DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455
DINASTI PUBLISHER

DOI: https://doi.org/10.38035/dijefa.v6i4.4788
https://creativecommons.org/licenses/by/4.0/
Received: 24 May 2025 | **Revised:** 30 August 2025 | **Accepted:** 16 September 2025

Determinants of Purchase Intention: Product Quality, Brand Image, and Price Perception Towards the Purchase of Wuling Air EV Electric Cars in Indonesia

Farza Wirawan Ekhsan[1], Misdiyono[2], Titi Nugraheni[3*], Sri Hermawati[4], Desi Pujiati[5]
[1]Gunadarma University, Jakarta, Indonesia
[2]Gunadarma University, Jakarta, Indonesia
[3]Gunadarma University, Jakarta, Indonesia, titi_n@staff.gunadarma.ac.id
[4]Gunadarma University, Jakarta, Indonesia
[5]Gunadarma University, Jakarta, Indonesia

[*]Corresponding Author: titi_n@staff.gunadarma.ac.id[3]

Abstract: The purpose of this study is to analyze the factors that influence the intention to purchase the Wuling Air EV electric car in Indonesia. The data analysis method used is quantitative primary data. The data used in this study used a questionnaire instrument via Google Form from 100 respondents. The research data was processed using the SPSS Program application. The sampling method in this study was non-probability sampling with a purposive sampling technique. The results showed that product quality, brand image, and price perception influenced the purchase intention of the Wuling Air EV electric car in Indonesia.

Keywords: Product Quality, Brand Image, Price Perception, Purchase Intention.

INTRODUCTION

The development of automotive industry in Indonesia is developing very rapidly along with the development of the needs and demands of the community for environmentally friendly transportation facilities. The increase in fuel consumption and the dwindling availability of world oil resources that have an impact on the entire world, including Indonesia, have encouraged the Government to replace this fuel by building several electric fuel filling stations. Related to the problems in the automotive world in Indonesia, there has been a breakthrough in the automotive market, namely the emergence of cheap and quality car products, namely electric cars.

An electric car is an electrically powered vehicle that uses one or more electric motors as its power source. This car uses a battery as its primary energy source, which can be recharged through an external power source such as a charging station or home charger.(Rachmawati & Rahardi, 2023). Electric cars do not produce direct emissions when in use, because there is no combustion of fuel like in conventional cars that use internal combustion engines. Electric cars have become a popular alternative to reduce air pollution and greenhouse gas emissions

produced by internal combustion engine vehicles. The success of the electric car trade in Indonesia stems from several important factors.(Hidayatulloh & Susila, 2024). First, there is government support in the form of policies and incentives that encourage the use of electric cars. Second, increasing public awareness of the importance of using environmentally friendly vehicles and the need to reduce air pollution. Third, the development of increasingly better battery technology and increasingly affordable prices. Fourth, there is cooperation between the government, car manufacturers, and energy companies in building adequate electric charging infrastructure. One type of Electric Car marketed in Indonesia is the Wuling Air EV electric car. (Ardiansyah et al., 2024). Wuling Motors is a Chinese automotive company that produces vehicles, founded in 2007. Wuling electric cars are a type of car that uses electricity as an energy source to drive its vehicles and are different from conventional cars that use internal combustion engines (Internal Combustion Engine). The Wuling Air EV electric car uses batteries as the main energy source. The main advantage of the Wuling Air EV electric car is that this electric car does not produce harmful exhaust emissions such as carbon dioxide (CO2) and other pollutants. This condition makes electric cars a more environmentally friendly choice and has the potential to reduce air pollution in urban areas. (Astaginy, 2025) The Wuling Air EV electric car began to be marketed in Indonesia in 2022 and has become the best-selling electric car and is in demand by consumers.(Li & Setiowati, 2023),(Alif & Prasetio, 2024). Data on electric car sales in Indonesia during January - September 2022 are as follows.

