

DAFTAR PUSTAKA

- Andrian, N. P. (2022). Enrichment: Journal of Management is Licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0) Enrichment: Journal of Management The Effect of Electronic Word of Mouth and Perceived Value on Purchase Intention. In *Enrichment: Journal of Management* (Vol. 12, Issue 3).
- Aprilia, L., Desi, Y. P., & Purnomo, S. (2023). PENGARUH KONTEN REVIEW DAN ELECTRONIC WORD OF MOUTH TERHADAP MINAT BELI MOBIL LISTRIK (Studi Kuantitatif Pada Channel Youtube Fitra Eri, Ridwan Hanif, Dan Oto Driver). *Jurnal Ilmiah Manajemen Informasi Dan Komunikasi*.
- Armstrong, Gary., & Kotler, Philip. (2023). *Marketing : an introduction*. Pearson.
- Aryanto, A., Bangun, R., & Indillah, M. (2023). *Manajemen Pemasaran* (Udin Saripudin, Ed.). Widina.
- Belch, G. E. ., & Belch, M. A. . (2021). *Advertising and promotion : an integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.
- Berita, B. (2025, July 23). *Futuristik tapi Kurang Nyaman? Ini Keluhan Pengguna Soal Wuling Air ev*. Beritabicara.Com.
- Burhan, H. S. (2023). Pengaruh Citra Merek Persepsi Harga dan Kualitas Produk Terhadap Minat Membeli Suzuki Ertiga Pada Masyarakat Yogyakarta. *Journal of Sustainability and Science Economics*, 1(1), 14–22. <https://doi.org/10.62337/jsse.v1i1.8>
- Chaffey, D., & Chadwick, E. F. (2019). *Digital Marketing Strategy, Implementation and Practice* (17th ed.). Pearson.
- Detik. (2025, July 7). *Sederet Fakta Wuling Air EV Tiba-tiba Terbakar di Bandung*. Detik.Com.
- Fauzi, R., Kadi, D. C. A., & Firdaos, S. (2025). PENGARUH INOVASI, POSITIONING PRODUK, DAN ELECTRONIC WORD OF MOUTH TEHADAP MINAT BELI SEPEDA LISTRIK (STUDI KASUS KONSUMEN SEPEDA LISTRIK DI MAGETAN). *Bussman Journal: Indonesian Journal of Business and Management*, 5(1). <https://doi.org/10.53363/buss.v5i1.370>
- Firmansyah, A. (2019). *Pemasaran Produk & Merek (Planning & Strategy)* (Q. Media, Ed.; 1st ed.). Qiara Media.

- Ghozali, imam, & Kusumadewi, K. (2024). *Book 03-27-2024 13.16*.
- Irwansyah, R., Listya, K., Setiorini, amanda, Hanika, I., & Hasan, M. (2021). *Perilaku Konsumen*. Widina.
- Ismagilova, Elvira., Dwivedi, Y. Kumar., Slade, E. L. ., & Williams, M. D. . (2017). *Electronic word of mouth (eWOM) in the marketing context : a state of the art analysis and future directions*. Springer International Publishing.
- Kaja, L. I. (2021). Influence of Electronic Word of Mouth (E-Wom), Product Quality and Price on Purchase Intention a Mitsubishi Type Xpander Car at PT Sun Star Motors Mitsubishi Mt Haryono Semarang. In *Jurnal JOBS* (Vol. 7, Issue 2). <https://jurnal.polines.ac.id/index.php/jobs>
- Komparasi. (2024, August 8). *Pelanggan Wuling Air EV Ancam Bakar Mobil di Depan Dealer Akibat Buruknya Pelayanan Servis*. Komparasi.Id.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing, 17th Global Edition* (17th ed.).
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management* (4th European Edition). Pearson. www.pearson.com/uk
- Kotler, Philip., & Armstrong, Gary. (2016). *Principles of marketing*. Pearson.
- Kristinawati, A. (2021). PENGARUH BRAND IMAGE, PERCEIVED QUALITY DAN EWOM TERHADAP PURCHASE INTENTION MOBIL DI JAKARTA. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 5. <https://doi.org/https://doi.org/10.24912/jmbk.v5i5.13305>
- Lamb, C., Hair, J., & McDaniel, C. (2021). *MKTG* (13th ed.). Cengage Learning Inc.
- Muntu, M. M., Widjaja, B. T., Saparso, & Sagai, R. T. L. (2025). Pengaruh Bauran Pemasaran dan Citra Merek Terhadap Minat Beli Yang Dimediasi Oleh Efek Pamer Pada Mobil Listrik Wuling Di Kumala Manado. *JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI UNIVERSITAS SAM RATULANGI (JMBI UNSRAT)*. <https://ejournal.unsrat.ac.id/v3/index.php/jmbi/article/view/60627/48851>
- Oktafiyanti, D., Anasti, A., & Aras, M. (2024). The Influence Of Environmental Communication, Advertising, And Ewom Toward Purchase Intention Of Electric Vehicle In Indonesia-Dewi Oktafiyanti et.al The Influence Of Environmental Communication, Advertising, And Ewom Toward Purchase Intention Of Electric Vehicle In Indonesia. *Jurnal Ekonomi*, 13, 2024. <https://doi.org/10.54209/ekonomi.v13i02>

- Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu : pada Era Media Sosia*. Pustaka Setia.
- Purnama, Z., & Syahab, M. A. (2023). Pengaruh Efektivitas Iklan, Kualitas Produk, Dan Citra Merek Terhadap Minat Beli. *Jurnal Minfo Polgan*, 12(1). <https://doi.org/10.33395/jmp.v12i1.12927>
- Putri, D., Sudirman, A., Suganda, A., & Kartika, R. D. (2021). *Brand Marketing* (1st ed.). Widina.
- Rahayu, D. R., Pratikto, H., & Siswanto, E. (2023). THE INFLUENCE OF PRICE AND PRODUCT INNOVATION ON THE PURCHASE INTENTION OF WULING ELECTRIC CARS WITH BRAND IMAGE AS AN INTERVENING VARIABLE: A STUDY ON PROSPECTIVE ELECTRIC CAR CONSUMERS IN EAST JAVA. In *International Journal of Business* (Vol. 4, Issue 2).
- Rajendra, R. (2025, April 30). *Strategi Wuling Genjot Penjualan Mobil Listrik Tembus 60.000 Unit Tahun Ini*. Otomotif Bisnis.Com.
- Saputra, M. R. (2025). PENGARUH VARIETY PRODUK, E-WOM DAN PRODUK QUALITY TERHADAP MINAT BELI DI HENGKI AUTO MOBIL. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 4(1), 145–154.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson.
- Septianto, A. S., & Andriyati, Y. (2023). Pengaruh Harga Dan Perbedaan Produk Terhadap Minat Beli Sepeda Listrik di Kota Sampit. *Jurnal E-Bis*, 7(2), 576–585. <https://doi.org/10.37339/e-bis.v7i2.1314>
- Sihombing, K. I., & Dewi, I. S. (2019). *Pemasaran dan Manajemen Pemasaran*. Deepublish.
- Sihombing, T. (2025, July 7). *Penjualan Wuling di GIIAS 2025 Tembus 2.395 Unit, Cortez Darion EV Diserbu Konsumen*. <https://www.Goodcar.Id/Artikel-Mobil/Penjualan-Wuling-Di-Giias-2025-Tembus-2-395-Unit-Cortez-Darion-Ev-Diserbu-Konsumen?>
- Solichin, M., & Mulyaning Tyas, A. (2024). The Influence of Innovation, Brand Image and Green Product Awareness on Interest in Buying Electric Vehicles with Trust as Intervening Variables. *Journal of Economics, Management, Entrepreneur, and Business*, 4(2). <https://doi.org/10.52909/jemeb.v4i2.154>
- Solomon, M. R. (2020). *Consumer Behavior Buying, Having, and Being Thirteenth Edition* (13th ed.). Pearson. www.pearson.com/mylab/marketing

- Sugiyono. (2023). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D* (Sutopo, Ed.; 2nd ed.). Alfabeta. www.cvalfabeta.com
- Viola, Mergery, E., & Seri. (2023). Pengaruh harga, promosi, dan word of mouth terhadap minat pembelian konsumen mobil honda PT. Istana Deli Kejayaan (IDK2) Medan. *Jurnal Bisnis Dan Manajemen (JBM)*, 1(2).
- Wirtz, J., & Lovelock, C. (2021). *Services Marketing*. WORLD SCIENTIFIC (US). <https://doi.org/10.1142/y0024>
- Yonathan, A. Z. (2025, May 4). *Jumlah Kendaraan Listrik di Indonesia Terus Naik*. <https://Goodstats.Id/Article/Jumlah-Kendaraan-Listrik-Di-Indonesia-Terus-Naik-JhAci>.