

ABSTRACT

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THE INFLUENCE OF BRAND IMAGE, PERCEIVED TRUST, PERCEIVED PRICE, AND PERCEIVED VALUE OF WULING MOTORS TOWARDS PURCHASE INTENTION OF INDONESIAN.

This research aims to find out about Indonesian purchase intention on Wuling Motors product. This research examines the influence of brand image, perceived trust, perceived price, and perceived value of Wuling motors towards purchase intention of Indonesian. The sampling technique was carried using purposive sampling method, and the research subject in this research were Indonesian who aged at least 17 years old who are already have a driving license in order to gain the information from people who already have a perspective about car brand and have an opportunity to purchase. The data collected method used in this research is primary data by distributing online questionnaire to 200 respondents via Google Form. The number of samples used in conducting the pre-test research were 50 respondents and the rest number of the total respondent for the actual research. The collected data were examined using SmartPLS. All of hypothesis in this research are accepted, based on the data that has been analyzed, the researcher conclude that the brand image have a positive and significant influence to purchase intention mediating through perceived trust, perceived price, and perceived value.

Hopefully, this research can give the contribution towards Wuling Motors due to improve their brand image to increase purchase intention even the sales in Indoneisa.

Keywords : Brand Image, perceived trust, perceived price, perceived value, purchase intention

Reference 46