Table 1
Data Table of Electric Car Sales in Indonesia
(January – September 2022)

Electric Car Brands	Units Sold
Wuling Air EV	2.708
Hyundai Ioniq 5	947
Hyundai Ioniq EV	45
Nissan Leaf	32
Mini Electric	13
Genesis G80 EV	10
Lexus UX300 E	8
DESK Gelora Ev\V	6

Sources: https://www.gaikindo.or.id (2022)

Based on the table above, Wuling Air EV is in first place with 2,708 units and can beat electric cars with competing brands. This shows that the Wuling Air EV electric car is the electric car of choice because it is more environmentally friendly and has the potential to reduce air pollution. Wuling Motor is trying to increase the promotion and sales strategy efforts of its flagship electric car. The increase in sales of the Wuling Air EV electric car is greatly influenced by the intention of consumers to buy the Wuling Air EV electric car and in this regard, many factors influence the intention to buy electric cars, especially the Wuling Air EV. Product quality is important for consumers and is very necessary in carrying out its functions which include durability, reliability, accuracy, ease of operation, and other attributes and values. (Kotler, 2017). Product quality is one of the means to build product or service performance. (Kotler, 2017) Product quality is one of the main values that consumers expect when deciding to buy the desired product. Brand image is a consumer's perception and belief and is stored in the consumer's memory. (Napitupulu, 2023)

Consumers who have a positive image of a product's brand will be more likely to intend and make a purchase. (Kotler, 2017), (Irpan & Ruswanti, 2020). Many car manufacturers are innovating their products so many electric car brands are emerging in Indonesia today.(Rayhan et al., 2024) Consumers must be more selective in choosing the electric car they will buy.

(Triyono et al., 2022). The higher the quality of a product, the higher the consumer's purchase intention and purchase.(Kotler, 2017). Brand image is a consumer's perception and belief and is stored in the consumer's memory.(Cahyati & Munandar, 2023). Consumers who have a positive image of a product's brand will be more likely to intend and make a purchase. (Rahman et al., 2023),(Astaginy, 2025). Car manufacturers must innovate their products. Car manufacturers must innovate their products. The impact is that many electric car brands have emerged in Indonesia today and many factors greatly influence consumer behavior in responding to the presence of these electric vehicles. (Gunawan et al., 2022). The perception of product prices is often used by consumers when deciding to intend and then deciding to buy a product. The price offered will be an exchange for getting benefits from several goods and services after owning or using them. (Kotler, 2017), (Agung et al., 2025). Based on the above phenomenon, this study is important to be carried out to analyze several factors that influence the intention to buy electric cars, especially the Wuling Air EV, for Indonesian electric car consumers. Consumers who have a positive image of a product's brand will be more likely to intend and make a purchase. (Kotler, 2017). Many car manufacturers are innovating their products so many electric car brands are emerging in Indonesia today. Consumers must be more selective in choosing the electric car they will buy. The higher the quality of a product, the higher the consumer's purchase intention and purchase. (Kotler, 2017). Brand image is a consumer's perception and belief and is stored in the consumer's memory. Consumers who have a positive image of a product's brand will be more likely to intend and make a purchase. (Rahman et al., 2023), (Astaginy, 2025). Car manufacturers must innovate their products.

Research hypothesis:

H1: Product quality influences the purchase intention of the Wuling Air EV electric car in Indonesia.

H2: Brand image influences consumer purchase intention of Wuling Air EV electric car in Indonesia.

H3: Price perception influences purchase intention of Wuling Air EV electric car in Indonesia.

METHODS

Research Scope

This research is quantitative. Quantitative data is research data in the form of numbers and analysis using statistics, to test the established hypothesis. Quantitative data in this study were obtained directly through respondent questionnaires as research instruments. (Myers, Jerome L., Arnold D. Well, Robert F. Lorch, 2010) Research data in the form of primary data were obtained from distributing questionnaires to 100 respondents and supporting data using a literature study approach to collect, and analyze information related to product quality, brand image, and price perception in influencing Indonesian consumer intentions on the Wuling Air EV electric car. The primary data analysis and literature study approach was chosen because it allows researchers to explore various sources of relevant information from various literature related to the topic being studied.

