

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Citra Merek, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Produk Mobil Listrik Wuling (Studi Pada Kalangan Milenial di Surabaya). Seiring dengan upaya pemerintah dalam mendorong penggunaan kendaraan listrik guna mengurangi emisi karbon, permintaan terhadap mobil listrik semakin meningkat. Wuling Air EV sebagai salah satu pilihan kendaraan listrik yang lebih terjangkau di Indonesia menjadi sorotan, terutama di segmen milenial yang lebih sadar teknologi dan lingkungan.

Metode penelitian yang di gunakan adalah kuantitatif dengan pendekatan survey. Data dikumpulkan melalui kuesioner yang disebarakan melalui *googleform* kepada responden milenial di Surabaya yang menggunakan produk mobil listrik wuling. Teknik analisis yang di gunakan adalah regresi liner berganda dengan menggunakan bantuan program SPSS. Jumlah responden dalam penelitian ini sebanyak 100 orang.

Hasil penelitian ini menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk mobil listrik Wuling di kalangan milenial Surabaya. Variabel kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Sementara itu, harga berpengaruh positif dan tidak signifikan terhadap keputusan pembelian produk mobil listrik Wuling di kalangan milenial Surabaya.

Kata kunci: Citra Merek, Kualitas Produk, Harga, Keputusan Pembelian.

ABSTRACT

This research aims to analyze the effect of brand image, product quality, and price on the purchasing decisions of Wuling electric cars (A Case Study at millennial in Surabaya). Due to the government's effort to support the use of electric vehicles to decrease carbon emissions, the demand for the vehicle increases. Wuling Air EV is one of the choices in Indonesia's electric vehicles that is affordable and becoming attention among, especially millennial who are much aware of technology and the environment.

The research applies quantitatively with a survey approach. Furthermore, the data were collected through questionnaires which were distributed to the respondents using Google Form. The respondents were 100 millennial in Surabaya who use Wuling electric car as samples. Moreover, the data analysis technique used multiple linear regression with SPSS.

The result shows that brand image has a positive and significant effect on the purchasing decisions of Wuling electric cars among the millennial in Surabaya. Likewise, product quality has a positive and significant effect on the purchasing decisions of Wuling electric cars among the millennial in Surabaya. However, the price has a positive but insignificant effect on the purchasing decisions of Wuling electric cars among the millennial in Surabaya.

Keywords: *brand image, product quality, price, and purchasing decisions.*



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