

ABSTRACT

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THE INFLUENCE OF COUNTRY IMAGE, BRAND FAMILIARITY, PRODUCT QUALITY, AND SOCIAL INFLUENCE TOWARDS PURCHASE INTENTION: THE CASE STUDY OF SAMSUNG SMARTPHONES IN JABODETABEK
(xiii + 113 pages: 12 figures; 22 tables; 1 attachment)

Global smartphone utilization had also increased as a result of such quick expansion of internationalization and worldwide trade. Because the cellphone market has been expanding quickly in recent years, more cell phone from multiple manufacturers, which include Samsung, have become available. With in previous few years, Samsung had also preserved it's own position as the leading product line inside the global cellphone sector as well as its sales growth, and yet the above isn't if no situation through Indonesia. Throughout Indonesia, Samsung had also seen its share of the market decline over the last handful years. Throughout order to analyze its issues which arise but also provide a few suggestions about how Samsung could indeed increase their own cell phone share in a certain market throughout Indonesia, the above study used image of a country, quality of products, and product similarity also as individual factors to discover their own effect on buying intend of Samsung cellphones.

Therefore, in study, convenient samples was used as its sample technique whereas surveys served as that of the primary evidence gathering tool. Thus studies using Structures Equations Model (SEM) via SmartPLS for analyze this result as well as included tests on dependability, multi-collinearity, concurrent validation, as well as discriminatory legitimacy. The findings showed that Country Image is negligible, but Quality Of the product, Product Familiar, as well as Societal Impact had strong yet substantial influences upon Buying Intention.

Keywords: *International business, global marketing, consumer behaviour, purchase intention, country image, product quality, brand familiarity, social influence*

References: 91 (2006-2022)