Data Collection Method

The data collection method was carried out using primary data sources based on the distribution of questionnaires from 100 respondents. Primary data is a data source that directly provides data to data collectors or not through intermediaries. The sampling technique was carried out through non-probability sampling and purposive sampling. {Formatting Citation}. The primary data source used was by distributing questionnaires online via Google form to respondents who had met the criteria, including respondents who were Indonesian consumers who knew information about the Wuling Air EV electric car but had never bought a Wuling

Air EV electric car. The questionnaire data from these respondents will then be collected and processed.

Data Analysis Method

The data analysis method is an activity after data from all respondents or other data sources are collected (Myers, Jerome L., Arnold D. Well, Robert F. Lorch, 2010). Data analysis in this study is an instrument test, classical assumption test, multiple linear regression analysis, Hypothesis testing is used to determine whether there is a significant influence and to determine the partial influence between product quality, brand image, price perception (independent variables) and consumer purchase intentions of Indonesian consumers on the Wuling Air EV electric car (dependent variable), hypothesis testing and determination coefficient test (R2) with the help of the SPSS Program.

RESULTS AND DISCUSSION

The results of multiple linear regression analysis, the results of the model feasibility test, and the T-test in this study show the relationship between product quality, brand image, price perception, and purchase intention of Indonesian consumers on the Wuling Air EV electric car is as follows:

Table 2
Multiple Linear Regression Test
Coefficients[a]

The Models		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta
1	(Constant)	1.622	2.699	
	Product Qual (PQ)	.379	.102	.366
	Brand Image (BI)	.352	.100	.290
	Price Perception (PP)	.370	.159	.268

a. Dependent Variable: Intention Purchase

Multiple Linear Regression Equation:

Intention to purchase = 1,622 + 0,379PQ + 0,352BI + 0,370PP+ e

Table 3
F Test Results (Model Feasibility)
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2834.372	3	944.791	71.317	<,001[b]
	Residual	1271.788	96	13.248		
	Total	4106.160	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Product Quality, Brand Image, Price Perception

Table 4
t-Test (Partial Test)
Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.622	2.699		.601	.549
	Product Quality	.379	.102	.366	3.707	<,001
	Brand Image	.352	.100	.290	3.513	<,001
	Price Perception	.370	.159	.268	2.328	.022

a. Dependent Variable: Intention Purchase

Based on the results of the t-test on product quality, the calculated t-value is 3.707> 1.985 and the significant value is 0.001 <0.05, these results indicate that the hypothesis is accepted, meaning that product quality affects the purchase intention of the Wuling Air EV electric car. Based on the results of the t-test on brand image, the calculated t-value is 3.513> 1.985 and the significant value is 0.001 <0.05, these results indicate that the hypothesis is accepted, meaning that brand image affects the purchase intention of the Wuling Air EV electric car. Based on the results of the t-test on price perception, the calculated t-value is 2.328> 1.984 and the significant value is 0.022 <0.05, these results indicate that the hypothesis is accepted, meaning that price perception affects the purchase intention of the Wuling Air EV electric car.

Product quality influences the purchase intention of the Wuling Air EV electric car in Indonesia.

Product quality has a significant effect on the purchase intention of the Wuling Air EV electric car in Indonesia. Product quality has a positive relationship between product quality and the purchase intention of the Wuling Air EV electric car. The results of this study indicate that the higher the product quality, the higher the purchase intention of Indonesian consumers on the Wuling Air EV electric car. Respondents strongly agree that the Wuling Air EV electric car has other advantages or functions that are not possessed by other electric car products, and has special characteristics that are different from other electric cars, the specifications of the Wuling Air EV electric car have been adjusted based on customer needs and has a reliable battery life and is environmentally friendly. This is what makes the product quality of the Wuling Air EV electric car affect the purchase intention of Indonesian consumers. These findings are supported by research by Muslim(Muslim, 2024) conducted on 86 respondents in Makassar, stating that product quality partially has a positive and significant effect on the purchase decision of the Wuling Ev electric car at PT. Kumala Motor Makassar Branch. Product quality can increase consumer decisions to buy Hyundai Brand Cars at PT. Sinar Galesong Pratama Palu City.(Oktaviani & Hilal, 2024) The findings of this study are also supported by other studies that state that the quality of electric car products affects the intention to purchase electric cars (Andre Martinus et al., 2023), (Munthe et al., 2024)(Muntu M, Mevander, 2025)(Ekyawan & Rahman, 2022). Other findings state that the price and innovation of Wuling electric car products influence the purchase intention of Wuling electric cars in Indonesia. (Rahmi Rahayu et al., 2023).

