East African Scholars Journal of Economics, Business and Management
Abbreviated Key Title: East African Scholars J Econ Bus Manag
ISSN 2617-4464 (Print) | ISSN 2617-7269 (Online)
Published By East African Scholars Publisher, Kenya

Volume-6 | Issue-7 | Jul-2023 | DOI: 10.36349/easjebm.2023.v06i07.007

OPEN ACCESS

Original Research Article

The Mediating Role of Attitude on the Effect of Online Information Sources on Used Car Purchase Intention

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Article History
Received: 22.06.2023
Accepted: 19.07.2023
Published: 22.07.2023

Journal homepage:
https://www.easpublisher.com

Quick Response Code

Abstract: This study examined the effect of online information sources from electronic word-of-mouth (e-WOM), neutral websites, and manufacturers' websites on the intention to buy used cars, which was aimed at the citizens of Banda Aceh, who used online information sources to find information about vehicles before purchasing. The respondents were prospective car buyers. The sample used was selected through non-probability sampling with a purposive sampling technique. Two hundred questionnaires were distributed to respondents, and then the data was processed using SmartPLS 3.0 software. The results of this study indicated that sources of information from electronic word-of-mouth (e-WOM), neutral websites, and manufacturers' websites significantly influence consumer purchase intentions.

Keywords: Electronic word-of-mouth (e-WOM), neutral website, manufacturers websites, intention to purchase.

INTRODUCTION

Understanding consumer behavior has become increasingly important as it reveals consumer insights that explain their purchase decisions (Morwitz, 2014). In particular, purchase intention is among consumer behavior's aspect of interest. As Schiffman *et al.*, (2010) put it, purchase intention is an individual's predisposition to behave in a certain way concerning a product or brand, and it is expressed in a decision to buy or not to buy, to purchase more or less, or to delay purchasing. Purchase intent often leads to consumers gathering more information to obtain complete knowledge about the desired brand. If consumers are satisfied with a particular brand, they will think or show their intention to purchase (Tariq *et al.*, 2013).

Furthermore, purchase intention comprises two factors, the first of which is influenced by the attitudes of others. The extent to which the attitudes of others reduce the alternative that one likes depends on two things, namely the intensity of other people's negative attitudes toward the customer's preferred alternative and the customer's motivation to comply with other people's wishes. The second factor is an unanticipated situational factor, which may change the customers' thinking, whether or not they are confident in buying a product brand (Muhammad *et al.*, 2021).

A buying process is a problem-adjustment approach consisting of five stages of the purchasing decision process that consumers go through: need recognition, information search, evaluation of alternatives, purchase decisions, and post- purchase behavior (Philip & Keller, 2016). When purchasing luxury goods such as cars, consumers will go through a complex decision-making process, one of which is seeking information. Consumers needing such products will actively seek information, evaluate, and consider several brand choices by setting criteria such as economic values, durability, accessories equipment, specifications, and features. At the same time, they compare prices using online or offline information sources (Muzammil *et al.*, 2023). The process of searching for information on the Internet or online research can be done by consumers anywhere, for example, through personal computers or cell phones and information in any form, such as written information, videos, or photos, before deciding to buy a brand. While searching for information offline, consumers can also go directly to dealers, sales, newspapers, magazines, family, or friends.

Along with the proliferation of information technology that is becoming more evident in recent years, there are changes in consumer behavior concerning the demand for fast and accurate

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information. The "traditional" media used to obtain information, including newspapers, radio, magazines, and television, cannot compare with the Internet in many aspects, such as ease of use, instantaneity, and availability. Those advantages are among the driving factors for the rapid Internet development worldwide. Internet use today has become a way of life for most people, as in Indonesia (Mahkota, 2014). There is a correlation between the high penetration of the Internet in Indonesia and the growth rate of the automotive industry. For years, the auto industry used to believe in a "buying window" where it usually takes a potential buyer six months after seeing an ad before such a buyer makes a purchase decision. However, research by iCar Asia (iCar Asia's Digital Shift Research) conducted by Frost & Sullivan (iCarAsia.com, 2013) reveals different results. According to the study, around 87 percent of prospective car buyers in Indonesia looked up information on the Internet before they came to the dealer, and those searching for information on the Internet went through the process of deciding to buy within three months, with the average time needed to find information is two months. Prospective buyers start making comparisons from neutral websites and manufacturers' websites, reviewers or car owners, and social media before they look deeper to find prices online until they finally visit the dealer for a test drive. These online sources complement traditional sources of information such as friends, family, magazines, newspapers, or car dealers. The study also showed that of people who have done online information gathering, 44% would change their choice of car brand after getting new information on the web.

