

MARKETING | RESEARCH ARTICLE

The Influence of Brand Reputation and Brand Familiarity on Purchase Intention: A Study of the Wuling Electric Car Brand

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ABSTRACT

The rapid growth of the electric vehicle market in Indonesia has intensified competition among automotive manufacturers, making brand-related factors increasingly important in influencing consumer purchase intention. This study aims to examine the influence of brand reputation and brand familiarity on purchase intention of Wuling electric vehicle. A quantitative approach using a survey method was used. Data were collected from 149 respondents aged 17–55 years who reside in the Greater Jakarta area and expressed interest in Wuling electric vehicles. Data were analyzed using IBM SPSS Statistics through validity, reliability, classical assumptions, multiple linear regression, coefficient of determination, and hypothesis testing. The results show that brand reputation has a positive but insignificant effect on purchase intention ($p = 0.997$), while brand familiarity has a positive and significant effect on purchase intention ($p < 0.001$). These findings indicate that consumer familiarity with the Wuling brand plays a more influential role than brand reputation in driving purchase intention. This study contributes to the marketing literature by emphasizing the importance of strengthening brand familiarity as a strategy to increase consumer purchase intentions in the Indonesian electric vehicle market.

Keywords: Brand Reputation, Brand Familiarity, Electric Car, Purchase Intention, Wuling.
JEL Code: E44, F31, F37, G15

I. Introduction

The Indonesian automotive industry is one of the largest markets in ASEAN, with extremely fierce competition. According to a (Gaikindo, 2022), nine out of the ten best-selling car brands in Indonesia are from Japan, while *Wuling* is the only Chinese brand that has managed to break through this dominance. This situation indicates that Indonesian consumers have a strong preference for established brands, so newcomers like Wuling face challenges in building trust and increasing market acceptance.

Table 1. Wholesale Car Sales in Indonesia by Brand, January-August 2022

No	Brand	Units	Market Share (%)
1	Toyota	209.631	31,8%
2	Daihatsu	121.617	18,5%
3	Mitsubishi	83.611	12,7%
4	Honda	69.019	10,5%
5	Suzuki	56.944	8,7%
6	Isuzu	23.938	3,6%
7	Mitsubishi Fuso	23.635	3,6%
8	Hyundai	19.244	2,9%



9	Hino	18.219	2,8%
10	Mazda	15.588	2,4%
11	BMW	2.264	0,3%
12	Mercedes-Benz PC	1.996	0,3%
13	Wuling	1.944	0,3%
14	Nissan	1.770	0,3%
15	Mercedes-Benz CV	1.764	0,3%
16	DFSK	1.750	0,3%
17	KIA	1.217	0,2%
18	Chery	1.186	0,2%
19	Lexus	723	0,1%
20	Other	659	0,1%
	TOTAL	656.719	99,9%

Source: Gaikindo (2022)

In addition, based on the “Indonesia Top 20 Vehicle Wholesale Sales” data released by GAIKINDO for the January–August 2022 period, the Indonesian automotive market remains dominated by Japanese brands such as Toyota (31.8%), Daihatsu (18.5%), Honda (12.7%), and Mitsubishi Motors (10.5%). Meanwhile, Wuling the only Chinese brand to make it into the top 10 recorded sales of 18,219 units, or 2.8% of the total market. This position indicates that although Wuling has successfully broken into the national market, its brand reputation and level of familiarity among consumers still lag far behind those of its main competitors. This situation underscores the importance of Wuling’s efforts to build its brand image and increase consumer awareness to drive purchase intent in Indonesia’s highly competitive automotive market. In the context of consumer behavior, brand reputation and brand familiarity are two factors that play a key role in increasing purchase intention. A good brand reputation can increase consumer trust and reduce perceived risk, thereby having a positive impact on purchase interest (Faruq, 2024). Meanwhile, the level of consumer familiarity with a brand can increase confidence in evaluating products and drive purchase intention (Sinambela, 2025).

Wuling Motors has been officially operating in Indonesia since 2017 and continues to strengthen its position through the construction of a factory in Cikarang, the launch of product lines such as the Conifero, Cortez, and Almaz, and the development of the Air EV electric vehicle (PT SGMW Motor Indonesia, 2024). Wuling’s presence is further bolstered by the growing trend of electric vehicles in Indonesia. (Reuters, 2025) notes that rising sales of electric cars, including those from Chinese brands, are one of the main drivers of national auto sales growth. This indicates that shifting consumer preferences are creating opportunities for Wuling to expand its market and increase consumer purchase intent. The development of electric vehicles also indicates that the EV market is no longer viewed as a short-term trend, but rather as part of the global automotive industry’s transformation toward sustainable mobility. (Sujatmiko & Halim et al, 2025) explain that the increasing adoption of electric vehicles is driven by rising fossil fuel prices, government policies aimed at reducing emissions, and growing public awareness of climate change issues. In addition to providing environmental benefits, the growth of the electric vehicle market also creates significant economic opportunities for manufacturers through increased investment value, diversification of revenue sources, and strengthened competitiveness in the automotive industry. However, the success of electric vehicle manufacturers is determined not only by technological advancements but also by a company’s ability to build trust and strong relationships with consumers. Therefore, marketing factors such as brand reputation and brand familiarity are becoming increasingly important in driving consumers’ purchase intentions toward electric vehicles.

