing individual _ that product their global brand more superior from non-global/ local products , and assume Adnya held beliefs _ consumer about suitability , prestige family in purchase product global brand . Customer's Ethnocentrism operationalized with using five question items

1. Care
2. Believe
3. Love
4. Support
5. Loyal

Population and Sample

Population is combined from all over shaped elements _ event , p or people who have similar characteristics _ ynag become center attention a researcher Because That seen as A universe research (Ferdinand 2006). Population from study This is owners and also users of Mercedes Benz cars in Surabaya.

Sample is something part from population that has characteristics together with population , taken as research data sources (Hadi , 2006). Sample in study This is owners and users Mercedes Benz Cars in Surabaya.

Size population No can is known with sure , then sample determined with non-probability sampling method , meaning taking samples that do not give the same opportunities for every element For chosen become sample (Sugiyono , 2016:95). Technique used in study This is purposive sampling , namely a collection technique sample on which it is based to criteria and considerations , namely :

a. Aged 25 – 60 years old
b. Domiciled in Surabaya
c. Owner and user of Mercedes Benz cars produced 2018 - 2022

According to Ghozali , Imam, (2016), total sample depends on the number of

parameters estimated the guidelines is 5-10 times the number of parameters estimated . Because inside study This there are 18 indicators , then number of samples in study This is 18 x 5 = 90 then sample used _ amounting to 90 respondents Mercedes Benz Cars in Surabaya.

Data Analysis Techniques

Data analysis was carried out with use SEM- based method component with using PLS is selected as tool analysis on research this . *Partial Least Square* (PLS) technique was chosen Because device This Lots used For analysis causal – predictive which is complex and constitutes appropriate technique _ For used in application prediction and development theory as in research this . SEM based covariance need Lots assumption parametric , for example observed variables _ must own *Multivariate normal distribution* that can be fulfilled If size sample used _ large (between 200-800). With size small sample _ will give parameter results and statistical models are not good (Ghozali , 2008)

Data analysis using PLS consists from two sub models (Ghozali (2008; 22-23) , namely :

1. *A Structural Model* or also called *inner-model* explain connection between variable latent one _ with the others in construction . Structural model describe connection between variable latent based on *substantive theory* . Structural model design connection between variable latent based on a formula problem or hypothesis research . On research this is a structural model related with connection between *relationship marketing* (X_1), quality service (X2) and loyalty customer (Y)
2. *A Measurement Model* or also called *outer-model* explain connection between construction latent with indicators - indicators his manifest . _ *Outer- model* or measurement model define How every block indicator relate with variable latent . Designing a measurement model determine characteristic indicator from each _ _ variable latent , whether reflexive or formative ,

RESEARCH AND DISCUSSION
Research Results
Outer Model (**Measurement Model and Validity Indicator)**

Study This use two variables free (independent , one moderating variable and one variable bound (dependent) with eight mercy indicator . Variable study that is perception prestige , perception quality , consumer ethnocentrism and decisions purchase . Inspection This done For identify indicator what is most important and dominant or deep fit form or reflect each variable research .

Validity Test Discriminant

Discriminant Validity relate with principle that measurements (manifest variables) of different constructs should No correlated with high . Way to test discriminant validity with indicator reflexive that is with method see mark Fornell-Laercker and ross loading values .

Table 2 *Outer Loadings* (*Factor Loading*)

	Consumer Ethnocentrism	Keputusan Pembelian	Persepsi Kualitas	Persepsi Prestise
Consumer Ethnocentrism	0.705			
Keputusan Pembelian	0.126	0.907		
Persepsi Kualitas	0.071	0.689	0.814	
Persepsi Prestise	0.094	0.725	0.805	0.858

Source: Data processing results,

Based on table 2 above, if more AVE roots big from correlation variable etc , then

fulfilled validity discriminant . Example For variable consumer ethnocentrism with 5 indicators (CE-1 to CE-5) have root AVE 0.705 more big from mark the correlation with other variables 0, 126; 0.071 ; 0.094 etc .; so that consumer ethnocentrism variable validity discriminant fulfilled . By all research variables *that is* perception prestige , perception quality , consumer ethnocentrism and decisions purchase own mark root AVE squared more big compared with mark the correlation with variable else , then fulfilled validity discriminant .