In making their purchase decision for a product, consumers usually first consult with other people to obtain further related information (Leofiola *et al.*, 2023). In this regard, the Internet pushes forward a new word-of-mouth (WOM) communication paradigm. Communication with e-WOM is made possible using online chatrooms such as Kaskus (an online community), OLX (an online shop), OpenRice.com (a review-sharing platform), blogs, Facebook (a social media), news websites, web forums, and via room as online media to seek brand recommendations from experts, or the experiences of those who have visited the manufacturer's website or have used the product (Muzammil *et al.*, 2023). Despite the e-WOM, the type and source of related information about the product play a dominant and important role in influencing the purchasing decision.

In their study, Chen *et al.*, (2016) show that consumers can use online information sources such as electronic word of mouth (e-WOM), neutral website sources, and manufacturer website sources to accommodate information about brands and products. According to Raniya *et al.*, (2023), online information sources influence attitudes and significantly influence purchase intention for a product brand.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Purchase intention is a consumer's cognitive plan for an item or brand. It can be measured by asking about the possibility of buying a product (Dwipayani & Rahyuda, 2016). There is a difference between actual purchases and purchase intentions. The former are purchases made by consumers, whereas the latter are intentions consumers have to make future purchases (Meskaran *et al.*, 2013).

Ashadi Siregar (in Kurniawan, 2005) explains that online media is a general term for media based on telecommunications and multimedia. These include portals, websites, online radio, online TV, online press, and e-mail, with their respective characteristics according to the facilities that enable users to use them effectively. With the rapid development of technology, the Internet is one of the best alternatives used by society today as a medium for searching and disseminating information. With Internet media, all information provided by websites or public information sources can be accessed quickly by the public or consumers. In this study, we took three sources of online information, namely: (1) electronic word-of-mouth (e-WOM), (2) neutral website, and (3) manufacturer's website.

An e-WOM is a positive or negative statement made by a potential customer or former customer about a product or company, which is addressed to many people or institutions via the Internet (Hennig-Thurau *et al.*, 2004). The occurrence of e-WOM originates from the consumer's experience of the product or service they have consumed. When consumers get satisfaction from their consumption experience, they voluntarily make statements (i.e., reviews) about a product or service (Kesuma *et al.*, 2021).

Chen *et al.*, (2016) indicate that product rating websites are considered neutral. These sources provide consumers with information that compares brands concerning sales ratings, expert opinions on brand recommendations, and relevant reports. These websites include mobil123.com and carmudi.co.id. According to this study, consumers highly value third-party sources because they facilitate consumers' external search efforts.

According to Chen *et al.*, (2016), to reduce the perceived uncertainty and risk associated with online purchases, consumers turn to manufacturers' websites for more detailed information, including prices, discount promotions, product descriptions, advertisements, and aftersales services about a product. These include websites such as honda-mobil.com and toyota.astra.co.id. Consumers seeking information from manufacturers' website sources want objective and

factual information about product and service brand attributes.

Kotler and Keller (2016) explain attitude as a long-term evaluation of what a person likes or dislikes, emotional feelings, and favorable or unfavorable and lasting action tendencies of a person toward some object or idea. People have attitudes toward everything, including religion, politics, clothing, music, and food. According to Yusuf *et al.*, (2022), attitude places a person into a frame of mind: liking or disliking an object and moving towards or away from it. Attitudes lead a person to behave fairly consistently towards the same object.

Gozali and Ruslim (2012) argue that there is a significant effect of e-WOM on consumer purchase intentions. In another research, Jalilvand and Samiei (2012) conclude that the development of e-WOM greatly influences consumer purchase intentions. In addition, Jatmika (2014) also finds that e-WOM significantly affects consumer purchase intentions. Based on the descriptions above, we hypothesize:Online information sources have a significant effect on purchase intention

In a research conducted by Sinay (2016), the results show a significant effect between e-WOM and attitudes. These results also support research conducted by Chen *et al.*, (2016) that e-WOM sources influence attitudes and purchase intentions, i.e., that information from neutral websites such as brand sales ratings, evaluations, and expert recommendations positively influences consumer brand attitudes. The results, however, do not support the notion that neutral third-party sources are deemed unreliable and can lead to bias in consumer decision-making, as found in a study carried out by Steckel *et al.,* in 2005 (Chen *et al.,* 2016). Based on the descriptions above, we hypothesize:Online information sources have a significant effect on attitudes