In the context of consumer behavior, two key factors influencing purchasing decisions are brand reputation and brand familiarity. Brand reputation relates to perceptions of quality, reliability, and the level of consumer trust in a brand. (Faruq, 2024) Research shows that a good brand reputation can increase consumer trust and reduce perceived risk, thereby positively impacting purchase intention. Meanwhile, brand familiarity that is, the level of familiarity or knowledge consumers have regarding a brand—can increase confidence in

the product evaluation process. Consumers tend to have higher purchase intentions toward familiar brands because they are perceived as safer and easier to understand. This is confirmed by (Sinambela, 2025) study, which found that a good reputation and clear information can increase purchase intention across various product categories.

However, research on brand reputation and brand familiarity in the automotive context particularly regarding Chinese brands in Indonesia remains limited. Given that car purchases fall into the category of high-involvement products that require careful consideration, brand reputation and familiarity are key factors influencing purchase intention. Therefore, a study on the influence of these two variables on purchase intention for Wuling is important for providing an empirical understanding of modern automotive consumer behavior in Indonesia. Given this context, this study aims to analyze the influence of brand reputation and brand familiarity on purchase intention among Wuling consumers in Indonesia. The findings are expected to contribute academically to the development of marketing theory and to provide strategic recommendations for Wuling to enhance its competitiveness and consumer acceptance.

II. Literature Review and Hypothesis Development

2.1. Brand Reputation

Brand reputation is a term used to describe consumers' attitudes toward a brand that is viewed as good and reliable. It is defined as consumers' perceptions of product quality as associated with a brand name. These perceptions also depend on consumers' social status when they assess product quality specifically, whether the product is considered prestigious enough or not (Agmeka, 2019). Therefore, brand reputation is important for reinforcing consumers' social status and wealth. Consumers seek to enhance their social self-actualization by associating with high-reputation brands. When they choose highly prestigious brands, others will perceive them as having a high social status. Researchers found that consumers who purchase prestigious brands are those who wish to demonstrate their social status. When consumers purchase any product, they consider the brand's reputation. They perceive a lower risk associated with brands that have a high reputation. Consequently, this can stimulate purchasing decisions (Agmeka, 2019).

Currently, societal materialism often drives consumption status among consumers who choose well-known brands. Consumers view consumption status as an important behavior because others assess a person's cultural beliefs based on the brands they choose to purchase (Agmeka, 2019). Most people who choose to buy well-known brands want to enhance their social status or prestige. Some of them have increased their income levels, enabling them to use luxury and well-known brands that reflect their social standing. Thus, consumption status is linked to brand reputation, which is influenced by the brand's status and social class—both of which are associated with a good reputation and high quality (Agmeka, 2019). Brand reputation is consumers' perception of a brand, shaped by their experiences, information, and memories, which in turn influences their assessment of the brand's quality and superiority. According to (Adi & Fitriyah, 2024), brand reputation is generally defined as behavior that reflects consumers' views of a brand, which subsequently influences others' perceptions of that brand's quality or superiority. This reputation is formed from consumers' memories of a particular brand, where a brand with a good reputation reflects trust and positive views regarding product quality, a low perception of risk, and the belief that the product offers high value with relatively low information costs prior to purchase. Thus, the better a brand's reputation, the higher the level of consumer trust and the greater the likelihood that consumers will choose that product.

2.2. Brand Familiarity

A brand is one example of the many key elements that contribute to the familiarity of a product or service. The more people recognize and are aware of a particular brand, the more familiar or well-known that brand and the product it represents becomes to the ears and hearts of its users. For this reason, companies

are required to promote their brands and products or services to make them better known and more widely recognized by the general public. From the above statement, it can be concluded that brand familiarity refers to the extent to which consumers or customers recognize, know, and are familiar with a particular brand so that they can later distinguish and compare one brand with another (Rianto & Wijayanti, 2022). Brand familiarity refers to the level of closeness or experience consumers have with a brand, formed through interaction, knowledge, and product usage. According to (Viddy & Rafiqoh et al, 2019), brand familiarity reflects the extent to which consumers become familiar with a brand through experience, information, and repeated exposure, leading them to better understand and feel more comfortable with that brand. The higher the level of familiarity, the easier it is for consumers to evaluate products and reduce uncertainty in their purchasing decisions. Indicators of brand familiarity include the ability to distinguish the brand, associate the brand, have heard of the brand, possess knowledge about the brand, and have experience using the brand.

