

PENGARUH *RELATIONSHIP MARKETING*, *PERCIEVED VALUE* DAN *BRAND IMAGE* PADA SIKAP YANG BERDAMPAK PADA MINAT BELI MOBIL WULING

Abstract: *This study examines the effect of relationship marketing, perceived value and brand image can have a high impact on buying interest towards Wuling cars. This study uses quantitative methodology, and the type of data used with a 5-point Linkert scale through questionnaires, and those data then, was processed using Smart-PLS 3.0. As many as 100 samples were successfully obtained and the result could be stated as below relationship marketing and perceived value have positive and significant effects on attitudes. Brand image has a positive and significant effect on attitudes, attitudes, on the other hand have positive and significant effects on intentions to purchase. relationship marketing has neither positive nor significant effect or neither does it have any significant towards the intention to purchase. With that being stated, unlike brand Image, perceived value doesn't necessarily contribute to positive or signification intentions to purchase.*

Keyword : *Pandemics covid-19, relationship marketing, perceive value, brand image, attitude and interest buying.*

Abstrak : *Penelitian ini mengamati pengaruh relationship marketing, perceived value dan brand image pada sikap yang berdampak pada minat beli mobil wuling. Penelitian ini menggunakan metode kuantitatif dan jenis datanya adalah data primer dengan skala Linkert 5 poin melalui penyebaran kuisioner dan datanya diolah menggunakan Smart-PLS 3.0. sebanyak 100 sampel berhasil didapatkan dan hasilnya adalah relationship marketing berpengaruh positif dan signifikan terhadap sikap, perceived value berpengaruh positif dan signifikan terhadap sikap, brand image berpengaruh positif dan signifikan terhadap sikap, sikap berpengaruh positif dan signifikan terhadap minat beli, relationship marketing tidak berpengaruh positif dan signifikan terhadap minat beli, perceived value tidak berpengaruh positif dan signifikan terhadap minat beli, brand image berpengaruh positif dan signifikan terhadap minat beli.*

Kata Kunci : *Relationship marketing, perceive value, brand image, sikap dan minat beli.*