Sinay (2016) finds a significant effect between attitudes toward consumer purchase intentions. These results align with the research of Nasehifar and Eshaghi (2014) that consumers having a positive attitude toward leather clothing will also positively influence their purchase intentions. Based on the descriptions above, we hypothesize:Attitude has a significant effect on purchase intention

Chen *et al.,* (2016) show that brand information from e-WOM sources positively affects consumer attitudes toward the brand and, therefore, affects their purchase intention for such a brand. The study also states that online information sources from neutral websites and manufacturers' websites significantly impact consumer brand attitudes. Based on the description above, we hypothesize:Online information sources have a significant effect on purchase intention through attitude as a mediating variable.

This study examines the effect of information sources on purchase intention through attitude as a mediator. By adapting the findings from prior studies, the conceptual framework of this study is shown in Figure 1.

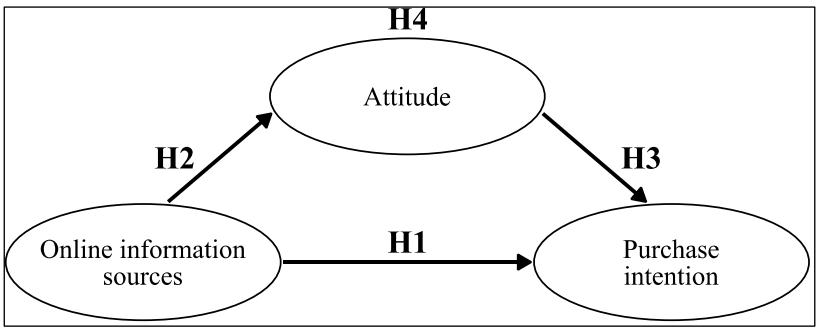

Figure 1: Conceptual framework

RESEARCH METHODOLOGY

This research was located in Banda Aceh City, while the research objects were variables studied, namely *purchase intentions*, *online information sources*, and *attitudes*. The population in this study is the citizens of Banda Aceh who intend to buy used cars and use online information sources to look up information about these used cars.

The sample is a part of the number and characteristics possessed by the population (Sugiyono, 2009). It represents the entire population and is easier to analyze to get conclusions. Sampling was conducted using non- probability samples (i.e., non-probability sampling), in which the probability of an element being selected as a subject is unknown (Sekaran & Bougie, 2009). The type of non-probability sampling used is purposive sampling, a deliberate sampling technique following the required sample criteria. The sample criteria in this study are the citizens of Banda Aceh, aged between 25 to 40 years, have a communication device (mobile device) that can access the Internet and online information sources, have the desire to access social media via the Internet to find information about

the product brand, intend to buy or will consider buying a used car in the.

The number of samples in this study was 200 respondents. The sampling size in this study followed Roscoe's theory of sampling guidelines in Sekaran and Bougie (2009), that a sample size of greater than 30 and less than 500 is sufficient for use in all studies.

The study used primary data and secondary data. Primary data were collected from the distributed questionnaire. The questionnaire comprised a set of written statements with indicators or question items according to the prearranged variables. Respondents answered the question items according to the alternative answers provided. Meanwhile, secondary data was obtained from various library materials, including books, journals, marketing articles, articles taken from the Internet, and previous research that provided information or data related to research.

A variance-based SEM tool was used to measure the effect of online information sources on car buying intentions in Banda Aceh with the attitude as a mediator in this study, namely Partial Least Square (PLS). Operational variables in this study were *online information sources related to e-WOM*, *neutral websites*,and *manufacturers' websites* among the exogenous or independent variables (X). Endogenous or dependent variables consisted of endogenous variables as the mediating variable, namely *attitude* (Z), and endogenous variables as the dependent variable, namely *purchase intention* (Y).

