

## **ABSTRACT**

### ***The Influence of Price, Brand Image, and Product Knowledge on the Buying Interest of Wuling Car Consumers in the DKI Jakarta Region***

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*The growth of the automotive industry in Indonesia has experienced significant acceleration, along with the presence of various global brands competing for market share. One of the new brands that has entered is Wuling Motors, a Chinese vehicle manufacturer, which offers a combination of affordable prices and attractive features. This study aims to explore the influence of price factors, brand image, and product knowledge on consumer decisions to buy Wuling cars in the DKI Jakarta area, which is one of the main economic centers in Indonesia. Quantitative methods were used in this study, with data obtained through a survey of 165 respondents consisting of 157 men and 8 women. The findings show that these three variables have a significant contribution to consumer purchasing interest, where brand image has the greatest influence. Consumer understanding of the product strengthens perceptions of quality and value, while competitive prices increase the attractiveness of Wuling products in a highly competitive market. This study offers strategic insights for marketers and policymakers in supporting the development of the national automotive sector, especially for new brands that want to compete in the local market.*

**Keywords:** *Buying interest, price, brand image, product knowledge, Wuling Motors, automotive industry*