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The Influence of Country of Origin and Perceived Quality on Consumer Purchase Intentions of Wuling Brand Cars (Case Study on the People of Bengkulu City)

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ABSTRACT

Consumer purchase intention towards a product is influenced by various factors, including country of origin and perceived quality. This study aims to analyze the effect of country of origin and perceived quality on the purchase intention of Wuling cars in Bengkulu City. A quantitative research method with a survey approach was employed in this study. The research population includes all residents of Ratu Agung District, Bengkulu City, with a total sample of 105 respondents. Data were collected through a questionnaire and analyzed using multiple linear regression. The results show that country of origin has a positive and significant effect on purchase intention, indicating that public perception of Wuling's country of origin influences their level of interest in the brand. Additionally, perceived quality also has a positive and significant effect on purchase intention, meaning that the higher the perceived quality of Wuling cars, the greater the public interest in purchasing them. This study confirms that country of origin and perceived quality are crucial factors influencing consumer purchase intention. Therefore, marketing strategies that enhance the positive image of the country of origin and improve product quality perception should be continuously optimized to strengthen Wuling's competitiveness in the Indonesian market, particularly in Bengkulu City.

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1. INTRODUCTION

The automotive industry in Indonesia is one of the sectors that continues to grow with tight competition. In 2023, Indonesia became one of the largest automotive markets in Southeast Asia with total vehicle sales reaching 1.1 million units. Major brands like Toyota, Honda, Mitsubishi, and Daihatsu dominate this market with a market share of over 70%. However, in recent years, new players like Wuling Motors, a Chinese car manufacturer, have begun to gain attention in the Indonesian automotive market thanks to competitive and innovative strategies (Gaikindo, 2024).

In 2022, Wuling managed to achieve a market share of about 2.8% of total car sales in Indonesia, marking a significant increase from previous years. This achievement indicates that Wuling is not just a minor player in the market, but rather a competitor that is starting to be taken seriously (Gaikindo, 2023).

One of Wuling's main strategies is to focus on the Multi Purpose Vehicle (MPV) segment, which is very popular in Indonesia. In 2017, Wuling launched the Wuling Confero, which immediately competed with top MPV models such as the Toyota Avanza, Daihatsu Xenia, and Suzuki Ertiga. With a more competitive price and more complete features, such as a touchscreen head unit, rear parking camera, and captain seats, the Confero offers added value for Indonesian consumers.

Based on the initial survey results conducted by the author on October 18, 2024, through interviews with several residents of Bengkulu City (Mrs. Siti, Mrs. Roswita, Mr. Asep, and Mr. Liem), it was found that there are still issues related to the low purchasing interest of the public towards Wuling brand cars. Some residents expressed doubts about the quality of Wuling cars because the products come from China. In addition, they also expressed a lack of trust in recommending Wuling cars to friends or family. When asked about their top car brand choice, none of them mentioned Wuling in their preferences.

2. LITERATURE REVIEW

The conceptual description of the research is a description that contains the relationships between one concept and another from the problem to be researched. The conceptual description is derived from the concepts of science/theory used as the foundation of the research. The conceptual description is used as the foundation in conducting research and as a basis for explaining or discussing the research results.

2.1 Understanding Consumer Purchase Intention

Willingness to buy is part of the behavioral component in consumption attitudes. Consumer willingness to buy is the stage where consumers form their choices among several brands included in the choice set, and ultimately make a purchase of the alternative they prefer the most, or the process consumers go through to buy a good or service based on various considerations (Pramono & Suyono, 2012). According to Kotler & Keller (2016), purchase intention is a behavior that arises as a response to objects that indicate the consumer's desire to make a purchase. Meanwhile, Durianto et al. (2017) define purchase intention as something that relates to the consumer's plan to buy a specific product and how many units of the product are needed over a certain period. According to Schiffman & Kanuk (2014), purchase intention is the tendency or desire of consumers to buy a product or service, which is shaped by their perceptions, attitudes, and preferences. Purchase interest is not merely an impulsive decision to buy, but rather the result of various more complex psychological processes. Meanwhile, Ferdinand (2014) defines purchase interest as a measure of how likely consumers are to act in order to buy a product. This interest is influenced by various external stimuli, such as promotions and advertising, as well as internal factors, such as personal attitudes and individual preferences. Ferdinand states that purchase interest is an important indicator that can predict consumer purchasing decisions.