RESULTS AND FINDINGS

The outer model in a study was a measurement model used to assess the validity and reliability of the model (Abdillah & Hartono, 2015). A validity test determines how far a test or a set of operations measures what it is supposed to measure. Testing the validity and reliability using PLS consists of the following:

Table 1: Validity test parameter in PLS

Validity	Parameters	Rule of Thumbs
Convergence	Factor loading	More than 0,7
	Average Variance Extracted (AVE)	More than 0,5
	Communality	More than 0,5
Discriminant	The root of AVE, latent variable correlation	The root of AVE > Latent variable correlation
	Cross-loading	> 0,7 in 1 variable

Table 2: Reliability test parameter in PLS

Reliability	Parameter	Rule of Thumbs
	Composite Reliability	More than 0,7
	Cronbach's Alpha	More than 0,6

This test included two examinations; one was on the loading factor value and the t-statistic value, and another was on the average variance extracted (AVE) value. Figure 2 below shows indicator loadings for the dependent, independent, and mediating variables, measured reflectively and simultaneously.

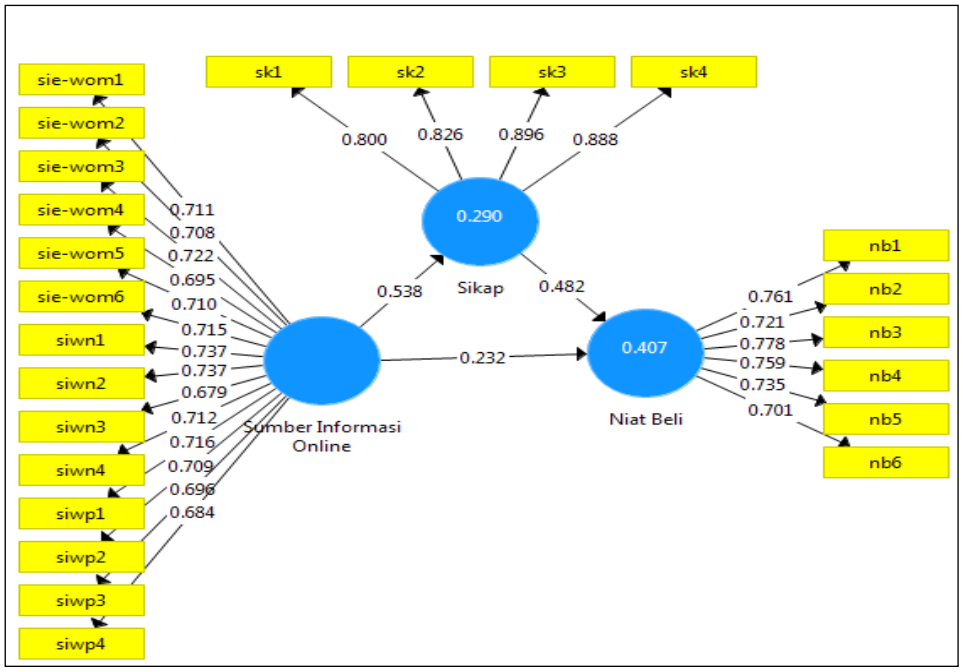

Figure 2: The output of indicator loadings

The output of indicator loadings for each indicator for each variable in this study has met the convergent validity requirements for reflective constructs, with a factor loading above 0.6. We used a loading factor value above 0.6 in this study, and each indicator has a loading value that meets the convergent validity requirements. The AVE output is as follows:

Table 3: AVE results

Variables	AVE
Online information sources	0.503
Attitude	0.728
Purchase intention	0.552

The AVE value of 0.5 indicates that the construct explains more than half of the variance of the indicators (Hair *et al.*, 2019). Based on Table 3 above, the *online information sources* variable has an AVE value of 0.503, which means that the variable explains more than half of the variants of the indicators. The *attitude* variable has an AVE value of 0.728, which means that the variable explains more than half of the variants of the indicators, while the *purchase intention* variable has an AVE value of 0.552, which means that the variable explains more than half of the variance of the indicators. These three variables have an AVE value above 0.5, so the three variables are valid.

The discriminant validity assessment was carried out through two stages: examining the cross-loading value and comparing the squared value of the correlation between the construct and the AVE root. Furthermore, reflective indicators must also be tested for discriminant validity with cross-loading, as presented in Table 4 below.

