

ABSTRACT

The Influence of Price Factors, Product Quality, and Brand Image on BYD Electric Car Purchase Decisions in South Tangerang

(Case Study: Consumers of Build Your Dream in South Tangerang)

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This study aims to analyze the influence of price, product quality, and brand image on purchase decisions for BYD electric vehicles in South Tangerang. Amid growing public awareness of environmentally friendly transportation and the rapid development of the electric vehicle industry in Indonesia, understanding the factors that influence consumer purchasing decisions is crucial—especially for emerging brands like BYD. The research adopts a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 3.3.3 software. Data were collected through questionnaires distributed to 100 respondents who have purchased or intend to purchase a BYD electric vehicle in South Tangerang.

The results show that both price and product quality have a positive and significant effect on purchase decisions. Additionally, brand image is proven to be a significant mediating variable in the relationship between price and product quality with purchase decisions. Brand image itself also directly affects purchase decisions positively. These findings emphasize the importance of marketing strategies that focus on competitive pricing, superior product quality, and strong brand image in influencing consumer decisions toward electric vehicle products.

Keywords: *Price, Product Quality, Brand Image, Purchase Decision, Electric Vehicle, BYD.*