Brand image influences consumer purchase intention of Wuling Air EV electric car in Indonesia.

Brand Image has a significant effect on the purchase intention of the Wuling Air EV electric car in Indonesia. Brand image has a positive relationship between brand image and Indonesian consumers' purchase intention for the Wuling Air EV electric car. These results indicate that the higher the brand image, the higher the purchase intention of Indonesian consumers for the Wuling Air EV electric car. Products that have a good brand image and are believed by consumers to be able to meet their needs and desires will automatically increase consumer purchase intention for the products offered. This will happen vice versa if the product has a negative brand image. Indonesian consumers' purchase intention will certainly be lower. The results of this study indicate that respondents strongly agree that the Wuling Air EV electric car is very popular among the public and is known as an environmentally friendly car and has a fairly good reputation and maintenance of the Wuling Air EV electric car is easier, and the Wuling Air EV electric car has features that consumers need and there are no features the same as other cars and provides comfort in driving. This is what makes the brand image of the Wuling Air EV electric car influence the purchase intention of Indonesian consumers. The findings of this study are supported by other findings which state that the brand image of

electric cars influences the purchase intention of electric cars. The other research results state that the brand image and product innovation of Wuling electric cars influence consumer intentions to buy Wuling electric cars.(Verado et al., 2023),(Hidayat et al., 2023),(Nugraha et al., 2024)(Rahman et al., 2023) The findings of this study are supported by other findings stating that the brand image of electric cars influences the interest in buying electric cars. This study is not supported by other studies with electric car brands other than Wuling Air EV.(Ramadhani & Yuliana, 2023).

Price perception influences the purchase intention of Wuling Air EV electric car in Indonesia.

Price perception has a significant positive effect on the purchase intention of the Wuling Air EV electric car in Indonesia. Indonesian consumers' purchase intention for the Wuling Air EV electric car. Price perception has a positive relationship with purchase intention for the Wuling Air EV electric car. The better the respondent's perception of the price of the Wuling Air EV electric car, the higher the purchase intention of Indonesian consumers for the Wuling Air EV electric car. Price is a company policy but of course, consumer purchase intention occurs after considering the price of the product. The results of this study indicate that respondents strongly agree that the Wuling Air EV electric car has an affordable price, according to the quality of its products, and the price is set according to the quality of the product. The price of the Wuling Air EV electric car can compete with other electric cars and is more economical compared to other similar electric cars, and the price of the Wuling Air EV electric car is on its benefits and the price is in the specifications of its product as an environmentally friendly vehicle. This is what makes consumer perceptions of the price of the Wuling Air EV electric car affect consumer purchase intentions. The findings of this study are supported by the findings of a study conducted on 384 consumers of Wuling electric car dealers in Madiun, stating that price perception influences the intention to purchase Wuling electric cars in Madiun. (Assidiq H Aditya dan Dessyarti S. Robby, 2024). The findings of this study are supported by several other studies that state that price perception influences the intention to purchase electric cars.(Ekyawan & Rahman, 2022),(Andre Martinus et al., 2023)(Muslim, 2024).

CONCLUSION

1. Product quality influences the purchase intention of the Wuling Air EV electric car in Indonesia.
2. Brand image influences consumer purchase intention of Wuling Air EV electric car in Indonesia.
3. Price perception influences the purchase intention of Wuling Air EV electric car in Indonesia.
4. Product quality has the most dominant role the purchase intention for the Wuling Air EV electric car in Indonesia.

REFERENCES

Agung, A., Abidzarr, N., Kusuma, D., & Kusumastuti, R. D. (2025). Analysis of factors that influence consumers ' purchase intention of electric cars : Economic and business perspectives in emerging markets. *Journal of Economic, Business & Accounting Research*, *2*(2), 104–119.

Alif, N. N., & Prasetio, A. (2024). The Effect Of Perceived Value Towards Purchase Intention Using Information Overload As Moderating Variable In Electric Vehicle. *International Journal of Science, Technology & Management*, *January-ISSN : 2722-4015*, 111–119.