Table 4: The output of cross-loadings

Indicators	Online information sources	Sikap	Niat Beli
sie-wom1	0.711	0.372	0.363
sie-wom2	0.708	0.417	0.334
sie-wom3	0.722	0.343	0.330
sie-wom4	0.695	0.294	0.306
sie-wom5	0.710	0.437	0.395
sie-wom6	0.715	0.456	0.382
siwn1	0.737	0.454	0.368
siwn2	0.737	0.319	0.318
siwn3	0.679	0.227	0.248
siwn4	0.712	0.383	0.385
siwp1	0.716	0.431	0.382

siwp2	0.709	0.437	0.350
siwp3	0.696	0.364	0.356
siwp4	0.684	0.279	0.301
sk1	0.408	0.800	0.498
sk2	0.489	0.826	0.435
sk3	0.451	0.896	0.534
sk4	0.487	0.888	0.595
nb1	0.456	0.540	0.761
nb2	0.340	0.422	0.721
nb3	0.365	0.480	0.778
nb4	0.380	0.422	0.759
nb5	0.333	0.405	0.735
nb6	0.292	0.411	0.701

The criterion in cross-loading is that each indicator that measures the construct must have a higher correlation with its construct than others (Yamin & Kurniawan, 2011). Based on the results of the cross-loading table above, the loading factor for online information source indicators (sie-wom1 to siwp4) is greater than that for other variables, namely *attitudes* and *purchase intention*—similarly, the loading factor for each *attitude* and *purchase intention* indicator. The three variables in this study, therefore, have good discriminant validity.

The next assessment was to compare the correlation between the constructs and the roots of AVE. The results of the correlation between variables and roots of AVE are presented in Table 5 and Table 6 below.

Table 5: Correlation between variables

Variables	Purchase intention	Attitude	Online information sources
Purchase intention			
Attitude	0.482		
Online information sources	0.232	0.538	

Table 6: Roots of AVE

Variables	AVE	Root of AVE
Online information sources	0,503	0,7092
Attitude	0,728	0,8532
Purchase intention	0,552	0,7429

Based on Tables 5 and 6 above, the maximum correlation between *online information sources* and *purchase intention* variables is 0.232, and the maximum correlation between *online information sources* and *attitudes* variables is 0.538. The root of the AVE value of the *online information sources* variable is 0.7092, and the maximum correlation between *attitude* and *purchase intention* variables is 0.482, whereas the root of the AVE value for the *attitude* variable is 0.8532. Because the values of the root of AVE of the two variables above are greater than the correlation values between variables, the variables in this study have good discriminant validity.

Using indicators as question items from research variable data requires consistency measured through reliability testing. It was to ensure that the data is reliable or meets the reliability aspect for further analysis. The reliability test in this study used two measures of research instrument reliability: composite reliability and Cronbach's alpha. Composite reliability must be above 0.70, and Cronbach's alpha has to be above 0.60 (Abdillah & Hartono, 2015). The results of the reliability test are presented in Table 7 below.

Table 7: Reliability test results

Variables	Composite reliability	Cronbach's alpha	Online information sources
Online information sources	0,934	0,924	Reliable
Attitude	0,914	0,875	Reliable
Purchase intention	0,881	0,838	Reliable

Based on Table 7, the composite reliability of the *online information sources* variable met the requirement to have more than 0.70 in value, or equal to 0.934. Likewise, Cronbach's alpha value of *information sources* also exceeded the requirement to have more than 0.60, which is 0.924. The *attitude* variable had a

composite reliability value of 0.914 and a Cronbach's alpha value of 0.875, whereas the *purchase intention* variable had a composite reliability value of 0.881 and a Cronbach's alpha value of 0.838. Thus, all the questions used in this research variable were reliable because they met the credibility of the composite reliability standard above 0.70 and Cronbanch's alpha value of more than 0.60.

Overall, the results of the measurement model (outer model) met the requirements, and this analysis continued to the structural model (inner model).

The inner or structural model was assessed to see the relationship between constructs, the significance value, and the R-squared of the research model. The higher the R-squared value, the better it would be to use the predictive rather than the proposed research model. Following are the R-squared values in the construct.

Table 8: R-squared results

Variables	R-squared
Online information sources	0.000
Attitude	0.290
Purchase intention	0.407

Table 7 above gives a value of 0.290 for the *attitude* construct, i.e., that *online information sources* explained 29 percent of the variance in the *attitude*. The *attitude* variable, therefore, was influenced by *online information source variables* by 29 percent, and the remaining 71 percent was influenced by other variables not included in the study.The R- squared value of *purchase intention*, influenced by *online information sources* and *attitudes*, was 0.407. It means that *online information sources* and *attitudes* explained40.7 percent of the variance in *purchase intention*.In other words, the *purchase intention* variable was influenced by *online information sources* and *attitudes* variables by 40.7 percent, leaving the remaining 59.3 percent of influence in other variables outside the research. R-squared, nevertheless, is not an absolute parameter in measuring the accuracy of the prediction modelbecause the basis of the theoretical relationship is the most prominent parameter to explain the causality relationship (Abdillah & Hartono, 2015).