Brand familiarity, according to (Prayogo & Kunto et al, 2024), is the level of knowledge consumers have about a brand, formed through their experiences with that brand—including exposure to brand communications, products, and the brand's overall presence in the market. This process encompasses how often consumers hear or see the brand, as well as how familiar they are with the brand's distinctive elements, such as its logo, colors, or packaging. The more familiar consumers are with a brand, the more likely they are to have a positive attitude toward it, which ultimately increases their tendency to make repeat purchases and recommend the brand to others. Thus, brand familiarity reflects not only brand recognition but also the experiences and emotional connections that develop over time. Brand familiarity refers to the extent to which consumers recognize or recall a brand based on their experiences—whether direct or indirect—with that brand. According to (Bapat, 2017), brand familiarity has a significant influence on various dimensions of brand experience, such as sensory, emotional, cognitive, behavioral, and relational experiences. Brands that are better known to consumers tend to trigger stronger sensory and emotional reactions, thereby building deeper connections. Additionally, familiarity with a brand enhances consumers' ability to process information more efficiently, thereby increasing cognitive engagement. In the context of financial services, Bapat highlights that familiarity plays a crucial role in differentiating brand experiences, with brands that have a high level of familiarity generating stronger brand loyalty and consumer satisfaction. This framework underscores the importance of brand familiarity in shaping consumer interactions and perceptions, which ultimately influence a brand's success.

2.3. Purchase Intention

Purchase intention is a consumer's tendency or intention to buy a product, which arises as a result of evaluating that brand or product. According to (Sinambela, 2025), purchase intention reflects a consumer's desire to make a purchase, which is influenced by their perceptions, attitudes, and trust in a product or brand. This purchase intention serves as a key indicator of consumer behavior because it indicates the likelihood of a future purchase decision. The higher the level of purchase intention, the greater the likelihood that consumers will actually make a purchase. Indicators of purchase intention include interest in buying, a desire to try the product, and a tendency to recommend the product to others. Purchase intention refers to a consumer's tendency to buy a product or service after obtaining relevant information. In the context of a new brand, purchase intention is influenced by various factors, one of which is brand familiarity. Brand familiarity reflects the level of a consumer's knowledge, experience, and connection to a brand, thereby increasing trust and reducing uncertainty in the purchase decision-making process. The higher a consumer's level of familiarity with a brand, the greater their tendency to have an intention to purchase products from that brand. Additionally, perceptions of quality shaped by consumers' experiences and knowledge of the brand further strengthen their confidence in making a purchase. Thus, brand familiarity serves as a supporting factor that helps foster positive perceptions of the brand, ultimately increasing consumers' purchase intention (Faruq, 2024). In the journal article "Influence of Brand Trust and Perceived Value on Brand Preference and Purchase

Intention” by (Dam, 2020), purchase intention is defined as a consumer’s tendency to buy a product, which is strongly influenced by brand trust and perceived value.

2.4. Hypothesis

According to (Claudia & Ruslim, 2026), brand reputation has a significant positive influence on purchase intention. Their study explains that the stronger a brand’s reputation, the more likely consumers are to intend to purchase that product. A good brand reputation increases consumer confidence in a product’s quality and credibility, which in turn strengthens purchase intent. In the context of the skincare industry, where product safety and effectiveness are of paramount importance, consumers are more likely to choose brands with a good reputation. The authors emphasize that brand reputation is not merely a differentiating factor but also a crucial element in influencing consumer purchasing decisions.

H1: brand reputation has a positive effect on purchase intention

According to a study conducted by (Jacob & Tan, 2021), brand familiarity has a positive and significant effect on purchase intention. Their study shows that the more familiar consumers are with a brand, the greater their intention to purchase products from that brand. This is because consumers’ experiences with and knowledge of the brand lead to a more favorable assessment and influence their purchasing decisions.

