

ABSTRACT

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How Product Quality, Brand Image, Customer Satisfaction and Country of Origin Affecting the Purchase Decision of Apple Devices in Jakarta Regional Area

(xiii + 75 pages; 7 figures; 22 tables; 3 appendices)

The phenomenon marked by growing market of gadget devices in Indonesia make a good opportunity of apple brand to dominate in Indonesia Market. Apple's good reputation have capabilities to fill the needs of their user in terms or technological needs. The purpose of this research is to analyze and examine how *product quality*, *brand image*, *customer satisfaction*, and *country of origin* affecting the *purchase decision* of Apple devices in Jakarta Region. This research uses a quantitative approach with convenience sampling method. In this research, the population are people who live in Jakarta Regional area with age range of 16-55 years as Apple devices users. Samples taken randomly as many as 215 respondents with non-probability sampling techniques using online questionnaires with Likerts scale from one to five instruments. Data analysis technique using descriptive statistics, hypothesis test with validity test, reliability test, Cronbach's Alpha test, Composite reliability, rho_A, Average Variance Extracted (AVE), Outer Loadings, Discriminant Validity, T statistics, Original sample, P values. Analysis collection data test using the SmartPLS 3.28 version for windows. The result from this study shows that country of origin has a positive effect towards buying decision, there is also a significant relationship between country of origin and buying decision.

Keywords: *Product Quality, Brand Image, Customer Satisfaction, Country of Origin, and Buying Decision*

References: 68 (2011-2020)