

## **ABSTRACT**

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### **THE INFLUENCE OF COUNTRY IMAGE, BRAND IMAGE, PRODUCT QUALITY, AND SOCIAL MEDIA MARKETING TOWARDS PURCHASE INTENTION SAMSUNG SMARTPHONES IN INDONESIA**

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

From the rapid development of the era, international business has modernized and encouraged technological advances, this has made a system change in the era of globalization. Globalization also makes smartphone companies very popular with many people from young age to old age with smartphone are being used in various groups, making smartphone growth in the world experience an increase demand, one of which is experienced by Samsung, Samsung sales in the world have increased from year to year but Samsung sales in Indonesia has actually decreased from year to year. Because of this problem with the decrease in Purchase Intention towards Samsung, I raised the topic to be examined by using the variables Country Image, Brand Image, Product Quality, and Social Media Marketing to Purchase Intention in Indonesia.

The research data shows that Country Image has a negative relationship and insignificant influence with Purchase Intention so that the results of the Country Image variable on Purchase Intention do not show a significant relationship. While, three other variables provide a significant and positive influence on Purchase Intention.

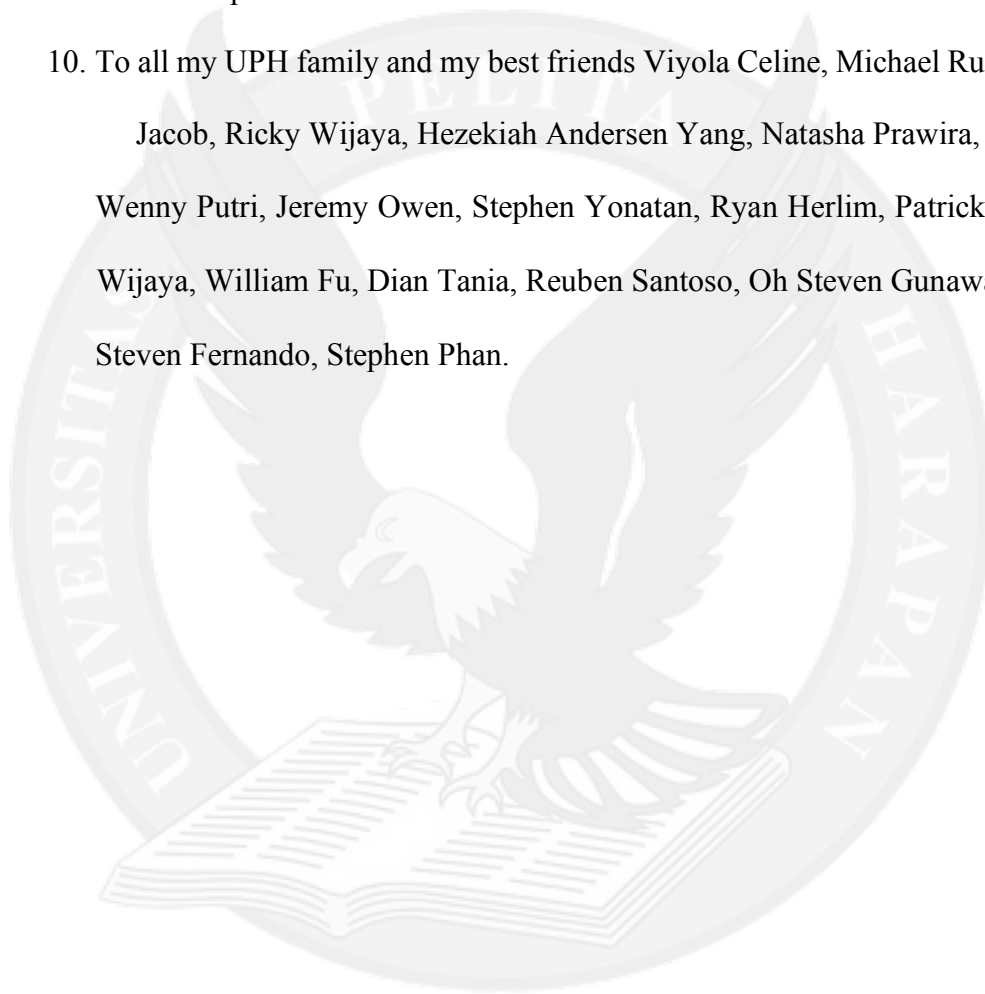
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With God's grace and love, I can complete my research smoothly and now I can always find a way out of the problems that exist when doing research. This research entitled “THE INFLUENCE OF COUNTRY IMAGE, BRAND IMAGE, PRODUCT QUALITY, AND SOCIAL MEDIA MARKETING TOWARDS PURCHASE INTENTION SAMSUNG SMARTPHONES IN INDONESIA” was successfully made. The aim of this research is for readers to analyze Samsung Smartphones in Indonesia.

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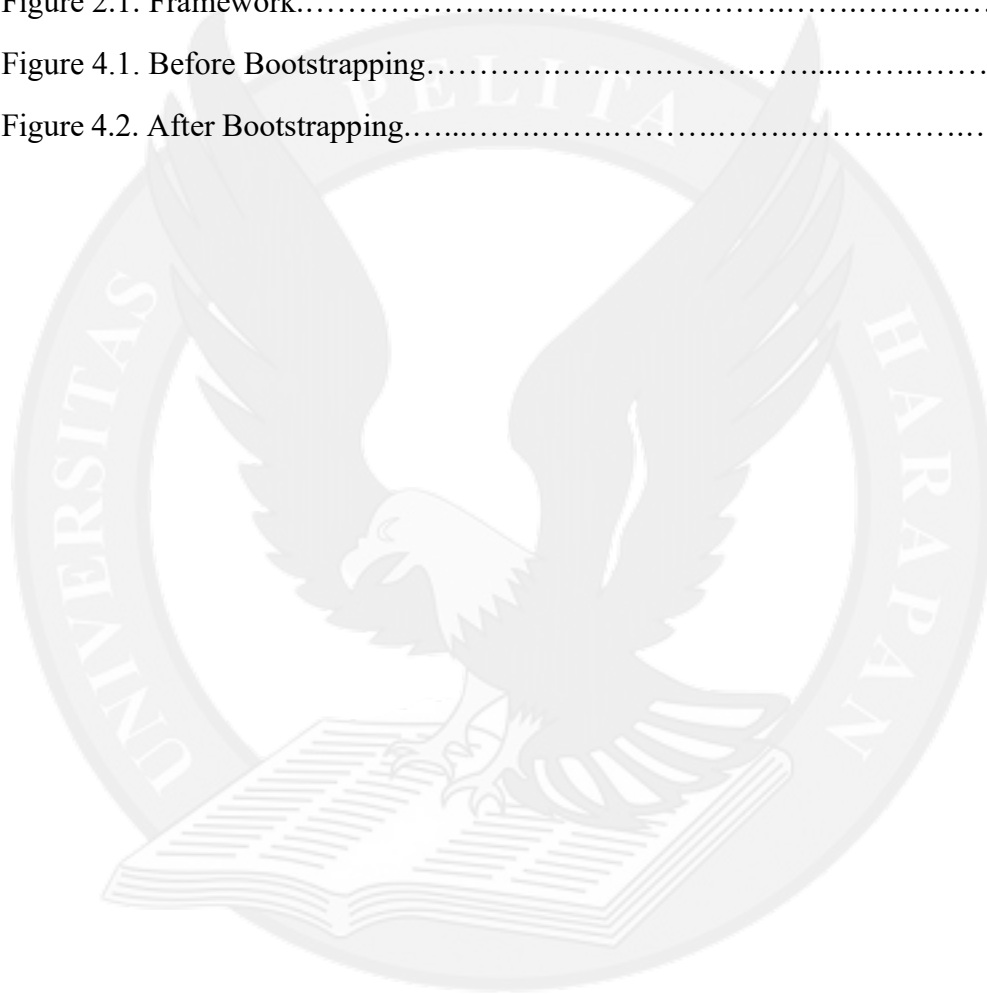
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# CHAPTER I INTRODUCTION