H1: brand familiarity has a positive effect on purchase intention

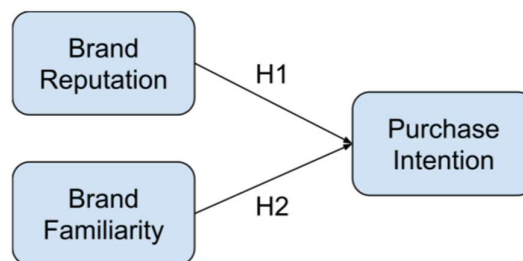


Figure 1. Conceptual Framework

III. Research Method

3.1. Type of Research

This study employs a quantitative approach using a survey method. A quantitative approach is a research method that aims to test hypotheses by collecting numerical data, which is then analyzed using statistical techniques. This study is explanatory research, which aims to explain the relationship and influence between variables—specifically, Brand Reputation and Brand Familiarity as independent variables and Purchase Intention as the dependent variable.

3.2. Population and Sample

The population in this study consists of men and women aged 17–55 who reside in the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas and are interested in Wuling electric vehicles. This population was selected because it is considered a group of potential consumers likely to purchase Wuling electric vehicles. The sampling technique used non-probability sampling with a purposive sampling method. This technique was chosen because the selection of the sample was based on specific characteristics aligned

with the research objectives. The criteria for respondents in this study included: (1) men or women aged 17–55 years, (2) residing in the Jabodetabek area, (3) having an interest in Wuling electric vehicles, and (4) being willing to complete the research questionnaire.

The sample size for this study was determined based on the findings of (Hair, 2019), who stated that the recommended minimum sample size is five times the number of research indicators. This study used 12 indicators, so the minimum sample size required was 60 respondents ($12 \times 5 = 60$). Therefore, this study used at least 60 respondents who met the criteria as the research sample. However, during the study, the researcher successfully obtained 149 respondents who met all the research criteria. Thus, the sample size used in this study was 149 respondents, which exceeded the minimum number recommended by (Hair & Black et al, 2019) and was deemed sufficient for further analysis using multiple linear regression.

3.3. Data Collection Method

The data collection method used in this study was a questionnaire. A questionnaire is a data collection method in which respondents are given a set of written questions or statements to answer. The questionnaires were distributed to men and women aged 17–55 who reside in the Greater Jakarta area and have an interest in Wuling electric vehicles, in accordance with the study's sampling criteria. According to (Likert, 1932), the Likert scale is a measurement scale used to assess a person's attitudes, opinions, or perceptions toward a particular object through a series of statements accompanied by response options that indicate the respondent's level of agreement. In this study, each statement was measured using a 4-point Likert scale, namely 1 = Strongly Disagree (SD), 2 = Disagree (D), 3 = Agree (A), and 4 = Strongly Agree (SA). The use of a 4-point Likert scale aims to eliminate neutral response options so that respondents are encouraged to express a clearer attitude toward each statement. The questionnaire in this study was designed based on indicators for each variable, namely Brand Reputation, Brand Familiarity, and Purchase Intention. The data obtained from the questionnaire were then analyzed to test the research hypotheses.

3.4. Data Analysis Techniques

Data analysis in this study was conducted using IBM SPSS Statistics. Data analysis aims to process the data obtained from the questionnaire distribution so that it can be used to answer the research questions and test the research hypotheses. According to (Sekaran & Bougie, 2019), data analysis is the process of organizing, processing, and interpreting the collected data to generate information that can be used to answer research questions and test hypotheses. The data analysis stages in this study include:

- a. Descriptive statistical analysis to describe the characteristics of the respondents and the distribution of responses for each research variable.
- b. Data quality testing, consisting of validity and reliability tests, to ensure that the research instrument is suitable for use.
- c. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure the regression model meets the necessary assumptions.
- d. Multiple linear regression analysis to determine the effects of Brand Reputation and Brand Familiarity on Purchase Intention.
- e. Hypothesis testing, consisting of partial tests (t-tests) and tests of the coefficient of determination (R^2), to determine the magnitude of the independent variables' effects on the dependent variable.

Table 2. Research Constructs

Variable	Indicator	References
Brand Reputation (BR)	BR.1 = The Wuling brand is trustworthy. BR.2 = The Wuling brand has a good reputation. BR.3 = The Wuling brand is reliable. BR.4 = I know what the Wuling brand looks like.	Fanni Agmeka (2019)
Brand Familiarity (BF)	BF.1 = I am familiar with the Wuling brand. BF.2 = The Wuling brand offers a variety of services that I can use. BF.3 = I feel I have enough information to form an opinion about the Wuling brand. BF.4 = The Wuling brand is very well known in all aspects.	Ha and Perks (2005)
Purchase Intention (PI)	PI.1 = I intend to purchase the Wuling brand in the future. PI.2 = I plan to purchase this Wuling brand. PI.3 = I will try to purchase the Wuling brand. PI.4 = It seems I will purchase the Wuling brand.	Tri Cuong DAM (2020)

