

MINAT BELI MOBIL LISTRIK WULING (STUDI PADA DKI JAKARTA)

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ABSTRAK

Penelitian ini menggunakan metode kuantitatif untuk menguji pengaruh citra merek, *Electronic word of mouth* (EWOM), dan harga terhadap minat beli mobil listrik Wuling di DKI Jakarta. Sebanyak 115 responden dipilih melalui teknik purposive sampling dengan kriteria telah mengenal dan memiliki ketertarikan terhadap kendaraan listrik Wuling. Data dikumpulkan melalui kuesioner online dan dianalisis menggunakan SmartPLS 4 melalui pendekatan deskriptif serta analisis struktural. Hasil penelitian menunjukkan bahwa citra merek dan Pricing terbukti berpengaruh positif terhadap minat beli konsumen, sementara EWOM tidak berpengaruh terhadap minat beli konsumen. Temuan ini menegaskan bahwa persepsi konsumen terhadap reputasi merek, kualitas informasi digital, serta kesesuaian harga memiliki peran penting dalam mendorong minat pembelian.

Kata Kunci: Citra Merek, EWOM, Pricing, dan Minat Beli

**PURCHASE INTENTION OF WULING ELECTRIC VEHICLE
(A SRUDY IN DKI JAKARTA)**

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ABSTRACT

This study employs a quantitative approach to examine the influence of brand image, electronic word of mouth (EWOM), and pricing on consumers' purchase intention toward Wuling electric vehicles in DKI Jakarta. A total of 115 respondents were selected through purposive sampling, targeting individuals who are familiar with and interested in Wuling electric Vehicles. Data were collected through an online questionnaire and analyzed using SmartPLS 4 through descriptive analysis and structural model testing. The results indicate that brand image and pricing have a positive influence on purchase intention, whereas e-WOM does not show a significant effect. These findings highlight that consumers' perceptions of brand reputation and price suitability play an essential role in shaping purchase interest, while digital word-of-mouth communication does not contribute significantly in this context.

Key Words: Brand Image, EWOM, Pricing, and Purchase Intention