

ABSTRACT

This research aims to analyze the factors that influence customers' purchase intention such as brand awareness, perceived value, and customers' attitudes towards the brand. This research main object is the Indonesian automotive industry which in this case Wuling Motors Indonesia became the subject for this research.

This study utilized a quantitative method with a Partial Least Square-Structural Equation Model (PLS-SEM) technique. The data for this research is obtained using primary data collected with a self-administered questionnaire. The questionnaire is distributed through several social media platforms such as Instagram, Twitter, and WhatsApp. Additionally, the sampling method used in this research is purposive sampling with a total of 201 respondents who have met the criteria.

The result of this result shows that all 5 of the hypothesis are supported. Brand awareness has a positive and significant influence on attitudes, brand awareness has a positive and significant influence on customers' purchase intention, perceived value has a positive and significant influence toward attitudes, perceived value has a positive and significant influence on customers' purchase intention, and attitudes have a positive and significant influence toward customers' purchase intention.

Keywords: brand awareness, perceived value, attitudes, customers' purchase intention, Wuling, Indonesia.