IV. Result and Discussion

4.1. Categories and Characteristics of Respondents

Table 3. Research Constructs

Category	Characteristics	Percentage	Frequency
Gender	Male	44.97%	67
	Female	55.03%	82
Age	17–25 years	75.17%	112
	26–35 years	14.77%	22
	36–45 years	5.37%	8
	46–55 years	4.70%	7
Domicile	Jakarta	51.01%	76
	Bogor	6.04%	9
	Depok	5.37%	8
	Tangerang	17.45%	26
	Bekasi	20.13%	30
Educational Background	Senior High School / Islamic Senior High School (SMA/MA)	23.49%	35
	Vocational High School (SMK)	11.41%	17
	Diploma Degree (D1, D2, D3, or D4)	11.41%	17
	Bachelor's Degree (S1)	52.35%	78
	Master's Degree (S2)	1.34%	2
Occupation	Civil Servant	2.01%	3
	Private-Sector Employee	20.13%	30
	Entrepreneur	2.68%	4
	Freelancer	4.70%	7
	Lecturer/Teacher	0.67%	1
	Student	67.11%	100
	Homemaker	2.68%	4
Monthly Income	IDR 500,000–IDR 1,000,000 per month	30.87%	46

	IDR 1,000,000–IDR 5,000,000 per month	32.21%	48
	IDR 5,000,000–IDR 25,000,000 per month	18.79%	28
	IDR 25,000,000–IDR 50,000,000 per month	0.67%	1
	IDR 50,000,000–IDR 100,000,000 per month	2.01%	3
	No Income / Not Yet Employed	15.44%	23

a. Gender

Of the 149 respondents, 67 respondents (44.97%) were male and 82 respondents (55.03%) were female. Thus, female respondents slightly outnumbered male respondents, although the difference was relatively small.

b. Age

Most respondents were aged 17–25 years, comprising 112 respondents (75.17%). Meanwhile, 22 respondents (14.77%) were aged 26–35 years, 8 respondents (5.37%) were aged 36–45 years, and 7 respondents (4.70%) were aged 46–55 years. These findings indicate that the study was predominantly represented by younger respondents.

c. Place of Residence

The majority of respondents resided in Jakarta, totaling 76 respondents (51.01%). This was followed by Bekasi with 30 respondents (20.13%), Tangerang with 26 respondents (17.45%), Bogor with 9 respondents (6.04%), and Depok with 8 respondents (5.37%). Therefore, most respondents came from Jakarta and its surrounding areas within Greater Jakarta.

d. Educational Background

Most respondents had a bachelor's degree or were pursuing undergraduate education, totaling 78 respondents (52.35%). In addition, 35 respondents (23.49%) had a senior high school or Islamic senior high school background, 17 respondents (11.41%) had a vocational high school background, 17 respondents (11.41%) held diploma qualifications, and 2 respondents (1.34%) held a master's degree. This indicates that most respondents had a higher education background.

e. Occupation

The majority of respondents were college or high school students, totaling 100 respondents (67.11%). Private-sector employees accounted for 30 respondents (20.13%), followed by freelancers with 7 respondents (4.70%), entrepreneurs with 4 respondents (2.68%), homemakers with 4 respondents (2.68%), civil servants with 3 respondents (2.01%), and lecturers or teachers with 1 respondent (0.67%). These findings are consistent with the predominance of respondents aged 17–25 years.

f. Income

Most respondents earned between IDR 1,000,000 and IDR 5,000,000 per month, totaling 48 respondents (32.21%). This was followed by 46 respondents (30.87%) earning between IDR 500,000 and IDR 1,000,000, 28 respondents (18.79%) earning between IDR 5,000,000 and IDR 25,000,000, and 23 respondents (15.44%) reporting no income or being unemployed. Meanwhile, 3 respondents (2.01%) earned between IDR 50,000,000 and IDR 100,000,000, and 1 respondent (0.67%) earned between IDR 25,000,000 and IDR 50,000,000 per month. The relatively high proportion of respondents with low or no income is consistent with the predominance of students in the sample.

4.2. Reliability Test

The most commonly used reliability test is Cronbach's alpha. A good reliability test is recommended to have a Cronbach's alpha value of 0.6 or higher. The reliability of an instrument can be assessed based on the Cronbach's alpha value: a value < 0.5 indicates low reliability, 0.5–0.7 indicates moderate reliability, 0.7–0.9 indicates high reliability, and > 0.9 indicates very good reliability (Taherdoost, 2016).