Testing the structural model (inner model) is essentially testing research hypotheses. It is done by comparing the value of *t*-statistics on the output display of the bootstrapping program with a *t*-table value. The test uses a significance level of 5 percent,with a t-table value of ≥ 1.96 for the two-tailed hypotheses and ≥ 1.64 for the one-tailed hypotheses. The hypothesis is supported if the *t*-statistics is higher than the *t*-table value (Abdillah & Hartono, 2015).

In this study, we used the two-tailed hypotheses so that it had to have a *t*-table value of ≥1.96. To reject or accept the hypothesis using probability, H_a is accepted if the *p*-value is less than 0.05.

In hypothesis 1, we hypothesized that *online information sources* have a significant effect on *purchase intentions*. To test the direct effect of *online information sources* on *purchase intentions*, we estimated the direct effect model of *online information sources* on the *purchase intention* variable with the results shown in Table 9 below.

Table 9: *Path Coefficient*pada Pengujian Model Direct Effect Tanpa Variabel Mediasi

Variables	Original sample (O)	Sample mean (M)	Standard deviation(STDEV)	*t* Statistics (|O/STDEV|)	*p*values
Online information sources ->Purchase intention	0.492	0.508	0.059	8.380	0.000

Table 9 shows the direct effect of *online information sources* on *purchase intention* with a beta coefficient of 0.492, a *t*-statistic value of 8.380 (greater than the *t*-table of 1.96), and a *p*-value of 0.000 (less than 0.05), indicating that *online information sources* had a significant direct effect on *purchase intention*. Therefore, we accepted H_1 that online information sources significantly affect purchase intention. The inner weight coefficient's positive value indicated the positive relationship between the two. The results of simultaneoustesting of the structural model are presented in Table 10 below.

Table 10: *Path Coefficients*

Variables	Original sample (O)	Sample mean (M)	Standard deviation(STDEV)	*t* Statistics (|O/STDEV|)	*P* values
Online information sources ->Attitude	0.538	0.545	0.057	9.445	0.000
Online information sources ->Purchase intention	0.232	0.235	0.070	3.313	0.001
Attitude ->Purchase intention	0.482	0.483	0.077	6.245	0.000

We did likewise for the rest of the hypotheses. For hypothesis 2, we hypothesized that *online information sources* have a significant effect on *attitudes*. The beta coefficient value shown in Table 10 was 0.538, and the *t*-statistic value was 9.445 (greater than the *t*-table value of 1.96). Also, the *p*-value was 0.000 (less than 0.05), indicating a direct significant effect between *online information sources* and *attitudes*. Therefore, we accepted H_2 that *online information sources* significantly affect *purchase intention*. The inner weight coefficient's positive value indicated the positive relationship between the two.

In hypothesis 3, we hypothesized that *attitude* has a significant effect on *purchase intention*. The beta coefficient value shown in Table 10 was 0.482, and the *t*-statistic value was 6.245 (greater than the *t*-table value of 1.96). Also, the *p*- value was 0.001 (less than 0.05), indicating a direct significant effect between *attitudes* and *purchase intentions*. Therefore, we accepted H_3, that *attitude* has a significant effect on *purchase intention*. The inner weight coefficient's positive value indicated the positive relationship between the two.

In hypothesis 4, we wanted to examine the relationship between the *online information source* variable as an independent variable (X) and *purchase intention* as a dependent variable (Y) through the *attitude* variable as a mediating variable (Z). In testing the mediating effect, we first tested the direct effect of *online information sources* on *purchase intention* variables in the model involving mediation variables of *attitudes* before we tested the effect of *online information sources* on *purchase intentions* without mediation variables of *attitudes*. After those steps, we examined the effect of *online information sources* on *attitudes* and the effect of *attitudes* on consumer *purchase intentions*. The calculation results showed that in testing the direct effect of *online information sources* on *purchase intentions* involving *attitude*, we found a positive and significant effect with a beta coefficient value of 0.232, a *t*-statistics value of 3.313 (greater than the *t*-table value of 1.96), and a *p*-value of 0.001 (less than 0.05).

