

ABSTRACT

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THE IMPACT OF PERCEIVED BRAND GLOBALNESS THROUGH PERCEIVED BRAND QUALITY, BRAND PRESTIGE AND COUNTRY OF ORIGIN ON PURCHASE INTENTION OF APPLE'S IPHONE IN JABODETABEK

(xvii + 171 pages; 24 tables; 19 figures; 2 Attachments)

Global brands are the wheels behind globalization, leveraging a global network, catering to a global demand, through this forming global identity for consumers in the smartphone industry. Apple's iPhone dominates the global smartphone industry, though in the Indonesian market it does not, as an outcome of an intensively competitive environment. Thus, this research studies on Perceived Brand Globalness, Perceived Brand Quality, Brand Prestige, and Country of Origin to lead to Purchase Intention directly and indirectly for Apple's iPhone in Jabodetabek, Indonesia, so that consumers and potential consumers in Jabodetabek cultivate a greater interest in buying Apple's iPhone. Data analysis was executed by Partial Least Squares - Structural Equation Modelling (PLS-SEM) with the Measurement and Structural Models through the SmartPLS 3 software. A pre-test of 30 respondents was carried out to remove any invalid and unreliable indicators, for the actual test to then be conducted with 150 respondents. The primary data collection method utilized was an online questionnaire, with a convenience sampling method. For the actual test, Validity and Reliability were established for all variables and all hypothesized relationships were supported. Firstly, Perceived Brand Globalness (PBG), Country of Origin (COO), Perceived Brand Quality (PBQ), and Brand Prestige (BP) directly and positively influenced Purchase Intention (PI). Secondly, Perceived Brand Quality (PBQ) and Brand Prestige (BP) partially mediates the relationship of Perceived Brand Globalness (PBG) towards Purchase Intention (PI). Lastly, Perceived Brand Globalness (PBG) partially mediates the relationship of Country of Origin (COO) towards Purchase Intention (PI).
References: 125