## 1.1. Background

Business globalization not only inspires companies to deliver their products and services to consumers around the world, but also encourages a higher level of competition in the global market. One of the most interesting (Nugroho et al., 2015). The phenomenon in global business practices is that in developing countries, consumers prefer imported goods because they are not only of high quality but also their country of origin which affects their purchasing intention.

In the era of globalization, technological progress around the world is very fast and very influential on international business. with advances in technology, international business has become easier. all over the world find it easy to communicate, search for data or information using only one device, namely a smartphone. with the development of international business smartphones, it is easier to reach from far or near. With the existence of a smartphone, the distance between one country and another is not an obstacle because everything can be accessed using a smartphone, this makes smartphone use around the world increase along with data on smartphone usage around the world.

Competition between smartphone brands is increasingly fierce, smartphone manufacturers are competing with each other to win the market. Manufacturers must always be able to innovate and be observant in seeing the increasingly complex needs of society. Recent technological updates and demands to always be connected are forcing

people to buy smartphones. It is estimated that the increase in smartphone users around the world will continue to increase every year. As can be seen from the data below.

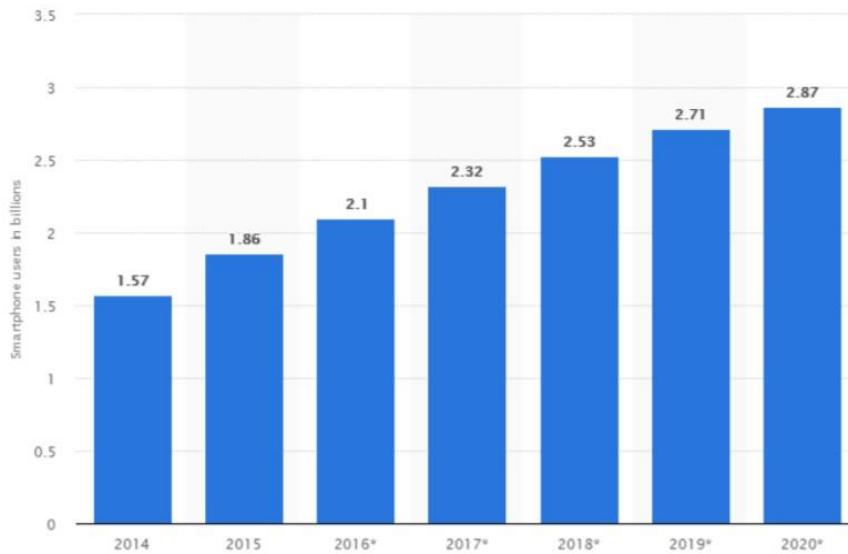


Figure 1.1 World Smartphone User Statistics for 2014-2020

Source: Statista (2020)

The graph above shows the data where smartphone use in the world has increased by 2% to 5% each year from 2014-2019. With the evidence of the increase in smartphones every year, it means that many people in the world have followed the development of the globalization era, where smartphones have played an important role in carrying out daily activities and local and international business.

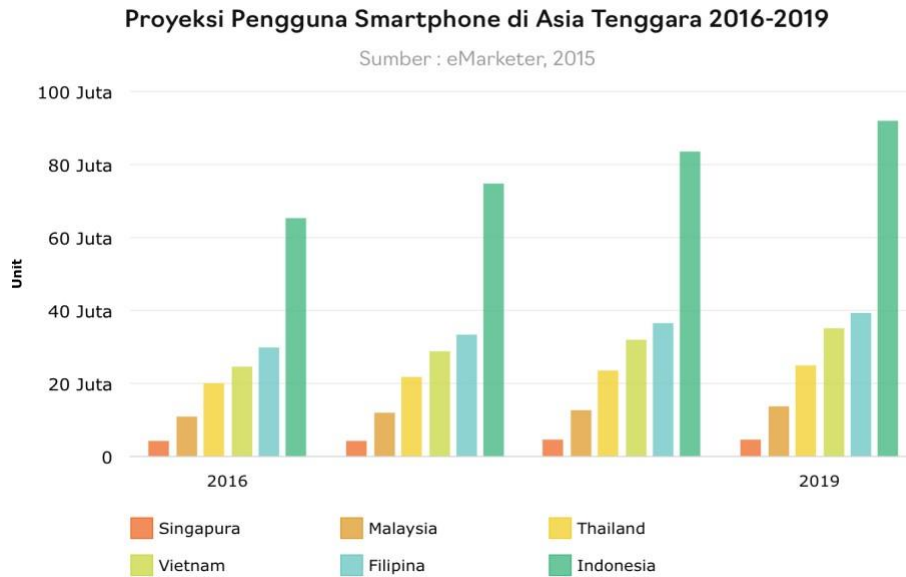


Figure 1.2. Smartphone Growth In Southeast Asia from 2016 - 2019 source: databoks.com

From figure 1.2. This data shows the use of smartphones in Southeast Asia, Indonesia, a country that has the largest smartphone users than countries in Southeast Asia and there is still an increase every year.

