

## ABSTRACT

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### **THE INFLUENCE OF COUNTRY-OF-ORIGIN'S FACTORS TOWARD PURCHASE INTENTION OF SAMSUNG SMARTPHONES ON GENERATION Z IN JAKARTA-TANGERANG, INDONESIA**

Globalization is happening everywhere around the world. In the Indonesian market, there are several multinational companies that exist and impact the market behavior. Each of these multinational companies operates with a unique strategy in order to thrive and delve into the Indonesian market. One common strategy that multinational companies like to exploit the Country of Origin as one of their strategies. Samsung, one of the world's leading smartphone companies, has entered the Indonesian for a long time. With the fact that their company originates from foreign country, Indonesian market perceives Samsung smartphones differently from local brands. This research aims to observe and note the influence of County-of-Origin's factors toward Purchase Intention of Z generation in Jakarta-Tangerang, Indonesia. This research will observe the behavior of at least 130 Indonesian citizens, mainly those who live in Jakarta-Tangerang as the subject of study using simple random sampling.

**Keywords:** Country-of-origin, Purchase Intention, Product's Reputation, Consumer's Trust, and Product Quality.