Reliability and Validity Variable

Table 3. Composite Reliability *Average Variances Extracted* (AVE) Table

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Consumer Ethnocentrism	0.716	0.780	0.795	0.596
Keputusan Pembelian	0.928	0.929	0.949	0.822
Persepsi Kualitas	0.750	0.920	0.852	0.646
Persepsi Prestise	0.927	0.934	0.944	0.737

Measurement Model next is mark *Avarage Variance Extracted (AVE)* , that is mark show big variant indicators contained by variables _ latent . Convergent AVE value is more large 0.5 also shows adequacy good validity _ for variable latent . On variables indicator reflective can seen from value Avarage variance extracted (AVE) for every construct (variable). A good model is required if respective AVE values construct more big of 0.5. Test results Table 4.14 shows that AVE value for construct (variable) variable perception prestige , perception quality , consumer ethnocentrism and decisions purchase own mark bigger of 0.5, so it is valid. Following is the results table from AVE on research this :

Something questionnaire said own reliability good composite _ If mark *composite reliability* > 0.70, though No is standard absolute . (Solimun , Fernandes & Nurjannah , 2017:116)

Based on table 3 above, Reliability the construct being measured with mark *composite reliability,* construct reliable If mark *composite reliability* is above 0.70 then indicator called consistent in measure variable latent . Test results show that construct (variable) variable perception prestige , perception quality , consumer ethnocentrism and decisions purchase own mark *composite reliability* more big of 0.7. So that reliable .

Structural Model Testing *(Inner Model)*

Testing to the structural model done with see R-Square value which is a *model goodness-fit* test . Testing *The inner model* can be seen from the R-square value in the equation between latent variables. R value [2] explain how much big variable exogenous (independent / free) in the capable model explained endogenous (dependent / bound) variable .

Table 4. *R Square*

	R Square	R Square Adjusted
Keputusan Pembelian	0.604	0.583

Source: Appendix 3, Data processing results,

$R2$ value = 0.604 . This thing can interpreted that model capable explain

phenomenon / problem decision purchase as big as 60.40 %. Whereas the remainder (39.60 %) is explained by variables other than perception prestige , perception quality , and consumer ethnocentrism that have not enter to in the model and *error* . It means decision purchase influenced by perception prestige , perception quality , and consumer ethnocentrism amounted to 60.40 % moderate as big as 39.60 % is influenced by variables perception prestige , perception quality , and consumer ethnocentrism

Testing Hypothesis

Testing hypothesis done For know influence Good in a way direct nor No in a way direct between variable research .
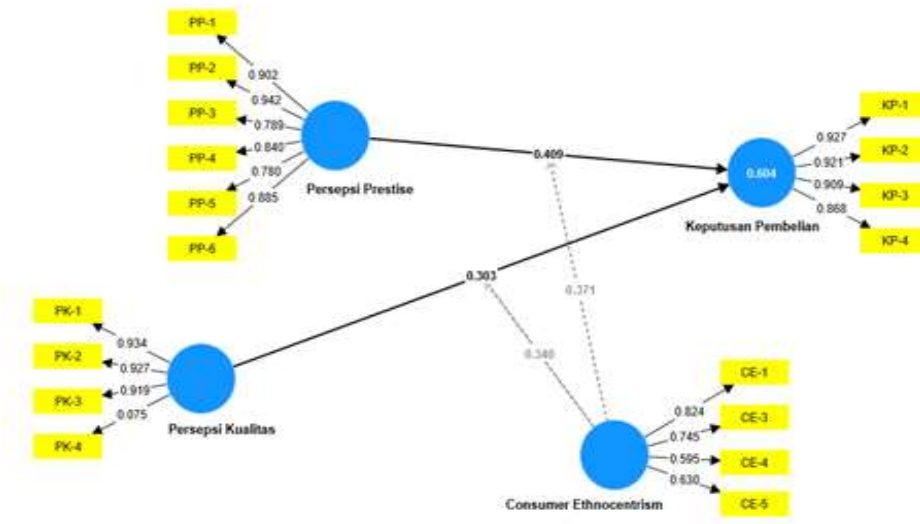

Figure 1 . PLS model

Table 4. Causality Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Consumer Ethnocentrism -> Keputusan Pembelian	0.002	0.017	0.144	0.014	0.988
Persepsi Kualitas -> Keputusan Pembelian	0.303	0.331	0.145	2.095	0.036
Persepsi Prestise -> Keputusan Pembelian	0.409	0.379	0.141	2.898	0.004
Moderasi-1 (CE * PP) -> Keputusan Pembelian	0.371	0.229	0.181	2.048	0.043
Moderasi-2 (CE * PK) -> Keputusan Pembelian	0.340	0.213	0.167	2.039	0.044

