

ABSTRACT

The global adoption of electric vehicles (EVs), including in Indonesia, has shown significant growth in recent years. Wuling, a Chinese EV manufacturer, has led the national market; however, its retail sales have not yet met internal targets. This study aims to examine the influence of country of origin on purchase intention of Wuling electric vehicles in Indonesia, with brand image and attitude towards the brand serving as mediating variables. A quantitative survey approach was employed using structured questionnaires distributed to 419 qualified respondents, and the data were analyzed using SEM-PLS. The results reveal that country of origin does not have a direct effect on purchase intention but has a significant positive effect on both brand image and attitude towards the brand. These two mediators significantly influence purchase intention, thus forming an indirect relationship between country of origin and purchase intention. The findings highlight the strategic role of brand image and consumer attitude in shaping purchase intention, particularly for Chinese automotive brands in emerging markets. This study offers practical implications for companies and theoretical insights for future research on international branding and consumer behavior.

Keywords: *country of origin, purchase intention, brand image, attitude towards the brand, electric vehicle*