

## ***ABSTRACT***

This study examines the effects of User Generated Content (UGC), Electronic Word of Mouth (E-WOM), and Brand Experience on Purchase Intention through Brand Equity among Wuling electric vehicle consumers in Jakarta. Using a quantitative approach and SEM-PLS analysis, the results reveal that UGC, E-WOM, and Brand Experience significantly enhance Brand Equity, while Brand Equity, UGC, and Brand Experience positively influence Purchase Intention. Furthermore, Brand Equity fully mediates the relationship between E-WOM and Purchase Intention and partially mediates the effects of UGC and Brand Experience on Purchase Intention. These findings highlight the crucial role of Brand Equity in strengthening consumers' purchase intentions toward Wuling electric vehicles and provide strategic insights for companies to leverage digital engagement and consumer experiences to improve brand performance.

**Keywords:** User Generated Content, Electronic Word of Mouth, Brand Experience, Brand Equity, Purchase Intention, Wuling Electric Vehicle.



**FEB UNDIP**