ABSTRACT

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THE IMPACT OF COUNTRY IMAGE , PRODUCT QUALITY , BRAND FAMILIARITY AND WORD OF MOUTH TOWARD PURCHASE INTENTION OF SAMSUNG SMARTPHONE
(xiv + 83 pages: 5 figures; 15 tables; 1 attachment)

Purpose of this study is to analyze the impact of country image , product quality , brand familiariry and word of mouth toward purchase intention of Samsung smartphone. There are four variables that are used as the factors to determine purchase intention variable which are country image , product quality , brand familiarity and word of mouth. A total of 160 questionnaires were distributed in JABODETABEK. A measurement scale used in questionnaires is likert scale. The sampling technique that used in this study is convenience sampling. Multiple regression analysis is used as the data analysis method and SmartPLS as a tool to test the hypotheses in this study. This research take time from Agustus 2020 until November 2020. From the result of hypotheses testing , it can be concluded that all variables have a positive and significant impact toward purchase intentions on Samsung smartphone. Word of Mouth has the strongest impact toward Purchase Intention. The second strongest impact toward Purchase Intention is Brand Familiarity.The third impact toward Purchase Intention is Product and the last impact toward Purchase Intention is Country Image. Majority of the respondent are within the age group of 20 – 24 so the researcher recommendation are try to more diverse age group to get wider perspective and more opinion on Samsung smartphone , try to compare with other smartphone brand such as Apple , Xiaomi , Oppo , Vivo , etc.