

## ABSTRAK

**Hilmy Fauzan. 2018. Pengaruh Negara Asal Kepada Preferensi Merek terhadap Keputusan Pembelian Mobil Wuling (Survei Konsumen di Wilayah Wuling Bogor Dealer Service). Skripsi, Jakarta: Program Studi Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta, Tim Pembimbing: Dr. Mohammad Rizan SE, MM & Setyo Ferry Wibowo SE, M.Si.**

Tujuan dari penelitian ini adalah: 1) Apakah negara asal berpengaruh terhadap preferensi merek Mobil Wuling. 2) Apakah negara asal berpengaruh terhadap keputusan pembelian Mobil Wuling. 3) Apakah preferensi merek berpengaruh terhadap keputusan pembelian Mobil Wuling. Metode pengumpulan data menggunakan metode survei dengan instrumen berupa kuesioner. Objek penelitian ini adalah 200 responden pengguna mobil Wuling di Wilayah Wuling Bogor Service Dealer. Analisis data menggunakan SPSS versi 22 dan SEM (*Structural Equation Model*) dari paket statistik LISREL versi 8.70 untuk mengolah dan menganalisis data hasil penelitian. Hasil pengujian hipotesis menunjukkan: 1) Negara Asal berpengaruh positif terhadap Preferensi Merek, 2) Negara Asal berpengaruh positif terhadap Keputusan Pembelian Mobil Wuling, 3) Preferensi Merek berpengaruh positif terhadap keputusan pembelian.

Kata Kunci: Negara Asal, Preferensi Merek, Keputusan Pembelian, Wuling

## **ABSTRACT**

**Hilmy Fauzan. 2018. *The Influence of The Country of Origin to The Brand Preference on Purchase Decision of Buying A Wuling Car (Survey Consumer In Wuling Bogor Dealer Service)*. Thesis, Jakarta: Management Studies Program, Faculty of Economics, State University of Jakarta, Advisory: Dr. Mohammad Rizan SE, MM & Setyo Ferry Wibowo SE, M.Si.**

*The purpose of this research are: 1) To determine whether country of origin have a positive effect to brand preference on the Wuling Car. 2) To determine whether country of origin have a positive effect to purchase decision on the Wuling Car. 3) To determine whether brand preference have a positive effect to purchase decision on the Wuling Car. Methods of data collection using survey method with the instrument in the form of questionnaire. The object of this study is 200 respondents who have used Wuling Bogor Dealer Service. Data analysis using SPSS 22 version and SEM (Structural Equation Model) from LISREL 8.70 version statistic package to process and analyze data of research result. Hypothesis testing results show: 1) country of origin have a positive effect to brand preference, 2) country of origin have a positive effect to purchase decision, 3) Brand preference have a positive effect to purchase decision.*

*Key Words: Country of Origin, Brand Preference, Purchase Decision, Wuling*