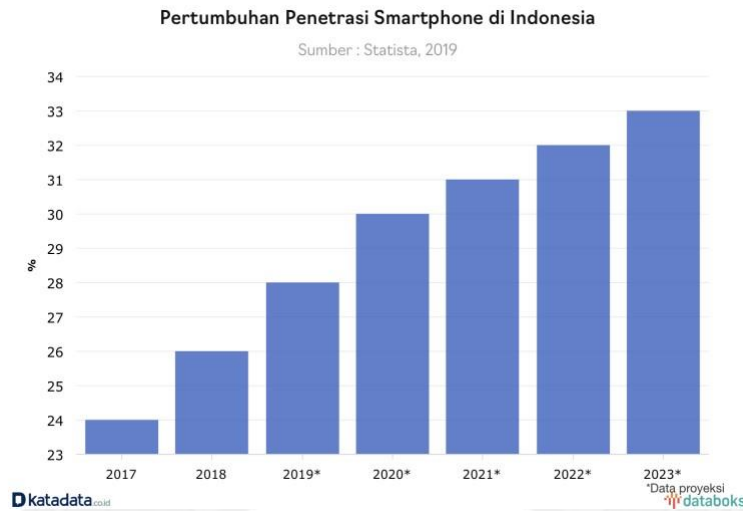


Figure 1.3. Growth Rate Of Smartphone Use In Indonesia From 2017 To 2023

Source from: statista.com

From the data figure 1.3. that there has been a significant increase in the use of smartphones in Indonesia, this can be seen in the chart above in 2017 by only 24% and in the projected 2023 to 33%. from the above, there is an increase of 9% from 2017 to 2023.

Indonesia is part of Southeast Asia, Indonesia has also been a member of ASEAN since 1967. Indonesia has the largest population in the ASEAN region and the world is in position 4 which according to a BPS survey with a population of 265 million people. With a very large population, Indonesia has a very big opportunity for investors to develop their businesses in Indonesia because it has the largest population in ASEAN and in the world number four.

Table 1.1 Mobile Phone Market Share In The World

Brand	2017	2018	2019
samsung	32.99%	30.77	31.6%
xiaomi	3.1%	6.57%	7.8%
oppo	2.8%	4.01%	4.4%
iphone	19.65%	20.42%	22.71%
huawei	4.47%	6.54%	9.13%

Table 1.1 Mobile Phone Market Share In The World

Source statcounter.com

From the table above, Samsung from 2017 to 2019 still dominates the world market. Samsung has been able to maintain its position as the number one market share in the world for the last 5 years since 2015. From the table above, there was a decrease in sales in 2018 by 2.22% and then in 2019, Samsung's sales increased by 0.83%. Compared to its competitors which continues to increase from year to year.

Table 1.2 Mobile Phone Market Share In Indonesia

Brand	2017	2018	2019
samsung	29.88%	28.7%	25.33%

xiaomi	11.2%	17.63%	21.36%
oppo	9.9%	13.5%	18.28%
iphone	3.36%	4.33%	5.49%
huawei	N / A	N / A	1.11%

Source: statcounter.com

From the table above, Samsung is still the market leader in Indonesia and in the world. Even though Samsung is the market leader in Indonesia, Samsung has experienced a decline in sales from 2017, Samsung has a sales percentage of 29.88% and in 2019, Samsung's sales were only 25.33%, this made Samsung experience a decrease in sales in Indonesia by 4.55%. If we look at the table of Samsung's competitors from year to year, sales have increased by approximately 3% to 4% from 2017 to 2019. Samsung market share in the world has increased from 2017 to 2019 while Samsung's market share in Indonesia has decreased from 2017 until 2019

When smartphone companies expand their business to Indonesia, they will surely encounter several problems that will be faced in the destination country. differences between foreign countries and Indonesia starting in terms of culture, habits, and patterns of thought. With so many differences, of course, there are many risks to a company that will expand to other countries. The risk itself means an unexpected outcome by a person or group which is usually a failure. Risk is the uncertainty about future events. So that all



operational activities of the company have risks, both those using loans or those without loans all have the same risk. Like Samsung when doing an expansion to Indonesia, it encountered several problems such as Samsung has very many competitors such as Huawei, Oppo, Xiaomi, Apple. Samsung has the same software as its competitors who use the Android base. Many competitors use Android as the base software for Samsung's competitor smartphones and are sold below the price offered by Samsung to their consumers in the hope that Samsung consumers will switch brands because the features and software offered are more attractive than Samsung. Even though Samsung is the market leader in Indonesia, Samsung's sales have continued to decline for a long time because many brands are Samsung's competitors that offer them more attractive features.

Samsung managed to acquire DongBang Life Insurance during this time and developed it for Joong-Ang Production or commonly known as Samsung Everland. Then Samsung-Sanyo began manufacturing black and white television in 1970 and expanding its petrochemicals, shipbuilding, and aircraft engines business. Samsung Strong Industries was one of the largest ship-making firms in the world in 1974. In 1978, Samsung managed produced 5 million televisions (Lifewire, 2020)

Samsung also started two more subsidiaries in the late 1970s, such as Samsung Electronics and Suwon R&D Center (Lifewire, 2020). In 1969, Samsung Electronics was first founded and it didn't take long for Samsung to become a major South Korean producer. Samsung Electronics underwent a major growth in the electrical industry from 1969-1979 and started exporting their goods overseas. Samsung Electronics also started to gain 50% of the Korean semi-conductor industry, which ultimately made it Korea's largest

producer of semi-conductors. In 1980, with the purchase of Hanguk Jeonja Tongsin, Samsung entered the telecommunications hardware business, gradually turning to manufactured cell phones. The group concentrated on telecommunications, semiconductors, and home appliances in 1987, when Samsung Semiconductor and Telecommunications combined with Samsung Electronics. (About Samsung, n.d.)

In 2001, Samsung began creating the first prototype of touch screens and began purchasing several businesses concentrating on the production of mobile technology in the late 2000s and 2010s. Then, in 2011, the company unveiled its Samsung Galaxy SII smartphone, followed by Samsung Galaxy SIII in the following year, becoming the most popular smartphones in the world. The next year, Samsung made several additional investments on companies that were evolving emerging technology such as smart TVs, OLED screens, printing systems, payment solutions, cloud solutions, artificial intelligence, and home automation. (About Lifewire, 2020). Samsung has been the world's top contender in the mobile business for many years.