Table 4. Reliability Test Results

Variable	R	Cronbach Alpha	Description
Brand Reputation (X1)	0.603	0.60	Reliable
Brand Familiarity (X2)	0.616	0.60	Reliable
Purchase Intention (Y)	0.837	0.60	Reliable

Based on the reliability test results in the table above, it was found that the *Brand Reputation* variable (X1) had a Cronbach's Alpha value of 0.603, *Brand Familiarity* (X2) of 0.616, and *Purchase Intention* (Y) of 0.837. All of these Cronbach's Alpha values are above the minimum threshold of 0.60, so each variable is considered reliable. According to (Taherdoost, 2016), a research instrument can be said to have acceptable reliability if the Cronbach's Alpha value reaches 0.60 or higher, while values closer to 1.00 indicate a higher level of internal consistency. Therefore, the instrument used in this study has a good level of consistency and is suitable for data collection and further analysis.

4.3. Validity Test

A validity test is a test used to determine and assess the accuracy and reliability of a measurement instrument to ensure it can be used to measure what it is intended to measure. A questionnaire is considered valid if each item in the questionnaire can serve as a means to reveal and identify the construct the questionnaire is intended to measure (Rosita, Hidayat, & Yuliani, 2021). In this study, the number of respondents (n) was 149, resulting in a degrees of freedom (df) = $n - 2 = 147$. At a 5% significance level, the table r value is 0.1609. An instrument is considered valid if the calculated r value is greater than or equal to the table r value (calculated $r \geq 0.1609$). Conversely, if the calculated r value is less than the table r value (calculated $r < 0.1609$), the instrument is deemed invalid.

Table 5. Brand Reputation Validity Test Results

R Hitung	R Tabel	Description
0.729	0.1609	Valid
0.703	0.1609	Valid
0.616	0.1609	Valid
0.659	0.1609	Valid

Based on the results of the validity test for the four items of the Brand Reputation variable, it was found that all items had calculated r values greater than the table r value (0.1609). The calculated r values ranged from 0.729 to 0.659. Therefore, all items were deemed valid and capable of accurately measuring the *brand reputation* variable, making them suitable for use in subsequent data analysis.

Table 6. Brand Familiarity Validity Test Results

R Hitung	R Tabel	Keterangan
0.620	0.1609	Valid
0.667	0.1609	Valid
0.708	0.1609	Valid
0.735	0.1609	Valid

Source: SPSS Data Statistic Measurement

Based on the results of the validity test for the four items of the *brand familiarity* variable, it was found that all items had calculated R values greater than the table R value (0.1609). The calculated R values ranged

from 0.620 to 0.735. Therefore, all items were deemed valid and capable of accurately measuring the *brand familiarity* variable, making them suitable for use in subsequent data analysis.

Table 7. Purchase Intention Validity Test Results

R Hitung	R Tabel	Description
0.840	0.1609	Valid
0.824	0.1609	Valid
0.798	0.1609	Valid
0.815	0.1609	Valid

Based on the results of the validity test for the four items of the *purchase intention* variable, it was found that all items had calculated R values greater than the table R value (0.1609). The calculated R values ranged from 0.840 to 0.815. Therefore, all items were deemed valid and capable of accurately measuring the *purchase intention* variable, making them suitable for use in subsequent data analysis.

4.4. Testing Classical Assumptions

a. Normality Test Using the Skewness and Kurtosis Methods

The normality test is one of the classical assumption tests designed to determine whether research data or residuals in a regression model follow a normal distribution. It is important that the normality assumption be met because various parametric statistical analysis techniques—such as linear regression, the t-test, and the F-test—require the data or residuals to be normally distributed in order for the test results to be valid and unbiased. According to (Ghozali, 2021), the normality test aims to determine whether the disturbance variables or residuals in a regression model follow a normal distribution. A good regression model is one in which the residuals are normally distributed or approximate a normal distribution. If the assumption of normality is not met, the results of statistical tests may be less accurate.

Table 8. Results of the Data Normality Test

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	149	-1,186	0,199	2,450	0,395
Valid N (Listwise)	149				

A normality test aims to determine whether the data in a study are normally distributed, thereby fulfilling one of the assumptions of parametric statistical analysis. One method that can be used to test for normality is to examine the values of skewness and kurtosis. Skewness indicates the degree of asymmetry in the data distribution, while kurtosis indicates the degree of peakedness of the data distribution compared to a normal distribution. According to (Kline, 2023), data can be considered to meet the normality assumption if the skewness value falls within the range of ± 3 and the kurtosis value falls within the range of ± 10 . If the skewness and kurtosis values remain within these limits, the data distribution does not show any significant deviation from normality and is suitable for use in parametric statistical analysis. Conversely, if the skewness or kurtosis values fall outside these limits, the data is indicated as not meeting the assumption of normality.

