

## **ABSTRACT**

*The automotive industry in Indonesia is experiencing increasingly intense competition due to the emergence of electric vehicle manufacturers and changes in consumer behavior toward more value-oriented purchasing decisions. In this context, companies need to strengthen brand credibility through brand image, brand trust, and brand experience to enhance consumers' purchase intention. This study aims to analyze the influence of brand image, brand trust, and brand experience on purchase intention through perceived value as a mediating variable within the Brand Credibility Framework (BCF) among Toyota consumers in Indonesia. This research employed a quantitative approach using Structural Equation Modeling (SEM) with AMOS software. Data were collected through questionnaires distributed to Toyota consumers in Indonesia. The variables examined were brand image, brand trust, brand experience, perceived value, and purchase intention. The findings indicate that brand image, brand trust, and brand experience have positive and significant effects on perceived value. Brand image and brand trust also positively and significantly influence purchase intention, whereas brand experience does not have a significant direct effect on purchase intention. Furthermore, perceived value positively and significantly affects purchase intention and emerges as the most influential variable. The results also reveal that perceived value mediates the relationships between brand image, brand trust, brand experience, and purchase intention. Specifically, perceived value partially mediates the effects of brand image and brand trust, while fully mediating the effect of brand experience on purchase intention. These findings contribute to marketing management literature, particularly in consumer behavior and the Brand Credibility Framework, and provide managerial implications for Toyota Indonesia in strengthening perceived value and brand credibility to increase purchase intention.*

**Keywords:** brand image, brand trust, brand experience, perceived value, purchase intention, Brand Credibility Framework, Toyota Indonesia.