

ABSTRACT

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THE INFLUENCE OF COUNTRY IMAGE, BRAND IMAGE, PRODUCT QUALITY, AND SOCIAL MEDIA MARKETING TOWARDS PURCHASE INTENTION SAMSUNG SMARTPHONES IN INDONESIA

(xi + 113 pages: 7 figures; 17 tables; 1 attachment)

From the rapid development of the era, international business has modernized and encouraged technological advances, this has made a system change in the era of globalization. Globalization also makes smartphone companies very popular with many people from young age to old age with smartphone are being used in various groups, making smartphone growth in the world experience an increase demand, one of which is experienced by Samsung, Samsung sales in the world have increased from year to year but Samsung sales in Indonesia has actually decreased from year to year. Because of this problem with the decrease in Purchase Intention towards Samsung, I raised the topic to be examined by using the variables Country Image, Brand Image, Product Quality, and Social Media Marketing to Purchase Intention in Indonesia.

The research data shows that Country Image has a negative relationship and insignificant influence with Purchase Intention so that the results of the Country Image variable on Purchase Intention do not show a significant relationship. While, three other variables provide a significant and positive influence on Purchase Intention.