Andre Martinus, Fathorrahman, & Pradiani, T. (2023). Pengaruh Brand Image dan Harga

Terhadap Minat Beli Mobil Listrik Melalui Gaya Hidup Sebagai Variabel Intervening Di Area Kota Malang Jawa Timur. *Jurnal Ilmiah Administrasi Bisnis Dan Inovasi*, *7*(2), 115–130. https://doi.org/10.25139/jiabi.v7i2.6592

Ardiansyah, G. T., Santosa, S., Hasibuan, M. S., & Heikal, J. (2024). Mapping the Wuling vehicle market with K-Means Clustering : An effective digital marketing strategy. *Jurnal Fokus Manajemen Bisnis*, *14*(2), 136–150.

Assidiq H Aditya dan Dessyarti S. Robby. (2024). Pengaruh Persepsi Konsumen, Persepsi Harga Dan Brand Image Terhadap Minat Beli. *SIMBA*, *6*(September 2024-E ISSN : 2686-1771).

Astaginy, N. (2025). Dampak Citra Merek dan Pengetahuan Lingkungan terhadap Minat Beli Mobil Hybrid. *INNOVATIVE: Journal Of Social Science Research*, *5*(Volume 5 Nomor 2 Tahun 2025 Page 1277-1287 E-ISSN 2807-4238), 1277–1287.

Cahyati, T., & Munandar, D. (2023). The Roles of Awareness, Interest, Evaluation, Trial on Adoption and its Impact on Purchase Decision: Study on New Product of ”Wuling” Electric Car Consumers in Bandung. *Jurnal Soshum Insentif*, *6*(2), 152–161. https://doi.org/10.36787/jsi.v6i2.1216

Ekyawan, F., & Rahman, M. F. (2022). The Effects of Country of Origin and Social Media Opinion Leaders on Purchase Intention for Wuling Vehicles. *ASEAN Marketing Journal*, *14*(2). https://doi.org/10.21002/amj.v14i2.1203

Gunawan, I., Redi, A. A. N. P., Santosa, A. A., Maghfiroh, M. F. N., Pandyaswargo, A. H., & Kurniawan, A. C. (2022). Determinants of Customer Intentions to Use Electric Vehicle in Indonesia: An Integrated Model Analysis. *Sustainability (Switzerland)*, *14*(4), 1–22. https://doi.org/10.3390/su14041972

Hidayat, R., Menhard, M., Chintya Ones Charli, Ariyanto Masnum, & Budi Hartoyo. (2023). Determination Purchase Intention and Purchase Decision: Brand Image and Promotion Analysis (Marketing Management Literature Review). *Dinasti International Journal of Economics, Finance & Accounting*, *4*(1), 152–165. https://doi.org/10.38035/dijefa.v4i1.1749

Hidayatulloh, F., & Susila, I. (2024). The Effect of Brand Image, Brand Trust and Price on Repurchase Interest. *Jurnal Ilmiah Manajemen Kesatuan*, *12*(2), 469–480. https://doi.org/10.37641/jimkes.v12i2.2518

Irpan, I., & Ruswanti, E. (2020). Analysis of Brand Awareness and Brand Image on Brand Equity Over Customer Implications to Purchase Intention at PT. SGMW Motor Indonesia (Wuling, Indonesia). *Journal of Multidisciplinary Academic*, *4*(3), 127–134. https://digilib.esaunggul.ac.id/public/UEU-Journal-20584-11_1609.pdf

Kotler, P. (2017). Marketing 4.0. In *John Wiley & Sons, Inc., Hoboken, New Jersey Published*. http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI

Li, X., & Setiowati, R. (2023). The Influence of Country of Origin, Brand Awareness, Perceived Risk and Brand Image on Purchase Intention on China Wuling Air Electric Vehicles. *Open Journal of Applied Sciences*, *13*(05), 618–635. https://doi.org/10.4236/ojapps.2023.135049

Munthe, K., Simanihuruk, P., Sitinjak, C., Ober, J., & Kochmańska, A. (2024). Optimization of Financial Management for Enhancing the Electric Vehicle Market in Medan, Indonesia. *Management Systems in Production Engineering*, *32*(2), 212–225. https://doi.org/10.2478/mspe-2024-0021

Muntu M, Mevander, et. a. (2025). Pengaruh Bauran Pemasaran Dan Citra Merek Terhadap Minat Beli yang Dimediasi Oleh Efek Pa aer Pada Mobil Listrik Wuling Di Kumala

Manado. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulagi (JMBI UNSRAT)*, *12*(ISSN 2356-3966), 53–62.