Before deciding to buy and use a smartphone, consumers certainly have reasons why they are interested in the smartphone they want to use. According to Rahim, A. *et al.*, (2015), stated that purchase intention is a plan to buy certain goods or services in the future, and will not necessarily implement it because it depends on one's ability to implement it. In the end, consumers will do it. a process called purchase intention. In the minds of consumers, trust in a brand will arise and new information that is thought of in determining purchases (Mowen, 2012). In the purchase intention, it is related to two

different things, namely the desire to buy and the purchase decision plan. Before making a purchase, consumers make certain considerations before finally deciding to buy a notebook as desired.

Country image has become one of the most debated subjects in worldwide marketing literature. Research aimed at evaluating the picture of the nation has been carried out. Some experts argue that getting a photo of a nation will help. The country's reputation has a huge effect on customer buying intentions. They also claim that the image of the country or region affects all target audiences, including buyers, visitors, buyer organizations, retailers, and overseas investors (Cotîrlea, 2015). In developing countries, consumers prefer imported goods because it is not only high quality but also their country of origin which influences their purchasing decisions (Moradi & Zarei, 2012).

In addition, as the brand image is the basis for competing in the market, it must be identified, constructed and managed carefully. Brand image not only allows companies to gain a competitive advantage to provide the latest products and services, but also helps businesses expand their brand image for other products and services. (Hien et al., 2020). Prospective customers who will decide to buy will see from various aspects. One aspect that is often used as a reference for consumers before making a purchase is to look at the brand image itself. Brand image is a set of beliefs, ideas, and impressions that a person has on a brand. Brand image is a requirement for a strong brand. Brand reputation will affect one's view of the products offered by manufacturers.

Social media users are growing rapidly around the world, including in Indonesia. For individuals, the motivation to use social media is looking for information, sharing

information, entertainment, relaxation, and social interactions. For organizations or companies, social media is widely used as a medium or tool for marketing communications. Organizations use social media as a marketing communication tool and the consequences of using social media as a marketing communication tool (Bougenville & Ruswanti, 2017).

Based on the description above, the authors are interested in conducting research to determine the effect of country of image, perceived quality, brand image, social media marketing and on purchase intentions. Based on the explanation above, the researcher will examine a research model based on the replication of researches done by Yunus and Rashid (2016), Laksamana (2018), Kim, R. B., & Chao, Y. (2019) encourages researchers to conduct a research on the influence that Country Image, Product Quality, Brand Image, Social Media Marketing have towards Purchase Intention.

## 1.2. **Research Problem**

From the data that has been described above, an outline can be drawn that describes the current state of Samsung. Samsung is experiencing a decline in sales which should be a concern for the Samsung company. Competition from Chinese smartphone brands is starting to produce results that can shake Samsung's position as the market leader in the smartphone business. Like Oppo, as a smartphone manufacturer from China, offers its products at a lower price than other competitors, and the specifications offered are able to exceed competing products in the same price range. For example, here's a comparison of one Oppo smartphone (Oppo F1s 2017) with a Samsung smartphone

(Samsung A3 2017) in the price range of 3-4 million rupiah. With a cheaper price and the same features offered makes this Chinese smartphone dominate Indonesia. This is evident from sales in 2020 Oppo become a brand smartphone which sits at the top of the biggest sales in Indonesia. On the other hand, Vivo is in second place, experiencing an increase, from around 1.9 million units in 2019 to 2.47 million units in the third quarter of 2020. In third place there Xiaomi which recorded 1.8 million unit shipments compared to a year ago. Samsung, which appears in fourth place, is also said to have experienced a decline in cellphone sales in Indonesia. Namely from around 2.43 million units in the third quarter of 2019 to 1.6 million units in the third quarter of this year. For that we need an action from Samsung that can increase product purchases by consumers.

Based on this description, researchers are interested in being able to analyze the problems faced by Samsung, namely decreasing purchase intentions and using several variables. Researchers used 4 variables, including country image, perceived quality, brand image, social media marketing and purchase intention.

This research question is

1. Does country image influence purchase intention for Samsung Smartphone in Indonesia?
2. Does product quality influence purchase intention for Samsung Smartphone in Indonesia?
3. Does brand image influence purchase intention for Samsung Smartphone in

Indonesia?

4. Does social media marketing influence purchase intention for Samsung Samsung Indonesia?

### **1.3. Research Purposes**

The purpose of this research is

1. To know the influence that country image have towards purchase intention of Samsung Smartphone in Indonesia.
2. To know the influence that product quality have towards purchase intention of Samsung Smartphone in Indonesia.
3. To know the influence that brand image have towards purchase intention of Samsung Smartphone in Indonesia.
4. To knowing the influence that social media marketing towards purchase intention of Samsung Smartphone in Indonesia.

## **CHAPTER II LITERATURE REVIEW**

### **2.1. Theoretical Framework**

#### **2.1.1. International Business and Consumer Behavior**

International Business is commercial transactions that occur from private companies or government between two or several countries, in which private companies utilize those transactions for profit while government may or may not do it for profit (Sinha & Mittal, 2012, pg. 3). International Business have evolved from a narrower term which is International Marketing. International marketing can be defined as carrying out marketing activities outside the national boundaries of countries. The term international is essentially a result of a more globalized world resulted in a globalization that has happened and shaped the today's world that we currently live in. The term globalization itself can be described as the deepening and expanding interdependence between individuals from various parts of the world and in particular, between different countries (Elena Horská *et al*, 2014, pg. 16). This globalization that is happening and the interdependence that emerged between countries also affecting consumer behavior around the world, on how people interact, how people build their intentions on, and many more. Consumer behavior has been a part of our everyday lives and the globalization and the influence of digital age has opened up the borders and widening the opportunities for consumers to a bigger marketplace. The consumer behavior study examines the purchase and use of products and services by consumers

and how these purchases affect their daily lives (Noel, 2009, pg. 12). The study of consumer behaviour can therefore help us understand the marketing business and can also lead to us to become more intellect consumers. (Noel, 2009, pg. 6).

### **2.1.2. Purchase Intention**

According to (Bougenvile & Ruswanti, 2017), purchasing intention is a customer decision-making mechanism prior to making a purchase transaction for some consumer-needed goods. This will continue until consumers get satisfaction from the product purchased so that consumers will remain loyal to use the product. Even further, consumers will recommend the product to other people to participate in consuming the product (Harjati & Sabu, 2014).