Furthermore, in testing the direct effect of *online information sources* on *purchase intentions* without involving the *attitude* variable, we found a positive and significant effect with a beta coefficient value of 0.492, a *t*-statistic value of 8,380 (greater than the *t*-table value of 1.96), and a *p*-value of 0.000 (less than 0.05). The results of testing the effect of *attitude* on *purchase intention* showed a positive and significant effect, with a beta coefficient of 0.482, a *t*-statistic value of 6.245 (greater than the *t*-table value of 1.96), and a *p*-value of 0.000 (less than 0.05). These results met mediation requirements, and we accepted H_4 that *online information sources* have a significant effect on *purchase intention* through *attitude* as a mediating variable. Based on the results above, attitude acted as partial mediation because the influence of the independent variables on the dependent variable, both directly and indirectly, was significant. The mediating role of *attitude* is illustrated in Figure 3.

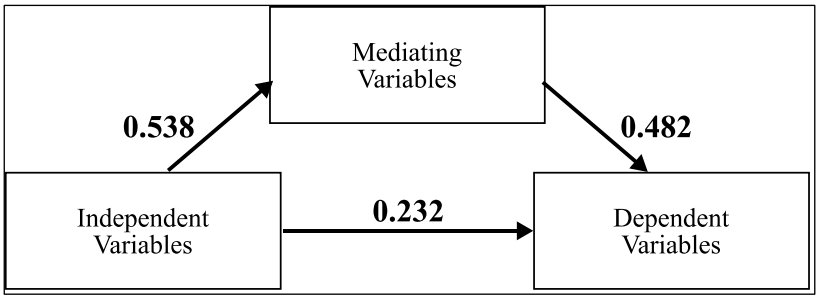

Figure 3: Role of mediating variable

Figure 3 above illustrates the relationship between *online information sources* and *purchase intentions* with *attitudes* as a mediator. Attitudes actedin partial mediation because the influence of the independent variables on the dependent variable, both directly and indirectly, was significant.

CONCLUSIONS AND RECOMMENDATIONS

The results showed the direct effect of online information sources on purchase intentions, with a beta coefficient of 0.492, a *t*-statistic value of 8.380 (greater than the *t*-table value of 1.96), and a *p*-value of 0.000 (less than 0.05). It indicated that the more consumers use online information sources, the higher the level of consumer purchase intention.Online information sources significantly affected attitudes, with a beta coefficient value of 0.538, a *t*-statistic value of 9.445 (greater than the *t*-table value of 1.96), and a *p*-value of 0.000 (less than 0.05). It indicated that the higher the use of online information sources, the more positive the consumer's attitude toward used cars.

Attitude significantly affected purchase intention, with a beta coefficient of 0.482, a *t*-statistic value of 6.245 (greater than the *t*-table value of 1.96), and a *p*-value of 0.001 (less than 0.05). The result indicated that the better or the more positive the consumers' attitude toward online information sources,

the higher their purchase intention for used cars.Online information sources showed a positive and significant effect on purchase intentions involving attitudes, with a beta coefficient value of 0.232, a *t*-statistic value of 3.313 (greater than the *t*-table value of 1.96), and a *p*-value of 0.001 (less than 0.05). The attitude variable acted in partial mediation because the influence of the independent variables on the dependent variable, both directly and indirectly, was significant. It indicated that consumer attitudes toward online information sources affect purchase intentions.

We put forward some recommendations to be considered by further researchers having similar interests in the subjects we studied under this research, as follows:We suggest future researchers conduct more in-depth research on electronic word-of-mouth (e-WOM), neutral websites, and manufacturers' websites. It is also important for future researchers to reconsider other variables that influence consumer choice of online information sources and variables that influence purchasing decisions.We also suggest further research to have larger samples to be more accurate.

In this study, online information sources could explain 29% of the variance in attitude. We suggest that owners of used car dealers in Banda Aceh increase their promotional activities through online information sources so that consumers can obtain information easily and have confidence in forming their purchase intentions. In addition, such promotional activities also help improve people's attitudes towards online information sources as a provider of reference information that is complete, easy, and trustworthy compared to offline information sources.

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Cite This Article: T. Meldi Kesuma, Sri Wahyuni, M. Ridha Siregar, Abdul Muzamil (2023). The Mediating Role of Attitude on the Effect of Online Information Sources on Used Car Purchase Intention. *East African Scholars J Econ Bus Manag*, *6*(7), 224-232.