Source: Data processing results

Based on testing hypothesis in Figure 4.1 PLS Model and Table 4. 17 causality test (cause and effect relationship) the can interpreted as following :

1. Perception Prestigious influential Positive Significant to Purchasing Decision with The path coefficient is 0.409 , where p-values = 0.004 more small from α value = 0.05

2. Perception Quality influential Positive Significant to Purchasing Decision with The path coefficient is 0.303 , where p-values = 0.036 more small from α value = 0.05

3. Moderation-1(CE*PP) influential Positive Significant to Purchasing Decision with The path coefficient is 0.371 , where p-value = 0.043 more small from α value = 0.05

4. Moderation-2 (CE*PK) influential Positive Significant to Purchasing Decision with path coefficient of 0.340 , where _ p-values = 0.044 more small from α value = 0.05

Discussion

Discussion This will study related results _ with hypothesis in study this , that is hypothesis in study This as much four hypothesis

Influence Perception Prestige Regarding Purchasing Decisions

Perception Prestige Perceived prestige _ relate with role to position certain , levels certain positions of perceived respect _ _ somebody after use goods or product . In matter marketing , consumer develop meaning prestige For attitude based on interaction with people (e.g. , aspiring or reference group peer), object properties (e.g. , features best), and values hedonic (e.g. , beauty sensory) (Hermawan , 2013).

Connection perception prestige with decision purchase stated in something hypothesis that perception prestige influential positive significant to decision purchase . Test results hypothesis show that perception prestige influential positive significant to decision purchase , meaning hypothesis 1 accepted . With thereby perception strong prestige _ push to enhancement decision purchases , on the other hand perception weak prestige _ will push decline decision purchase .

Underlying argument _ perception prestige influential positive significant to decision purchase is with with see largest loading value on variable perception prestige depicted on the branded indicator that is car Mercedes Benz is one of them car branded and owned high prestige . _

Perception prestige is a possible factor push decision purchase purchase . Global brands are the most sought after among consumers , especially in developing countries Because more prestige _ high . Consumer own perception that more prestige _ tall from global brand perhaps caused by scarcity , cheapness and higher prices _ tall compared to with brand . Beauty , prestige and performance tall from Mercedes-Benz cars make brand This as choice main for consumers who want experience drive become Power pull for consumer .

Research results This support Research by Malik and Merunka (2017) states that more price _ tall and numerous scarcity create level Power attract high Prestige . Shen Yen, (2018) argues that consumer Possible more like global brand because the connotation is " prestige. " more high ." Global brands can influence decision purchase Because consumer consider matter That will happen increase prestigious as cosmopolitan , sophisticated and modern.

Influence Perception Quality Regarding Purchasing Decisions

Perception quality is perception customer or consumer to whole superiority or quality something product or service reviewed from its function in a way relatively compared to with alternatives other . Perception customer will involve what 's important for customer Because every customer own importance (which is measured in a way relative) are different to something product or services . Perception quality is perception customer to quality and superiority product something area relatively to its competitors . Perception quality reflect feeling consumer in a way comprehensive about something brand. Its influence positive significant perception quality to decision settlement , at the largest loading value on the variable perception quality described by quality indicators performance , ie car Mercedes Benz can give comfort drive in a way maximum . Explanation above _ confirm that consumer own perception quality on Mercedes Benz cars will comfort drive in a way maximum .

Mercedes-Benz is a car brand luxury that can be categorized as in high involvement. Therefore _ That decision consumer in buy A Mercedes-Benz cars will Lots own considerations , one of them is quality . Mercedes-Benz is car class on with quality product best and provide comfort and luxury A vehicle .

Research results This in line with results research by Wong and Zhou (2015) states that perception quality own influence direct to purchase . Mutia , (2021) in his research show that the most attractive force that pushes consumer For buy from every global brand is quality . Research results has show that brands that are considered global encourage ranking more quality _ well , that's in turn enhancement desire For buy , because global brands are considered as quality more tall from brand local and carry premium price (Shen Yen, 2018). Hermawan and Haryanto (2013) quote Steenkamp et al. (2002) which refers to the same idea ; " Perceived quality _ is pusher main purchase possibility , regardless from category product , segment consumer , or framework time .