Purchase intention is also defined as the consumer's tendency to buy the most preferred brand (Tunjungsari & Iriani, 2015). After consumers evaluate several brands, in the end the choice will focus on one brand that best suits consumer desires. This intention will be formed when an individual makes plans to carry out a behavior in the future. There are three types of intention constructs. The three types of constructs are: Intention as hope, desire, and plan.

If a consumer has the intention of purchasing a product or service, the next stage will influence the purchase decision. Purchasing behavior varies, there are consumers who when they come to the outlet have already determined the brand to be purchased, there are also consumers who have not decided which brand to choose. Meanwhile, according to Hanjani and Widodo (2019), purchase intention indicators are:



1. Transactional interest

Consumers intend to make purchases on a product.

2. Referential interest

Consumers tend to want to provide references or recommend a product to other consumers.

3. Preferential interests

Consumers intend to make a product their first choice in shopping activities.

4. Exploratory interest.

Consumers intend to find out more about a product to be purchased.

According past research done by various researchers, purchase intention has been influenced by a number of factors such as:

- a. Customer Satisfaction and Product Perceived Quality (Saleem, *et al.*, 2015).
- b. Brand Extention, Product Quality, and After Sales (Tunungsari & Irani, 2015).
- c. Brand Image, Store Image, and Price Image (Lenarto, *et al.*, 2017).
- d. Product's Country of Origin (Nugroho, *et al.*, 2014).
- e. Country Image, Product Quality, and Brand Familiarity (Yunus & Rashid, 2016).
- f. Country of Origin Image, Brand Image, and Brand Evaluation (Hien, *et al.* 2020).

g. Social Media Marketing (Laksamana, 2018).

Thus, in this research, from all factors that influenced purchase intention, the researcher will examine four factors which are Country Image, Product Quality, Brand Image, and Social Media Marketing.

### **2.1.3 Country Image**

The concept of country image was put forward by western scholars during studies of the influence of country of origin. "The images created are images, reputations, stereotypes attached by entrepreneurs and consumers to certain country products. Representative goods, national attributes, economic and political context, culture, and practices support this. This has a significant impact on the actions of customers. Since it is linked to mass communication, personal experience, and the opinions of national opinion leaders in the international market. Brand image as a general perception of consumers about the quality of products made in a particular country. they were previously about the country's production and marketing strengths and weaknesses (Purwitasari et al., 2018). The country's image as a description of the country's consumer descriptive beliefs, inferential beliefs, and informational beliefs. The picture of the nation refers to the general understanding of the country and state products in this study.

### **2.1.4 Product Quality**

Product Quality is the quality of the product that meets the needs of consumers with various features and increases the efficiency of the product (Saleem, Ghafar,

Ibrahim, Yousuf, Ahmed, 2015). If the product has a long usage period, then the product will likely boost the appearance of the consumer who buys it because the quality is guaranteed to be satisfactory (Foster, Johansyah, 2019). Product Quality is measured by its longevity, specifications, confidence, features, aesthetics, and service ability (Brata, Husani, Ali, 2017). There are six dimensions of product quality that need to be addressed, among others, according to Tunjungsari and Irani (2015).

a. Quality quality (performance) is the most basic dimension and is connected to the key feature of a product.

b. Reliability is a measure of the likelihood that within a given time, a product will not be harmed or fail.

c. Features, most items can be sold with various features, namely characteristics that complement the basic functions of the device.

d. Durability, endurance or durability shows a measurement of the product cycle, namely a measure of the expected age of the product operating under normal conditions and / or weight both technically and over time.

e. Conformance quality, this dimension shows how far a product can match a certain standard or specification.

### **2.1.5 Brand Image**

Brand image has been considered an important concept in marketing since the 1950s. According to Tunjungsari and Irani (2015) brand image is identified as brand awareness, reflected by brand associations and organized in consumers' minds. The

existence of these associations can come from customer experience, information gathered, or the impact of available consumer associations. Brand image is an integral component of brand knowledge when branding products. In other words, brand image prioritizes what consumers think of a brand, and the brand's emotions stir up when thinking about it. Therefore, the company's competitive advantage in the market can be achieved based on a positive brand.

A brand image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make purchases (Purwitasari, Yulianto, Wilopo, 2018). Therefore, consumer attitudes and actions towards a brand are largely determined by the brand image. Brand image is a requirement of a strong brand. The brand image that is formed must be clear and have advantages when compared to its competitors. If a company already has a good brand image and has implanted that brand image in the minds of its consumers, the company does not have to bother looking for who is the consumer. With a good brand image, consumers will be sure of the brand and will use products from that brand.

#### **2.1.6 Social Media Marketing**

Social media is described as "a group of internet-based applications that build on web 2.0's ideological foundations and technologies and enable content created by user contexts, such as public relations, engagement, networking, promotion and sales,

to be created and exchanged (Gensler et al., 2013). There are four types of social media: weblogs, social networks for micro-blogs, photo and video sharing sites. Furthermore, the advantages of using social media are not limited to time, place, media and costs (Kim and Ko, 2012). Organizations are actively using social media for advertising and marketing. This two-way communication platform is ideal for increasing customer value by interacting with relevant information, media, events and entertainment.

## **2.2 Previous Studies**

### **2.2.1 Country Image and Purchase Intention**

Having an image of a country of origin helps customers form beliefs and product evaluations that influence their buying behavior. Diamantopoulos, Schlegelmilch, & Palihawadana (Wijaya, 2019) states that studying the country of origin is a consideration of whether the country of origin (COI) of a product affects consumer appreciation and preferences or not. However, the image of the country of origin is used in research to clarify certain aspects of the country that affect customer perceptions and attitudes towards products from a certain country. This image is defined as the consumer associating with a particular product or brand as its origin. However, the increasing dependence on global sources has resulted in more complicated COI in which the image of the country of design, production, assembly, brand, etc. Hamzaoui-Essoussi, Merunka, & Bartikowski (2011). (Hien et al., 2020), states that when consumers realize that the product is from a particular brand, they tend to emphasize the country's brand image. Therefore, this is not the image or the country

of origin of the assembly but the COI influences the purchasing attitude and behavior as well as the competitiveness of the customer. The image of the country of origin is defined as the image of the country where the brand image originates. COI is the combined perception of customers in a particular country based on their previous awareness of their strengths and weaknesses in production and marketing. Yunus & Rashid (2016), Moradi & Zarei (2012) and Wijaya (2019)

Based on the explanation above, the hypothesis is stated as follows:

