

ABSTRACT

According to Gaikindo's data in 2019, Wuling brand is included in the ranks of the top ten car brands with the most sales. Meanwhile, Wuling is not included in the ranks of the top brands for the MPV and SUV car segment in 2019. There are three criteria to become top brand i.e. mind share, market share, and commitment share. Mind share is related to brand image. Based on the results of interviews with 50 respondents, 76.7% of respondents knowing about Wuling brand and the results of the pre-research questionnaire showed the brand image of Wuling Motors Indonesia products consisting of recognition, reputation, affinity, and domains have not yet been fully received good response from respondents.

This research was conducted to find out and analyze the factors of brand image of Wuling Motors Indonesia products.

The method used in this research is quantitative method with descriptive research. This research uses an purposive sampling type of non probability sampling because the researcher set special characteristics in accordance with certain criteria that people who know the Wuling car, both those who have and who don't have a Wuling car. Data analysis techniques using descriptive analysis.

The results showed that there were three factors of Wuling Motors Indonesia's product brand image which were in the good category, there are Recognition (74.13%), Reputation (75.63%), and Domain (81%), then the brand image factor which ini very good category is Affinity (96%).

Keywords: Brand Image, Product of Wuling Motors Indonesia