$$\text{Skewness ratio} = \frac{\text{Skewness statistic}}{\text{Std. Error}}$$

$$\text{Kurtosis ratio} = \frac{\text{Kurtosis statistic}}{\text{Std. Error}}$$

Figure 2. Results of the Data Normality Test

The calculation results show that a skewness value of -1.186 with a standard error of 0.199 yields a skewness ratio of -5.96. Furthermore, a kurtosis value of 2.450 with a standard error of 0.395 yields a kurtosis ratio of 6.203. These skewness and kurtosis ratios indicate that the residual distribution is not skewed and that the data are normally distributed. Therefore, the residuals in the research model can be considered normally distributed, and the assumption of normality is satisfied.

b. Test for Heteroscedasticity Using the White Test

A heteroscedasticity test is a technique used in regression analysis to understand how the residuals from one observation differ from those of another. If the test results are homogeneous, the data are homoscedastic. If the results differ, the data are heteroscedastic (Al Fatah & Hanifah, 2022).

Table 9. Results of the Heteroscedasticity Test Using the White Test Method

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.232 ^a	0.054	0.021	798.949

The heteroscedasticity test aims to determine whether the residual variance in a regression model is constant (homoscedasticity) or non-constant (heteroscedasticity). One method that can be used to detect heteroscedasticity is the White Test, developed by (Halbert White, 1980). The White Test is conducted by regressing the squared residuals against the independent variables, the squares of the independent variables, and the interactions between the independent variables. Next, the R-squared (R^2) value from the auxiliary regression is used to calculate the Lagrange Multiplier (LM) statistic or the calculated chi-square value. According to Halbert White (1980), the White Test statistic is calculated using the formula:

$$\chi^2 = LM = n \times R^2$$

Explanation:

χ^2 or LM = White Test statistic (Lagrange Multiplier)

n = sample size (number of observations)

R^2 = coefficient of determination (R-squared) from the auxiliary regression

Next, the calculated chi-square value (LM) is compared with the table chi-square value (table χ^2) at a 5% significance level ($\alpha = 0.05$) and the corresponding degrees of freedom (df). The decision criteria are as follows:

- 1) If the calculated $\chi^2 >$ table χ^2 , then the regression model exhibits heteroscedasticity.
- 2) If the calculated χ^2 is $<$ the table χ^2 , then the regression model does not exhibit heteroscedasticity or satisfies the assumption of homoscedasticity.

Given:

- 1) Sample size (n) = 149
- 2) R-squared (R^2) = 0.054

Therefore, the calculated Chi-Square value is calculated as follows:

$$\begin{aligned}\chi^2 &= n \times R^2 \\ \chi^2 &= 149 \times 0.054 \\ \chi^2 &= 8.046\end{aligned}$$

Meanwhile, based on a significance level of $\alpha = 0.05$ with df = 148, we obtain:

1. Calculated Chi-Square = 8.046
2. Table Chi-Square = 177.390

Based on the results of the White Test, the calculated Chi-Square value was 8.046, while the table Chi-Square value was 177.390. These results indicate that the calculated Chi-Square value is smaller than the table Chi-Square value ($8.046 < 177.390$). Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity, meaning that the residual variances are constant (homoscedasticity). Thus, the regression model satisfies one of the classical assumptions and is suitable for further regression analysis.

c. Multicollinearity Test

Multicollinearity is a condition in which there is a correlation among independent variables, or in which the independent variables are not mutually independent. A measure that can be used to detect multicollinearity is the variance inflation factor (VIF) (Sriningsih & Hatidja et al, 2018).

Table 10. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.198	1.572		1.398	0.164		
	Brand ReputationX1	0	0.128	0	0.003	0.997	0.744	1.345
	Brand FamiliarityX2	0.764	0.108	0.562	7.087	<.001	0.744	1.345

Next, a multicollinearity test was conducted to determine whether there were strong relationships among the independent variables in the regression model. The indicators used in this test were the Tolerance and Variance Inflation Factor (VIF) values. According to (Effiyaldi & Pasaribu et al, 2022), a regression model is considered free of multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10. Based on the test results, the *Brand Reputation* (X1) and *Brand Familiarity* (X2) variables have Tolerance values of 0.744 and VIF values of 1.345, respectively. These results indicate that the Tolerance value exceeds the minimum threshold of 0.10, while the VIF value remains below the maximum threshold of 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in the regression model. Consequently, the regression model satisfies the classical assumption of multicollinearity and is thus suitable for further regression analysis.