**H1: Country image is positively influence to purchase intention**

### **2.2.2 Product Quality and Purchase Intention**

According to a research done by Purba, Sulistyarini, and Sadalia (2018) suggested that Product Quality has a positive and significant influence towards Purchase Intention, this research also stated that a product with good quality can improve consumers purchase decision on that particular product. Another research carried out by Faisal-E-Alam (2020) suggested that Product Quality has a positive and significant effect towards Purchase Intention because product quality is one of the key factors that allowed multinational corporations to compete in a long term. Also, according to a research performed by Mirabi, Akbariyeh, and Tahmasebifard (2015) suggested that Product Quality has a significant and positive influence towards Purchase Intention. This result also mentioned that product quality is one of the key

factors that is likely to have an influence towards Purchase Intention. Therefore, based on these past researches, the hypothesis can be found below:

**H2: Product Quality is positively influence to purchase intention**

### **2.2.3 Brand Image And Purchase Intention**

In buying intentions, brand image is a very critical factor, because it encourages customers to consume more value for a brand that has a good reputation (Setiawan, *et al.*, 2016). Brand image has a positive influence on purchase intentions. In this study, it was concluded that the higher the brand image, the greater the level of purchase intention. Conversely, the lower the brand image, the lower the purchase intention level. Researches done by Lenarto *et al.*, (2018), Orlando (2015), Wahyuni & Suparna (2014) stated that brand image is positively related to purchase intention. Based on the explanation above, the following hypothesis is stated below:

**H3: Brand image is positively influence to purchase intention**

### **2.2.4 Social Media Marketing and Purchase Intention**

Banks are now turning to social media as a medium of contact, purchasing and selling, and their clients. For exchanging knowledge and thoughts, this two-way communication platform is fine. Consumers consider social media to be more sincere because it expresses what the brand wants to influence its image. Hutter *et al.* (2013) suggested that this form of interaction enhances positive attitudes towards the brand, influences greater involvement and the buying decision-making process. In addition, research on

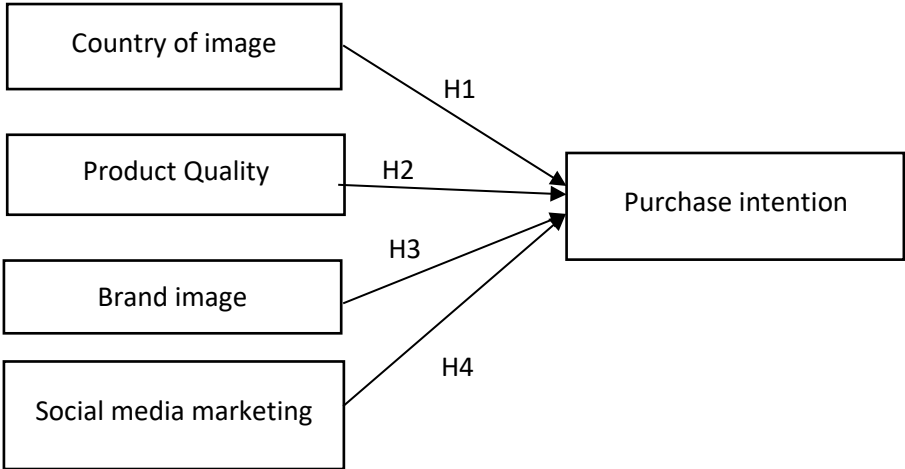
social media affects purchasing intentions. Research by Zhu and Zhang (2010), (Kim and Ko, 2012) and (Bougenvile & Ruswanti, 2017) stated purchase intention is influenced by social media marketing

Based on the explanation above, the following hypothesis is stated:

**H4: Social media marketing positively influence purchase intention**

**2.3 Research Model**

The model in research is as follows:



**Figure 2.1. Framework**

**Source:** Yunus and Rashid (2016), Laksamana (2018), Kim, R. B., & Chao, Y. (2019).

**CHAPTER III RESEARCH METHODS**



### 3.1. Research Design

In this research, we use descriptive type research. Where descriptive understanding means research with the aim of testing hypotheses or answering several questions to research subjects. The research method in this research is quantitative. The quantitative research descriptive study was conducted by describing phenomena through collecting data in the form of numbers and analyzing them mathematically. After the data has been collected, preliminary steps need to be completed to ensure the completeness, accuracy and suitability of the data for further analysis. This study is to examine the effect of three factors, namely country of image, perceived quality and brand image and on purchase intention.

### 3.2. Conceptual and Operational Definitions

Variable	Conceptual Definition	Operational definition	Scale	Source
Country of image	Country image is the overall perception of consumers in the form of products from a	1. Korea is a technologically advanced country 2. Korea is an	Likert 1-5	(Herrero-Crespo, Gutierrez, GarciaSalmones, 2016).

	<p>particular country, based on their previous perceptions of the country's production and marketing strengths and weaknesses(Purwitasari et al., 2018).</p>	<p>economically advanced country</p> <p>3. Korea produces products with a high technical level.</p> <p>4. Korean products are made with careful workmanship</p> <p>5. Korea is reliable</p>		
Product quality	<p>Product Quality is the quality of the product that meets the needs of consumers with various features and increases the efficiency of the product</p>	<p>1) Samsung products are of good quality</p> <p>2) Samsung products are not easily damaged</p> <p>3) Samsung products have their own</p>	Likert 1-5	Kotler and Armstrong (2012)

		privileges. 4) Samsung products have a long endurance. 5) Samsung products are of the right quality		
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<p>Brand image</p>	<p>Brand awareness, reflected by brand associations and organized in consumers' minds. Keller and Kotler (2012)</p>	<p>1. Consumer perceptions of the Samsung brand are good.</p> <p>2. The attributes of the Samsung brand are superior to other products.</p>	<p>Likert 1-5</p>	<p>Suhaily &amp; Darmoyo, 2017)</p>
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		<p>3. Consumers love products from the Samsung brand</p> <p>4. Samsung products provide good value for the money.</p> <p>5. Consumers have reasons to buy this Samsung product compared to other brands</p>		
Social Media Marketing		1. Using social media by using fun products	Likert Scale 1-5	Laksamana (2018)



		<p>2. The content displayed on social media at Samsung is interesting</p> <p>3. Samsung's social media share information with others</p> <p>4. Through Samsung products I can easily express my opinion</p> <p>5. The content displayed on Samsung is the most recent</p>		
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		<p>information</p> <p>6. Using social media with Samsung products is trending</p> <p>7. Samsung provides a suitable service.</p> <p>8. I upload content on Samsung social media</p>		
--	--	---	--	--



Purchase intention	Purchase intention is also defined as the consumer's tendency to buy the most preferred brand(Tunjungsari &	1. I will definitely try a Samsung smartphone 2. Buying a Samsung smartphone is	Likert 1-5	(Younus, Rasheed, Zia, 2015).
	Iriani, 2016).	possible for me 3. Samsung smartphone) 4. I will buy a Samsung smartphone when I need a new smartphone 5. I will buy a Samsung smartphone in the future		

### 3.3. Measurement Scale

The Likert scale is one of the many choices we need to identify clients. The Likert scale is a scale designed to evaluate how strongly respondents agree with an argument with the following anchors on a five-point scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree Nor Disagree, 4 = Agree, 5 = Strongly Agree. The Likert scale therefore enables us to identify customers on the basis of numbers that imply a more or less unfavorable, neutral, or more or less favorable value (Sekaran & Bougie, 2016).

