

ABSTRACT

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**EFFECT OF BRAND ATTITUDE, COUNTRY OF ORIGIN, AND
PERCEIVED QUALITY TOWARDS CUSTOMER PURCHASE
INTENTION: A CASE STUDY OF IPHONE
(xii + 67 pages; 6 figures; 20 tables; 1 appendix)**

With the increase in smartphone users every year in the world including in Indonesia, smartphone companies are competing to provide smartphones with the best technology. iPhone is a smartphone with the largest market share in the world beating their competitors, namely Samsung, however, Apple's market share (iPhone) in Indonesia is still very far from Samsung's. Therefore, this study will use Brand Attitude, Country of Origin, Perceived Quality as independent variables to determine their influence on Purchase Intention to help overcome the problem of low iPhone market share growth in Indonesia and also provide recommendations on how they can maintain their position and become more competitive in the future. This study uses a questionnaire as a method of data collection and non-probability convenience sampling. Data analysis was performed using structural equation modeling (SEM) through Smart PLS and using reliability, validity, multicollinearity analysis methods. The pre-test was distributed as many as 30 people, and after carrying out some of the analyzes mentioned, the actual was carried out and gathered 212 respondents for the next study. The results have shown that all independent variables have a positive and significant effect on purchase intention towards iPhone.

Keywords: brand attitude, country of origin, perceived quality, purchase intention