

ABSTRACT

This research was conducted to find out the influence of country of origin and perceived quality against the purchase decision on Wuling car in Bandung City year 2019. Before the Wuling car expanded its business to Indonesia, there were two cars from China who first did business activities in Indonesia namely Chery and Geely. Both companies were unable to deal with competition with automobile companies from other countries such as Japan. The thing that makes both companies can not survive in Indonesia because of the after sales service and quality of their products that get a less good view of consumers in Indonesia. This makes Wuling have to work hard to eliminate the bad views of Indonesian consumers going to China cars. From the strategy and effort Wuling did get a good result proven by the increase in sales that Wuling experienced from 2017 to 2018 by 1696%. The purpose of this research is to know and analyze how much the influence of country of origin and perceived quality to purchase decisions on wuling cars in Bandung year 2019 both simultaneously and partially.

The population of this research is Wuling car buyer in Bandung City. The research uses a type of descriptive and casual research with quantitative research methods, which are obtained using the Nonprobability sampling method. The obtained Data is analyzed using multiple linear regression analyses. The results of this research show that there is a simultaneous influence between country of origin and perceived quality to purchase decisions on Wuling cars in Bandung City by 50.4%, while the remaining of 49.6% is influenced by factors Not examined in this study. For partial influence, the country of origin has an effect of 19.8% and a perceived quality of 30.6%.

Keywords: Country of Origin, Perceived Quality, Purchase Decision.