### **3.4. Data**

#### **3.4.1 Type of Data and Method of collecting data**

Data in this research is data0primary where this data is obtained directly in the field. Data were collected by distributing research questionnaires at the research location. The questionnaire was distributed to a predetermined sample.

#### **3.4.2. Unit of Analysis**

The research unit refers to the extent of integration of the data obtained during the process of subsequent data processing. Here the unit of study is the individual. We would look at the information collected by each worker and consider the response of each employee as an individual source of data (Sekaran & Bougie, 2016).

#### **3.4.3. Population**

The population refers to the whole community of individuals the researcher wants to study, incidents, or objects of concern. It is the category of persons, activities, or items of interest that the researcher needs to infer from (based on sample statistics) (Sekaran & Bougie, 2016).

#### **3.4.4. Sample**

A part of the population is a survey. It contains any of its chosen participants. In other terms, the sample is created by certain, but not all, elements of the population. There are two primary forms of sampling architecture, which are sampling of probability and nonprobability. In this study, however the researcher used nonprobability sampling as the method of sampling that the elements do not have a known or fixed likelihood of being chosen as subjects in nonprobability sampling (Sekaran & Bougie, 2016).

#### **3.4.5. Sample Technique**

By taking some samples from Pelita Harapan University Jakarta students ever buy and use Samsung products. To analyze some of the variables that we have planned to investigate and find out purchase intention in buying products at Samsung. Because as it is known, UPH students not only use Samsung, but many UPH students use other brands of smartphones. The sample used is a sample with a probability design with a simple random sample. The sample in this study was taken from consumers who use Samsung products to this day. Hence, this research has 28 indicators with the minimum sample size 140 respondents because according to Hair, *et al.* (2019) the minimum required sample size is five times the indicators in a research.

### **3.5. Data analysis method**

### 3.5.1. Descriptive Statistics

We are able to further evaluate the results until the latest ratings for perceived equity, career enrichment, burnout, and intent to leave have been determined. For multiitem, interval-scaled independent and dependent variables, descriptive statistics such as high low, means, standard deviations, and variance can now be collected (Sekaran & Bougie, 2016).

### 3.5.2. Inferential Statistics

Inferential statistics is a data analysis technique used to determine the similarity between the results obtained from a sample and the results obtained in the population as a whole. So inferential statistics help researchers to find out whether the results obtained from a sample can be generalized to the population.

#### 3.5.2.1. Multiple Regression Analysis

This analysis aims to determine the direction or relationship between the independent variables whether they have a positive or negative effect. The similarities in this research are

$$Y_1 = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

Information : a= Constant

b= Coefficient of regression

Y = Purchase Intention

X1 = Country Image

X2 = Perception of Quality

X3 = Brand image

X4 = Social media marketing

### **3.5.2.2 SEM PLS**

Testing the research hypothesis was carried out by using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS). PLS is a component or variant based structural equation model (SEM). Structural Equation Model (SEM) is a field of statistical study that can test a series of relationships that are relatively difficult to measure simultaneously. According to Gozali (2011) SEM is a multivariate analysis technique which is a combination of factor analysis and regression analysis (correlation), which aims to examine the relationship between variables in a model, be it between indicators and constructs, or relationships between constructs. According to Ghazali (2011), PLS is an alternative approach that shifts from a covariance-based to variantbased SEM approach. Covariance-based SEM generally tests causality or theory, whereas PLS is more of a predictive model. However, there is a difference between covariance based SEM and component based PLS in the use of structural equation models to test theory or theory development for predictive purposes. The analysis technique in this study used the PLS technique which was carried out in two stages, namely:

1. The first stage is to test a measurement model, which is to test the validity and reliability of the constructs of each indicator.

2. The second stage is to conduct a structural model test which aims to determine whether there is an influence between variables / correlations between constructs as measured by using the t test of the PLS itself.

### **3.5.2.3. Measurement (Outer) Model**

#### **3.5.2.3.1. Convergent Validity**

The convergent validity is measured by two instruments which are composite reliability and cronbach's alpha. According to Memon and Rahman (2014), composite reliability and cronbach's alpha is considered valid if they surpass a minimum value of 0.7.

#### **3.5.2.3.2. Discriminant Validity**

A more conservative approach to the assessment of discriminant validity is the Fornell-Larcker criterion. It compares the square root of the AVE values with the correlations of the latent variable. The square root of the AVE of each construct should, specifically, be greater than its highest correlation with any other construct (Hair, *et al.*, 2014).

#### **3.5.2.3.3 Reliability**

According to Hair, *et al.* (2019) Reliability can be assess with two measurements which are cronbach's alpha and composite reliability. Thumb rules, by their very nature, are broad guidelines that suggest how the outcomes can be interpreted, and they usually vary depending on the context. According to Yusoff (2012), the

acceptable level of cronbach alpha's is between 0.5 and 0.7, and it is considered to be good if it surpasses 0.7.

#### **3.5.2.4. Inner (Structural) Model**

##### **3.5.2.4.1. Multicollinearity Test**

According to Hair, *et al.* (2019), In order to assess the collinearity of the formative indicators, the variance inflation factor (VIF) is often used. Among the indicators of formatively measured constructs, VIF values of 5 or above indicate critical collinearity problems. Nevertheless, collinearity problems may also occur at lower VIF values of 3.

##### **3.5.2.4.2. Coefficient of Determination**

If the coefficient of determination ( $R^2$ ) is used to measure ability independent variable model in explain the variables dependent (Sugiyono, 2012). If the coefficient of determination is higher (closer to 1), then it is said that influence independent variable is large for the dependent variable. Which means that the independent variable has big influence that can explain dependent variable.

