

ABSTRACT

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THE IMPACT OF PRODUCT QUALITY, BRAND FAMILIARITY, PRODUCT FEATURES AND SOCIAL INFLUENCE TOWARD PURCHASE INTENTION OF IPHONE AS IN INTERNATIONAL BUSINESS

(xiii + 67 pages; 18 tables; 7 figures; 3 appendices)

This research is to understand the purchase intention of iPhone in Korea to young people and factors that affects the purchase intention of it. The relationship between variables and purchase intentions will be key factor to research and investigate. iPhone have been very popular in all around the world and have been very best seller especially in Korea. However, with Samsung the motherland, how did iPhone become popular to Korean youngster. The variables that affect the purchase intention of iPhone in Korea will be product quality of iPhone in Korea, brand familiarity of iPhone in Korea, product features of iPhone and social influence that affects the purchase intention of iPhone in Korea. The outer model of this study includes validity and reliability tests, whereas the inner model includes multicollinearity, R-square, T-statistics, and P-value testing. Structural equation modeling was utilized to examine the link established in the theoretical framework of the study. The findings of this research show a link between the factors of product quality, brand recognition, product characteristics, and social influence.

References: 23 (1996-2021)

Keywords: product quality, brand familiarity, social influence, purchase intention