2.2 Country of origin

According to Moksaoka & Rahyuda (2016), country of origin is the consumer's perspective on products from a certain country, where this perception shapes the positive and negative values of a product based on the background of the country that produces it. Tjiptono (2015) states that country of origin is the evaluation carried out by consumers on products not only based on the attractiveness and physical characteristics of the product but also on the country producing it. Tjiptono & Chandra (2011) state that country of origin effect is any influence from the producing country on consumers' positive or negative perceptions of a particular product. According to Gregorius, Yanto & Tjiptono (2015), the country of origin is all the influences from the producing country on consumers' positive and negative perceptions of a particular product. Meanwhile, Listiana (2012) defines country of origin as the perception of the country of origin as the general evaluation of consumers towards the country where a product brand originates, based on information received from various sources, which is formed from 3 dimensions including beliefs about the country, beliefs about the people in that country, and the desire to interact with that country. In Wahyuni's (2016) research, several terms that arise from the concept of country of origin are country of design, country of manufacture, country of assembly, and country of part, all of which indicate that some global and transnational companies no longer conduct the entire production chain in their own country. The production chain is carried out in other countries but still refers to its country of origin. For example, design is done in Japan, assembly is done in Indonesia, and components are sourced from Japan.

2.3 Perceived Quality

Quality is the ability of a product, whether goods or services, to provide results or performance that meet or even exceed what is expected and desired by consumers (Kotler & Keller, 2016). According to Tjiptono (2015), the definition of quality focuses on efforts to meet the needs and desires of consumers and the accuracy of delivery to match consumer expectations. Perceived quality is the consumer's perception of the quality or superiority of a product or service when considered relative to other products. Perceived quality also encompasses the consumer's perception of the overall superiority of a product or service in relation to consumer expectations (Bilson, 2013).

According to the American Society in Kotler & Keller (2016), quality is the totality of features and characteristics of a product or service that is based on its ability to satisfy stated or implied needs. Tjiptono (2015) defines quality as the subjective understanding of producers about 'something' that can be offered as an effort to achieve the organization's goals by fulfilling the needs and desires of consumers, in accordance with the organization's competencies and capacities as well as market purchasing power. According to Assauri (2017), product quality is a statement of the level of ability of a particular brand or product to perform the expected functions. Kotler & Keller (2016) state that product quality is the ability of a good to provide results or performance that meet or even exceed customer expectations. Monalisa et al. (2015) reveal that product quality perceived as good by consumers will create purchase interest. Decision making will take place when visitors have the products being offered that match their needs. From the definitions above, it can be concluded that product quality is the ability of a product to meet desires.

2.4 Analysis Framework

Berdasarkan latar belakang, tinjauan pustaka, dan penelitian terdahulu di atas, maka kerangka analisis dalam penelitian ini dapat digambarkan sebagai berikut:

