

ABSTRACT

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THE EFFECT OF COUNTRY IMAGE, PRODUCT QUALITY, AND BRAND FAMILIARITY TOWARD BUYING INTENTION OF XIAOMI IN JABODETABEK
(IX + 100 pages: 3 figures; 13 table, 3 appendixes)

In this era of technological advancement, the industry of smartphones is growing and changing in a rapid pace. The continuous development has led to the variety of smartphone brands that originates from all over the world. Over the recent years, China has been penetrating the smartphone markets all over the world especially in Asian region, which includes Indonesia. One of the famous smartphone brands from China is Xiaomi. In the fourth quarter of 2019, Xiaomi is in the top 5 of the market share of smartphone brands worldwide. Many things can affect the sales of Xiaomi, such as the quality of product, how familiar the consumer is towards the brand, and the country from which the brand originates.

The purpose of this research is to determine if there is an effect of Country Image, Product Quality, and Brand Familiarity towards Buying Intention of Xiaomi. This study is conducted by gathering data from 130 respondents by using questionnaire. The questionnaire is filled by respondents that have used or heard of Xiaomi brand. The data will be calculated and analyzed using SmartPLS 3.2.9.

The result of this study shows that Product Quality and Brand Familiarity has a significant effect on Buying Intention, while Country Image affects Buying Intention but not significantly.

Keywords: *Country Image, Product Quality, Brand Familiarity, Buying Intention*