

ABSTRACT

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THE INFLUENCE OF BRAND AWARENESS AND COUNTRY OF ORIGIN ON PURCHASE INTENTION WITH MEDIATION OF SELF CONGRUITY ON CHINESE BRAND AUTOMOTIVE PRODUCTS WULING

(xv + 91 pages: 5 images; 22 table)

Wuling automotive products originating from China in Indonesia is still relatively new, and Indonesians are still quite skeptical of these products. In Indonesia, on average, automotive products are dominated by products from Japan, such as Toyota, Honda, etc., which are often used by Indonesians, which means that enthusiasts of Wuling products are still inferior to competitors from Japan. In this case, the problem is that the interest in buying Wuling products still needs to be higher, measured by Brand Awareness, Country Of Origin, and Self Congruity. Thus, in this study, the object to be examined is the Jabodetabek community, which already has a steady income and has worked and has a business. In this study, a quantitative approach and Non-Probability Sampling will be used to collect samples to be used for this study. The number of obtained samples in this study was 206 respondents using a questionnaire distributed to several people who met the criteria for this questionnaire through the Google form. After that, the data that had been collected could be processed using the PLS-SEM method using SmartPLS analysis data. The hypotheses in this study are H1 Brand Awareness influences Self Congruity, H2 Country of Origin affects Self Congruity, H3 Brand Awareness does not influence Purchase Intention, H4 Country of Origin influence Purchase Intention and H5 Self Congruity influences Purchase Intention. With the results of this study, customers or consumers can become aware or remember and are more interested in the Wuling brand. It can be more competitive compared to other automotive brand competitors. The public will likely view the quality of Chinese automotive products, especially the Wuling brand, as more positive and reliable for their products than before. Hopefully, Indonesians can embed their self-image through the Wuling brand.

Keyword: Brand Awareness, Country Of Origin, Self Congruity, Purchase Intention

References: 98 (1971 – 2022)