Consumer Tthnocentrism Influence Perception Prestige Regarding Purchasing Decisions

Consumer ethnocentrism is A draft psychological Where somebody buy A goods or product Because country of origin of the product that . In study This is seen as Consumer ethnocentrism as A draft psychological someone in purchase goodsor product with see country of origin , but also more wide seen as comparison as attributes product local brands and products global brand . Perception consumer about global brands versus brands local ones direct consumer For buy with see level ethnocentrism consumer as variable moderation .

Connection perception prestige and consumer ethnocentrism with decision purchase stated in something hypothesis that consumer ethnocentrism moderates influential perception prestige to decision purchase . Test results hypothesis carried out show that consumer ethnocentrism moderates influence positive significant perception prestige to decision purchase , that is hypothesis 3 accepted . With Thus consumer ethnocentrism strengthens influence perception prestige to decision purchase . The moderating role of consumer ethnocentrism influence perception prestige to decision purchase , yes seen at the largest loading value depicted in the care indicator Where perception respondents about consumer ethnocentrism , namely concerned respondents _ with development car Mercedes- Benz.

The argument above in line with opinion of Malik and Merunka , (2018) in his studies learn impact perception global brand (PBG) on purchase consumers and roles mediation quality perceived brand and perceived prestige in _ connection this . Furthermore , research also studies role moderation Consumer ethnocentrism on relationships between perception Global brands and perceptions quality brand and prestige perceived brand . _ Research results conclude that global brands in part Huge market in Pakistan shows role moderation ethnocentrism consumers on influence quality perceived brand _

Consumer Ethnocentrism Moderates Influence Perception Quality Regarding Purchasing Decisions

Consumers in developing countries tend believe that product with more global brands quality compared to product non-global brand . Ethnocentrism consumer will influence decision purchase consumer For product global and non-global brands from perception quality product .

Connection perception quality and consumer ethnocentrism with decision purchase stated in something hypothesis that consumer ethnocentrism moderates influence perception quality to decision purchase . Results of tests carried out show that consumer ethnocentrism moderates influence positive significant perception quality to decision purchase , that is hypothesis 4 accepted . With Thus consumer ethnocentrism strengthens influence perception quality to decision purchase .

The moderating role of consumer ethnocentrism influence perception quality to decision purchase , on largest loading value depicted in the care indicator Where perception respondents about consumer ethnocentrism , namely concerned respondents _ with development car Mercedes- Benz. Concern consumer on development Mercedes

Benz cars are good in aspects innovation , technology design through an evaluation process will form perception consumer about quality next product _ push decision purchase .

Research results This in line with results research by Shen Yen, (2018), which concludes that consumer own strength preference For product artificial local when quality product equivalent or more good . With Thus , ethnocentrism consumer can moderate influence the perceived quality of desire For buy product domestic In other words , consumer ethnocentric tall Possible own more will _ tall For buy product domestically , esp If quality high .

CONCLUSIONS AND RECOMMENDATIONS
Conclusion
Based on results research , data analysis , and discussion , then obtained conclusion as following : .

1. Perception prestige give contribution positive to decision purchase . High performance from Mercedes-Benz cars make brand This as choice main and power pull for consumers who want experience drive .
2. Perception quality give contribution to enhancement decision purchase , Mercedes-Benz is car class on with quality product best and provide comfort and luxury A vehicle .
3. Consumer ethnocentrism moderates contribution perception prestige to decision purchase . consumer with trend ethnocentrism more consumers _ tall own more evaluation _ Good to Mercedes Benz products and attitudes more purchases _ positive
4. Consumer ethnocentrism moderates contribution perception quality to decision purchase . Concern consumer on development Mercedes Benz cars are good in aspects innovation , technology design through an evaluation process as a form of consumer ethnocentrism forms encouraging perception _ decision purchase .

Suggestion
Based on results study This then advice in study This is as following :

1. Mercedes Benz should Keep going build perception prestige to consumer with manage image brands and products as global products with high prestige through communication intensive marketing . _
2. Mercedes Benz should maintain perceived company _ consumer as company with reputation high on quality product with Keep going do innovation .
3. Mercedes Benz should views Consumer ethnocentrism as an evaluation process consumers , therefore That need done designing possible stimuli can increase decision purchase .
4. Study future , necessity add variable study that is perception mark And get as variable mediation , with reason is perception prestige and perception quality will form perception next value _ push decision purchase

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