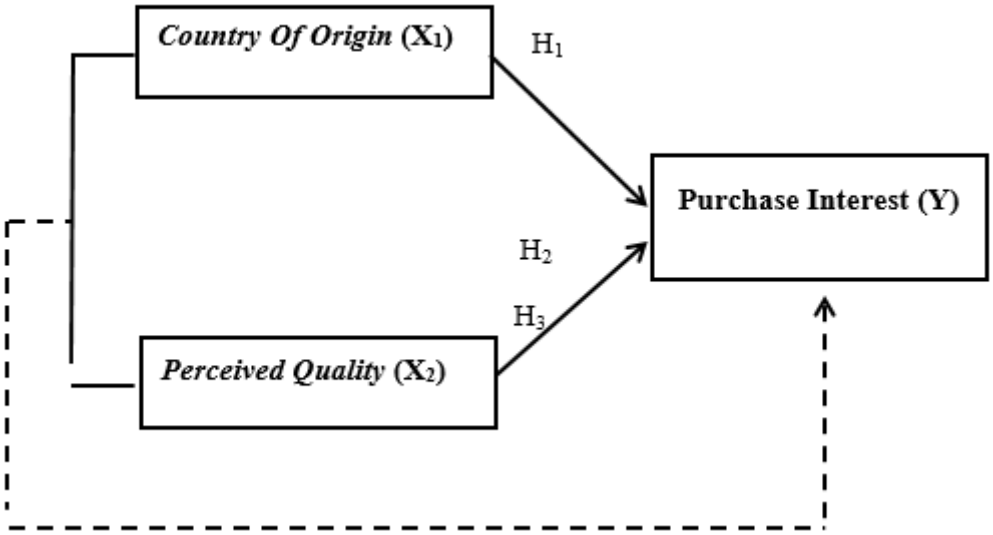

Figure 1. Analysis Framework

Description:

H_1, H_2, H_3,	: Research hypothesis
X_1	: Variabel *Country Of Origin*
X_2	: Variabel *Perceived Quality*
Y	: Variabel Purchase Interest
: ⟶	Partial Influence of Variable X on Variable Y
: - - - - - ->	The Simultaneous Effect of Variables X1 and X2 on Variable Y

3. RESEARCH METHODOLOGY

3.1 Type of Research

The type of research used in this study is quantitative research with a descriptive approach. Quantitative research methods are a specific type of research that are systematic, planned, and clearly structured from the beginning to the creation of the research design. This research uses a descriptive approach with the aim of describing the research object or the results of the research.

3.2 Population and sample

The number of indicators in the study is 15 indicators, so the minimum sample size in this study is: Sample: Number of indicators x 7 Sample: 15 x 7 Sample: 105 respondents Based on the calculations above, the minimum sample size in this study is 105 people from the community living in the Ratu Agung District of Bengkulu City. The sampling technique used in this study is accidental sampling. The sample criteria in this study are members of the community who reside or live in the Ratu Agung District of Bengkulu City, are able to read and write, can communicate well, are knowledgeable about Wuling brand car products, and are willing to be research respondents.

3.3 *Data collection technique*

To obtain accurate data in a study, appropriate data collection techniques are also required. According to Sugiyono (2018), data collection techniques can be carried out in several ways, such as interviews, questionnaires, observations, and a combination of these methods. Therefore, the data collection techniques used in this study were interviews and questionnaires.

3.4 Research Instrument Testing

According to Arikunto (2018), data collection instruments are tools selected and used by researchers in their data collection activities to make these activities systematic and easier. According to Arikunto (2018), a questionnaire is a set of questions or statements used to obtain information from samples in the form of personal reports or things they know. Scoring is done using the Likert scale. According to Hadi (2014), the Likert scale is a scale containing five levels of response regarding respondents' agreement with statements or questions in the research instrument, with response options provided as shown in the following table:

Table 1. Skala Likert

Answer Choices	Score
Strongly Disagree (STS)	1
Disagree	2
Netral	3
Agree (S)	4
Strongly agree (SS)	5

Sumber : (Sugiyono, 2018)

The testing of this research instrument will be conducted on the community of Bengkulu City and will not be included in the research sample. The testing will be conducted by distributing research questionnaires to 30 residents living in Ratu Samban District, Bengkulu City. Once all data has been collected, it will be analyzed using SPSS (Statistical Product and Service Solutions) version 25.0. The results of the testing will be used to draw conclusions regarding the validity and reliability of the statement items within each research variable.

3.5 Data Analysis Techniques

The data collected in this study will be analyzed descriptively. Descriptive analysis is used to determine the average perception of respondents' answers to the research variables. Respondents' perceptions are measured using a Likert scale ranging from ‘Strongly Disagree’ with a score of 1 to ‘Strongly Agree’ with a score of 5.

To help describe the respondents' answers, frequency and average values were calculated using the formula proposed by (Sugiyono, 2018), as follows

$$\text{Interval Class} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Jumlah Kelas}} = \frac{5-1}{5} = 0{,}8$$

Once the interval size is known, a scale range is then created so that the categories for assessing respondents' perceptions of the research variables can be determined. The categories for assessing respondents on each research variable are as follows:

Table 2. Respondent Assessment Categories

No	Interval	Kategori
1	1,00 – 1,80	Very Low
2	1,81 – 2,61	Low
3	2,62 – 3,42	Quite High
4	3,43 – 4,23	High
5	4,24 – 5,00	really high

Sumber: Sugiyono (2018)

4. RESULTS

4.1 Research Instrument Validity Test

In the SPSS program, the technique used in the validity test is Product Moment Correlation, also known as Pearson's correlation. To test the validity of the statement items on the independent variable and dependent variable, the calculated rhitung value is compared to the rtabel value.

