

ABSTRACT

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COUNTRY OF ORIGIN, BRAND IMAGE AND HIGH INVOLVEMENT PRODUCT TOWARDS CUSTOMER PURCHASE INTENTION OF GLOBAL BRAND ASUS AT ASUSTEK COMPUTER INCORPORATED

(161 pages, 4 figures, 13 tables, 4 appendices)

Country of origin and brand image are deeply considered by consumers as they try to decide on a good personal device of a particular brand. Personal devices are part of our daily lives and require a lot of thought process when considering a purchase of one. The Taiwanese personal computing devices Asustek Computer Inc. is the most popular brand for personal computing devices in Indonesia. The brand has shown remarkable success in Indonesia, yet it is struggling in other countries of Asia. This research is carried out with the aim of analyzing and researching whether there is an influence by country of origin image, brand image, and high level of product involvement towards the purchase intention of Asus products in Indonesia consumers. This study employs a quantitative research design, and the data in this research was collected through the use of a questionnaire that is administered using google forms to collect respondents. This study employs a quantitative research design, with the collected data processed using the data processing software SmartPLS 3. The data analysis used the outer model and the inner model. The outer model includes tests for validity and reliability, R-square, Q-square, T-statistics, and P-value. The findings indicated that country of origin image and brand image gives a positive effect on purchase intention. Meanwhile, high level of product involvement acting as a moderator had a negative effect on the purchase intention of Asus products in Indonesia.

References: 73 (2000-2022)

Key Words: *Country of Origin Image; Brand Image; High level of Product Involvement; Purchase Intention; Asus.*