

ABSTRACT

Indonesia is ranked first for car sales in ASEAN in the 2014-2016 period. That shows Indonesia is indeed a potential market for companies to sell automotive products compared to other ASEAN countries. Therefore, there are many vehicles from various countries with various brands that come to enliven the vehicle market share in this country. However, in reality, not all vehicle brands are chosen by consumers because of the influence of the country of origin and the image under consideration.

The purpose of this study was to determine the effect of the country of origin and brand image in purchase intention on Wuling vehicle brands in the city of Bandung - Indonesia. This research is an associative research with quantitative approach and successive interval method to measure the influence of country of origin and brand image through measurement of reality and consumer expectations. A sample of 100 respondents was obtained based on the sampling criteria of Bernoulli.

Based on the results of associative analysis, the reality of the influence of the country of origin and brand image of Wuling products in Bandung as a whole have a significant effect on Purchase Intention both partially and simultaneously. The amount of influence exerted amounted to 56.1%. The regression coefficient for the Country of Origin variable is positive, which indicates that there is a direct relationship between Country of Origin and Purchase Intention. The amount of influence exerted amounted to 21.9%. The regression coefficient for the Brand image variable is positive, which indicates that there is a direct relationship between Brand image and Purchase Intention. The amount of influence exerted by Brand image is 34.2%. Wuling can use the results of this study to improve sales performance by taking into account factors that need to be improved or maintained to increase consumer purchase intention.

Keywords: Brand Image, Country of Origin, Purchase Intention, Wuling.