Table 3. Hasil Uji Validitas

No	Variabel	r_{hitung}	r_{tabel}	Ket.
Minat Beli (Y)				
1	Saya berminat untuk membeli mobil merek Wuling karena merasa cocok dengan produk yang ditawarkan.	0,632	0,361	Valid
2	Saya berminat untuk membeli mobil merek Wuling karena merasa cocok dengan produk yang ditawarkan.	0,657	0,361	Valid
3	Saya akan merekomendasikan untuk membeli mobil merek Wuling kepada keluarga, teman, dan orang lain.	0,822	0,361	Valid
4	Saya akan menceritakan hal-hal positif mengenai mobil merek Wuling kepada orang lain.	0,612	0,361	Valid
5	Saya akan tetap memilih mobil merek Wuling meskipun ada produk mobil merek lain menawarkan hal yang lebih menarik.	0,661	0,361	Valid
6	Saya akan tetap memilih mobil merek Wuling meskipun ada informasi negatif mengenai produk mobil merek Wuling.	0,659	0,361	Valid
7	Saya aktif mencari informasi mengenai mobil merek Wuling di semua media.	0,681	0,361	Valid
8	Saya aktif mengikuti perkembangan informasi mengenai mobil merek Wuling di semua media.	0,611	0,361	Valid
***Country Of Origin* (X_1)**				
1	Negara China sebagai negara asal mobil merek Wuling merupakan negara yang Inovatif dalam menciptakan suatu produk.	0,753	0,361	Valid
2	Sebagai negara dengan tingkat inovasi tinggi, China terus berusaha untuk mengembangkan produk-produk berkualitas, termasuk mobil Wuling, yang dirancang dengan fitur-fitur terbaru.	0,646	0,361	Valid
3	Negara China sebagai negara asal mobil merek Wuling merupakan salah satu negara dengan teknologi tercanggih di dunia.	0,639	0,361	Valid
4	Dengan kemajuan teknologi yang pesat, China, melalui mobil merek Wuling, menjadi pelopor dalam pengembangan kendaraan dengan teknologi tinggi yang dapat memenuhi permintaan pasar global.	0,824	0,361	Valid
5	Negara China sebagai negara asal mobil merek Wuling merupakan negara yang sangat terkenal dalam kemampuan mendesain suatu produk.	0,677	0,361	Valid
6	Kemampuan desain produk China, termasuk pada mobil Wuling, telah diakui secara global karena menggabungkan elemen modern, praktis, dan efisien yang sesuai dengan kebutuhan konsumen.	0,824	0,361	Valid
7	Negara China sebagai negara asal mobil merek Wuling merupakan negara dengan tingkat kreatifitas yang tinggi dalam memproduksi suatu produk.	0,465	0,361	Valid
8	Keberhasilan China dalam memproduksi mobil Wuling membuktikan tingginya tingkat kreativitas negara ini dalam merancang dan memproduksi produk otomotif yang relevan dan menarik bagi konsumen di berbagai belahan dunia.	0,694	0,361	Valid

