

ABSTRACT

This study aims to analyze the influence of *Country of Origin* and *Brand Image* on *Purchase Intention* for electric vehicles of the BYD brand, as well as to examine the role of *Electronic Word of Mouth* (eWOM) as a moderating variable. The background of this research is rooted in the rapid growth of the electric vehicle industry in Indonesia, particularly the dominance of Chinese brands such as BYD that offer competitive prices and advanced features.

In today's digital era, consumer preferences are strongly shaped by perceptions of country of origin, brand image, and the information circulating on social media. This research employs a quantitative approach through a survey of 400 respondents from Generation Z and millennials in the Jakarta area. Data analysis was conducted using *Partial Least Squares Structural Equation Modeling* (PLS-SEM) with SmartPLS 4.0 software.

The findings reveal that *Country of Origin* and *Brand Image* have a positive and significant effect on *Purchase Intention*. However, eWOM was not found to significantly moderate the relationship between the two independent variables and the dependent variable. These results suggest that consumers' perceptions of the BYD brand are primarily shaped through direct experience or personal evaluation, rather than digital reviews. This research contributes to a deeper understanding of consumer behavior and serves as a reference for formulating marketing strategies for electric vehicles in Indonesia.

Keywords : *Country of Origin, Brand Image, Electronic Word of Mouth, Purchase Intention, Electric Car*