4.5. Hypothesis Testing

a. Coefficient of Determination

The coefficient of determination is used to measure a model's ability to explain the influence of independent variables on the dependent variable. The coefficient of determination indicates the contribution of the independent variables to the dependent variable, which is expressed as a percentage. The higher the percentage, the greater the contribution or role of the independent variable (X) in influencing the dependent variable, while the remaining percentage represents other independent variables not included in this study. Conversely, the smaller the percentage, the smaller the contribution or role of the independent variable (X) in influencing the dependent variable (Sehangunaung & Mandey et al, 2023).

Table 11. Results of the Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 ^a	0.316	0.307	1.987

Based on the results of the analysis above, the percentage of variance in the *Purchase Intention* variable (Y) that can be explained by the *Brand Reputation* (X1) and *Brand Familiarity* (X2) variables is 31.6%, while the remaining 1.987% is explained by other variables outside the regression model.

b. Multiple Linear Regression Test

According to (Gujarati, 2003), multiple linear regression is an extension of simple linear regression that involves more than one independent variable to explain the variation in the dependent variable. This analysis allows researchers to determine the extent to which each independent variable contributes to changes in the dependent variable while controlling for the effects of the other independent variables. The general equation for multiple linear regression is:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + e$$

Notes:

Y = dependent variable

a = constant

$b_1, b_2, \dots, b_n$ = regression coefficients

$X_1, X_2, \dots, X_n$ = independent variables

e = error (random error)

Table 12. Results of the Multiple Linear Regression Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.198	1.572		1.398	0.164
	X2	0.764	0.108	0.562	7.087	<.001
	X1	0	0.128	0	0.003	0.997

$$Y = 2,198 + 0,764X_1 + 0,000X_2$$

- 1) The constant is 4.198. This indicates that if X1 and X2 are both equal to 0, then the value of Y remains 4.198.
- 2) Based on variable X1, the regression test results show that variable X1 has a positive regression coefficient with a b value of 0.000. This means that a 1-point increase in the value of variable X1 will also result in a 0.000 increase in variable Y.
- 3) Based on variable X2, the regression test results show that variable X2 has a positive regression coefficient with a b value of 0.764. This means that a 1-point increase in the value of variable X2 will also result in a 0.764 increase in variable Y.

c. T-Test (Partial)

The t-test essentially shows the extent of influence of an individual independent variable in explaining the dependent variable. The test is conducted using a significance level of 0.05 ($\alpha = 5\%$). If the significance value is >0.05 , the null hypothesis is accepted (the regression coefficient is insignificant). If the

significance value is <0.05 , the null hypothesis is rejected (the regression coefficient is significant) (Sehangunaung & Mandey et al, 2023).

Table 13. T-Test Results (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.198	1.572	1.398	0.164
	X1	0	0.128	0	0.997
	X2	0.764	0.108	0.562	7.087

Based on the analysis results from the table above, the calculated t value (0.003) $<$ t table (1.976) and sig (0.997) $>$ 0.05. It is concluded that Brand Reputation has a positive and insignificant effect on Purchase Intention. H1 is rejected and HO is accepted. Based on the analysis results from the table above, the calculated t value (0.7087) $>$ table (1.976) and sig (0.001) $<$ 0.05, it is concluded that Brand Familiarity has a positive and significant effect on Purchase Intention, H2 is accepted and HO is rejected.

V. Conclusion

Brand reputation does not significantly influence purchase intention. The partial t-test results show that the brand reputation variable has a significance value of 0.997 (>0.05), with a calculated t-value of 0.003, which is smaller than the t-table (1.976). Therefore, the first hypothesis (H1) is rejected. These results indicate that Wuling's brand reputation is not yet a primary factor influencing consumer purchase intention. Despite Wuling's established reputation, consumers still consider other factors before deciding to purchase a Wuling electric vehicle. Brand familiarity has a positive and significant effect on purchase intention. The partial test results show that brand familiarity has a significance value of <0.001 (<0.05), with a calculated t-value of 7.087, which is greater than the t-table (1.976). Therefore, the second hypothesis (H2) is accepted. This finding indicates that the higher the level of consumer familiarity and familiarity with the Wuling brand, the higher the consumer's intention to purchase the product.

Brand reputation and brand familiarity simultaneously had a significant effect on purchase intention. The F-test yielded a calculated F-value of 33.780, which is greater than the F-table (3.939), with a significance value of 0.000 (<0.05). This indicates that both independent variables together explain variations in purchase intention, thus declaring the research model appropriate. The model's ability to explain purchase intention is considered moderate. The coefficient of determination (R^2) test showed a value of 0.316, or 31.6%. This means that brand reputation and brand familiarity explain 31.6% of the variation in purchase intention toward Wuling electric cars, while the remaining 68.4% is influenced by factors outside the research model, such as price, product quality, brand image, promotion, risk perception, and other factors.

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