Muslim, et. a. (2024). Pengaruh Kualitas Produk , Citra Merek Dan Harga Terhadap Keputusan Pembelian Mobil Elektrik Wulling Air EV. *Journal Of Metaverse Adpertisi (JMA), e-ISSN:2961-8037*.

Myers, Jerome L., Arnold D. Well, Robert F. Lorch, J. (2010). *Research desain and statisticalanalysis* (Third). Routledge.

Napitupulu, R. B. (2023). Brand Image Antecedents to Enhance Consumer Trust. *Dinasti International Journal of Management Science*, *4*(6), 1073–1088. https://doi.org/10.31933/dijms.v4i6.1941

Nugraha, A. K. N. A., Krista, C. E., & Huruta, A. D. (2024). The effect of country image, brand image, and warranty knowledge on car purchase intentions: a comparison of use situations. *Cogent Business and Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2332498

Oktaviani, A., & Hilal, N. (2024). Pengaruh Brand Image dan Kualitas Produk terhadap Keputusan Konsumen Membeli Mobil Merek Hyundai pada PT. Sinar Galesong Pratama Kota Palu. *Jurnal Kolaboratif Sains*, *7*(3-e ISSN 2623-2022), 1151–1156. https://doi.org/10.56338/jks.v2i1.938

Rachmawati, I., & Rahardi, R. A. M. (2023). Analysis of Electric Vehicle Purchase Intentions in Indonesia Using the Extension C-TAM-TPB Model. *International Journal of Current Science Research and Review*, *06*(12), 8065–8078. https://doi.org/10.47191/ijcsrr/v6-i12-61

Rahman, D., Rizal, S., & Yunus, M. (2023). Strategi komunikasi bisnis dalam upaya meningkatkan minat. *Jurnal Komunikasi*, *16*(1), 1–14. http://journal.unifa.ac.id/index.php/jku/article/view/476%0Ahttp://journal.unifa.ac.id/index.php/jku/article/download/476/338

Rahmi Rahayu, D., 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. *International Journal of Business, Law, and Education*, *4*(2), 517–525. https://doi.org/10.56442/ijble.v4i2.207

Ramadhani, S., & Yuliana, L. (2023). Pengaruh Persepsi Konsumen Terhadap Minat Beli Mobil Listrik Mercedes-Benz EQS. *Jurnal Orientasi Bisnis Dan Entrepreneurship (JOBS)*, *4*(1), 35–44. https://doi.org/10.33476/jobs.v4i1.3614

Rayhan, Widitya, A., Widitya, R. A., Satrio, F., Yuwono, P., & Saleh, M. Z. (2024). Strategi Pemasaran Mobil Konvensional dan Mobil Listrik Di Pasar Indonesia. *Trending: Jurnal Ekonomi, Akuntansi Dan Manajemen*, *2*(1), 37–54. https://doi.org/10.30640/trending.v2i1.1910

Triyono, R., Mutia, Y. A., Purwansya, Y. G., & Hidayati, N. (2022). Strategi Social-Interactive Marketing Dalam Rangka Menciptakan Brand Awareness dan Brand Image Produk Mobil BEV (Battery Vehicle) Indonesia. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, *5*(4), 505–520. https://doi.org/10.31842/jurnalinobis.v5i4.247

Verado, V., Budiarsi, S. Y., & Handayani, Y. I. (2023). Pengaruh Brand Awareness Dan Brand Image Terhadap Purchase Intention Pada Wuling Air Ev Melalui Mediasi Customer Trust. *Jurnal Ilmiah Mahasiswa Manajemen : JUMMA*, *12*(2), 125–142. https://doi.org/10.33508/jumma.v12i2.4791