

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 INDONESIA

(xi + 113 pages; 7 figures; 17 tables; 1 attachment)

The rapid development of globalization and international business has led to an increase in smartphone usage across the world. Smartphone industry was growing rapidly in the past years, since then the number of mobile phones from various vendors has grown including Samsung. For the past years, Samsung remained as the top brand in the smartphone industry across the world and it has maintained its market share in the world, but this is not the case in Indonesia. For the past few years, Samsung in Indonesia has experienced a diminishing market share. Therefore, this research has utilized Country Image, Product Quality, Brand Familiarity as the independent variables to explore their influence towards Purchase Intention of Samsung smartphones to examine the problem that occur and also give some recommendations on how Samsung can improve their smartphone market share in Indonesia.

This research utilized questionnaires as the main source of data collection and convenience sampling as the sampling method. Data analysis that was performed by this research using Structural Equation Modeling (SEM) through SmartPLS with convergent validity, discriminant validity, reliability, and multi-collinearity test. The results indicated that Product Quality, Brand Familiarity, and Social Influence have a positive and significant influence towards Purchase Intention while Country Image is proven to be insignificant.

References: 91 (2006-2020)