No	Variabel	r hitung	r tabel	Ket.
9	Negara China sebagai negara asal mobil merek Wuling merupakan negara produsen produk-produk dengan kualitas terbaik di dunia.	0,580	0,361	Valid
10	Sebagai salah satu produsen terbesar di dunia, China terus menunjukkan dedikasinya terhadap kualitas dengan menghadirkan produk-produk seperti mobil Wuling, yang didesain dan diproduksi dengan standar tinggi.	0,538	0,361	Valid
11	Negara China sebagai negara asal mobil merek Wuling merupakan negara yang terkenal memiliki kemampuan untuk menciptakan produk-produk terbaik.	0,677	0,361	Valid
12	Melalui merek Wuling, China menunjukkan kemampuannya untuk memproduksi kendaraan dengan kualitas terbaik yang mampu bersaing dengan merek-merek ternama lainnya di pasar global.	0,646	0,361	Valid
13	Negara China sebagai negara asal mobil merek Wuling merupakan salah satu negara termaju di dunia.	0,827	0,361	Valid
14	Sebagai negara dengan kemampuan teknologi tinggi, China menunjukkan posisi terdepannya di dunia dengan terus berinovasi dalam produksi mobil, seperti yang terlihat pada merek Wuling.	0,788	0,361	Valid
***Perceived Quality* (X_2)**				
1	Mobil merek Wuling merupakan alat transportasi yang mampu memberikan kinerja terbaik sesuai kebutuhan saya.	0,748	0,361	Valid
2	Mobil merek Wuling tahan lama dan jarang mengalami kerusakan atau malfungsi.	0,646	0,361	Valid
3	Mobil merek Wuling memiliki kelengkapan atribut dan fitur canggih sesuai dengan apa yang saya inginkan dan butuhkan.	0,758	0,361	Valid
4	Mobil merek Wuling memiliki desain yang memberikan kesan mewah dan berkelas.	0,732	0,361	Valid
5	Mobil merek Wuling memiliki ketahanan dalam jangka waktu yang lama meskipun terus digunakan sebagai alat transportasi sehari-hari.	0,606	0,361	Valid
6	Mobil merek Wuling tidak mengalami perubahan meskipun sudah digunakan sebagai alat transportasi dalam waktu yang lama.	0,518	0,361	Valid
7	Mobil merek Wuling mampu memberikan kenyamanan pada saat digunakan sebagai alat transportasi sehari-hari.	0,788	0,361	Valid
8	Mobil merek Wuling mampu memberikan rasa aman pada saat digunakan sebagai alat transportasi sehari-hari.	0,571	0,361	Valid

Sumber: Data Primer Diolah, 2025

4.2 Reliability Test

To test the reliability of the questionnaire used, a reliability analysis was conducted based on Cronbach's Alpha Coefficient. Cronbach's Alpha Coefficient interprets the correlation between the scale created and all existing indicator scales with a confidence level. An indicator is acceptable if the alpha coefficient is > 0.60. The reliability test results can be seen in Table 4.8 below:

Table 4. Hasil Uji Reliabilitas Variabel Penelitian

Variabel	Cronbach's Alpha Hitung	Cronbach's Alpha Standar	Ket.
1. Minat Beli (Y)	0,889	0,60	Reliabel
2. *Country Of Origin* (X_1)	0,934	0,60	Reliabel
3. *Perceived Quality* (X_2)	0,891	0,60	Reliabel

Sumber: Data Primer Diolah, 2025

4.3 Data Normality Tests

Table 5. Results of Data Normality Tests

Variabel	Nilai Signifikansi	Keterangan
1. *Country Of Origin* (X_1)	0,143	Normal
2. *Perceived Quality* (X_2)	0,158	Normal
3. Minat Beli (Y)	0,135	Normal

Sumber: Hasil Analisis Data Primer, 2025

4.4 Multicollinearity test

If the tolerance value is > 0.10 and the VIF value is < 10, it means that there is no multicollinearity in the independent variables. The results of the multicollinearity test for the variables in this study can be seen in the following:

Table 6. Hasil Uji Multikolenieritas

Variabel	Nilai Tolerance	Nilai VIF	Keterangan
1. *Country Of Origin* (X_1)	0,800	2,506	Tidak Ada Multikolenieritas
2. *Perceived Quality* (X_2)	0,800	2,506	Tidak Ada Multikolenieritas

4.5 Results of Multiple Linear Regression Analysis

Multiple linear regression analysis in this study aims to determine the direction of the relationship between independent variables and dependent variables, whether each independent variable has a positive or negative relationship, and to predict the value of the dependent variable when the value of the independent variable increases or decreases. The results of the multiple linear regression analysis can be seen in the following table.

Table 7. Hasil Analisis Regresi Linear Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.740	.678		2.565	.012
	Country Of Origin	.395	.050	.628	7.861	.000
	Perceived Quality	.359	.081	.355	4.442	.000

a. Dependent Variable: Minat Beli

Sumber: Hasil Analisis Data Primer, 2025

Based on the calculations in Table 7 above, the multiple linear regression equation between country of origin, perceived quality, and purchase intention is as follows:

Y = 1.740 + 0.395 X1 + 0.359 X2

Based on the regression equation above, it can be explained as follows:

1.) The constant value of 1.740 means that if the country of origin (X1) and perceived quality (X2) values are zero, the purchase interest value remains at 1.740.

