

ABSTRACT

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THE INFLUENCE OF COUNTRY OF ORIGIN, PERCEIVED VALUE AND CONSUMER TRUST ON THE PURCHASE INTENTION OF WULING AUTOMOBILES IN INDONESIA DURING COVID-19 PANDEMIC

(xiii + 96 pages; 6 figures, 31 tables, 6 appendices)

While Wuling's growth in Indonesia has been phenomenal, Wuling has registered a significant sales drop in 2020 and has the potential to be in the top five or even the largest car brand in Indonesia. This research aims to understand the influence of Country of Origin, Perceived Value and Consumer Trust on the Purchase Intention of Wuling automobiles in Indonesia during Covid-19 Pandemic. This study takes the approach of quantitative research with data collection method using electronic questionnaires via Google Form. The respondents of this research are Indonesian consumers above 18 years of age who have heard about Wuling. This research utilizes SmartPLS 3.3.3 for measurement. The outer model comprises validity and reliability measurements, while the inner model consists of measurements of multicollinearity, R-Square, T-statistics and P-value tests. In addition, structural equation modelling is performed to test the construct relations in the theoretical framework of this study. The results of this research show that Country of Origin, Perceived Value and Consumer Trust have positive effects on the Purchase Intention of Wuling automobiles in Indonesia, with Perceived Value and Consumer Trust exerting greater influence in the times of the Covid-19 pandemic.

Keywords: *Country of Origin, Perceived Value, Consumer Trust, Purchase Intention*

References: 73 (1982 – 2021)