2.) The regression coefficient for country of origin (X1) of 0.395 means that if the value of the country of origin variable (X1) increases by one unit, the purchase interest value (Y) will increase by 0.395, assuming the perceived quality variable (X2) remains constant.

3.) The regression coefficient for perceived quality (X2) is 0.359, meaning that if the value of the perceived quality variable (X2) increases by one unit, the value of purchase intention (Y) will increase by 0.359, assuming the country of origin variable (X1) remains constant.

4.6 Partial Testing (t-test) and Simultaneous Testing (F-test)

Table 8. Hasil Uji Parsial (Uji t)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.740	.678		2.565	.012
	Country Of Origin	.395	.050	.628	7.861	.000
	Perceived Quality	.359	.081	.355	4.442	.000

a. Dependent Variable: Minat Beli

Sumber: Hasil Analisis Data Primer, 2025

Based on Table 8 above, the results of testing each research variable can be explained as follows:
1. From the results of testing the country of origin variable, the t-value = 7.861 > t-table value = 1.659 or Sig = 0.000 < α value = 0.05, so it can be concluded that H0 is rejected and Ha is accepted. This means there is a positive and significant effect of country of origin (X1) on purchase intention (Y).
2. From the test results for the perceived quality variable, the calculated t-value = 4.442 > the table t-value = 1.659 or Sig = 0.000 < α = 0.05, so it can be concluded that H0 is rejected and Ha is accepted. This means that there is a positive and significant effect of perceived quality (X2) on purchase intention (Y).

Table 9. Hasil Uji Simultan (Uji F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6196.215	2	3098.108	928.615	.000[b]
	Residual	340.299	102	3.336		
	Total	6536.514	104			

a. Dependent Variable: Minat Beli
b. Predictors: (Constant), Perceived Quality, Country Of Origin
Sumber: Hasil Analisis Data Primer, 2024

Based on Table 9, the results of the multiple linear regression analysis above show that Fcount = 928.615 > Ftable = 3.09 or Sig = 0.000 < α = 0.05, so it can be concluded that H0 is rejected and Ha is accepted. This means that there is a significant combined effect of country of origin (X1) and perceived quality (X2) on purchase intention (Y).

5. DISCUSSION

Based on the results of the research, discussion, and conclusions obtained, the following recommendations can be made:

1. It is recommended that Wuling evaluate its marketing strategy to ensure that consumer interest is not only driven by external factors such as price and promotion, but also by the suitability of the product to consumer needs and preferences. The company should focus on strengthening the image of quality, innovation, and uniqueness of its products to build deeper and more sustainable relationships with consumers, so that the purchasing interest that is built becomes more solid and oriented toward long-term value.
2. It is recommended that Wuling develop a more in-depth marketing strategy to overcome negative perceptions related to the product's country of origin, namely China. One approach that can be taken is to highlight the innovation and high quality that has been applied to their products, through campaigns that showcase the technological and design advantages of Wuling cars. In addition, educating consumers is also very important, with a focus on the history and development of the Chinese automotive industry, which has made significant progress in recent decades. These efforts will help change public perception and increase trust in Wuling products.
3. It is recommended that Wuling improve transparency by providing concrete evidence of product durability through durability tests and published results. Additionally, strengthening after-sales services, such as extending warranties and offering long-term maintenance packages, will help build consumer confidence in the durability of Wuling vehicles.

6. CONCLUSION

Based on the results of research conducted on the influence of country of origin and perceived quality on purchasing interest, the following conclusions can be drawn:

1. There is a positive and significant influence of country of origin on the purchasing interest of Wuling brand cars among the people of Bengkulu City.
2. There is a positive and significant influence of perceived quality on the purchasing interest of Wuling brand cars among the people of Bengkulu City.
2. There is a positive and significant influence of country of origin and perceived quality together on the purchasing interest of Wuling brand cars among the people of Bengkulu City.

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