##### **3.5.2.4.3. Hypothesis test**

This analysis aims to determine the direction or relationship between the independent variables whether they have a positive or negative effect.

In testing the hypothesis, the value analyzed is the value that is in the t-statistic generated from the PLS output by comparing it with the t-table value. The PLS output is an estimation of the latent variable which is the aggregate linear of

the indicator. The hypothesis used is as follows: The test criteria with a significance level ( $\alpha$ ) of 5% are determined as follows:

- a. If  $t_{\text{count}} > t_{\text{table}}$  which is more than 1.96, then the hypothesis is accepted.
- b. If  $t_{\text{count}} < t_{\text{table}}$ , which is less than 1.96, then the hypothesis is rejected.

Hypothesis testing with PLS is carried out in two stages, namely calculating the effect of the independent variable directly on the dependent variable.

## **CHAPTER IV RESULTS AND DISCUSSION**

### **4.1. Pre-Test Study**

In this research, the researcher used the data of 30 respondents to check the validity and the reliability of the indicators.

#### **4.1.1. Pre-Test Convergent Study**

Convergent Validity of this research is measured by both Average Variance Extracted and Outer Loadings in Table 4.2 as listed below:

**Table 4.1 Pre-Test Convergent Validity**

<b>CONVERGENT VALIDITY</b>
----------------------------



<b>Constructs</b>	<b>Indicators</b>	<b>Outer Loadings</b>	<b>Validity</b>	<b>AVE</b>
Requirements		<b>&gt; 0.5 = Valid</b>		> 0.5
Country Image (CI)	CI1	0.663	Valid	0.531
	CI2	0.842	Valid	
	CI3	0.645	Valid	
	CI4	0.899	Valid	
	CI5	0.528	Valid	
Product Quality	PQ1	0.862	Valid	0.500
(PQ)	PQ2	0.610	Valid	
	PQ3	0.777	Valid	
	PQ4	0.505	Valid	
	PQ5	0.726	Valid	
Brand Image (BI)	BF1	0.762	Valid	0.512
	BF2	0.834	Valid	

	BF3	0.513	Valid	
	BF4	0.654	Valid	
	BF5	0.772	Valid	
Social Media Marketing (SMM)	SMM1	0.722	Valid	0.583
	SMM2	0.736	Valid	
	SMM3	0.691	Valid	
	SMM4	0.889	Valid	
	SMM5	0.843	Valid	
	SMM6	0.788	Valid	
	SMM7	0.762	Valid	
	SMM8	0.653	Valid	
Purchase Intention (PI)	PI1	0.697	Valid	0.569
	PI2	0.591	Valid	
	PI3	0.827	Valid	
	PI4	0.800	Valid	
	PI5	0.830	Valid	

Source: SmartPLS 3.3.2

In this pre-test, all of the indicators country image (COI), Product Quality (PQ), Brand Image (BI), Social Media Marketing (SMM), and Purchase Intention (PI) are indicated valid for the actual test. This result is backed by the

value of average variance extracted and outer loadings of all indicators which exceed the minimum value of 0.5.

**Table 4.2 The Final Indicators**

Variables	Final Indicators	Deleted Indicators
Country Image (CI)  (5 Indicators)	CI1	-
	CI2	
	CI3	
	CI4	
	CI5	
Product Quality  (PQ)  (5 Indicators)	PQ1	-
	PQ2	
	PQ3	
	PQ4	
	PQ5	
Brand Familiarity  (BF)	BF1	-
	BF2	
(5 Indicators)	BF3	
	BF4	
	BF5	

Social Media Marketing (SMM) (5 Indicators)	SMM1	-
	SMM2	
	SMM3	
	SMM4	
	SMM5	
	SMM6	
	SMM7	
	SMM8	
Purchase Intention (PI) (5 Indicators)	PI1	
	PI2	
	PI3	
	PI4	
	PI5	

Source: SmartPLS 3.3.2

#### 4.1.2. Pre-Test Discriminant Validity

**Table 4.3 Pre-Test Discriminant Validity (Fornell-Lacker Criterion)**

	<b>Brand Image</b>	<b>Country Image</b>	<b>Product Quality</b>	<b>Purchase Intention</b>	<b>Social Media Marketing</b>
<b>Brand Image</b>	0.716				

<b>Country Image</b>	0.479	0.728			
<b>Product Quality</b>	0.686	0.493	0.707		
<b>Purchase Intention</b>	0.633	0.317	0.500	0.755	
<b>Social Media Marketing</b>	0.712	0.611	0.666	0.668	0.764

Source: SmartPLS 3.3.2

Using Fornell-Lacker Criterion, Table 4.4 indicated that all of the variables have passed the discriminant validity.

**Table 4.4 Pre-Test Discriminant Validity (Hetero-Monotrait)**

	<b>Brand Image</b>	<b>Country Image</b>	<b>Product Quality</b>	<b>Purchase Intention</b>	<b>Social Media Marketing</b>
<b>Brand Image</b>					
<b>Country Image</b>	0,676				
<b>Product Quality</b>	0,927	0,648			
<b>Purchase Intention</b>	0,712	0,460	0,608		

<b>Social Media Marketing</b>	0,870	0,707	0,792	0,717	
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Source: SmartPLS 3.3.2

Using Hetero-Monotrait, Table 4.4 indicated that all of the variables have passed the discriminant validity.

#### 4.1.3. Pre-Test Reliability

**Table 4.5 Pre - Test Reliability**

<b>CONST RUCT RELIABILITY</b>		
<b>Variable</b>	<b>Composite Reliability</b>	<b>Result</b>
	> 0.6	
CI	0.837	Reliable
PQ	0.845	Reliable
BF	0.829	Reliable
WOM	0.867	Reliable
PI	0.917	Reliable

Source: SmartPLS 3.3.2

Table 4.4 indicated that all of the variables are considered to be reliable because all of the variables have managed to surpass 0.6 in composite reliability.

## 4.2. Actual Study

The research has reviewed the results derived from SmartPLS. For the actual test, the researcher distributed questionnaire to a wider target audience of 150 respondents to be exact.

### 4.2.1. Descriptive Statistic

Below are the means and standard deviations provided by SmartPLS. The descriptive statistic result for the actual test can be shown in table 4.6 as listed:

**Table 4.6 Descriptive Statistic**

<b>Variables</b>	<b>Indicators</b>	<b>Mean</b>	<b>Standard Deviation</b>
Country Image (CI)	CI3	4,347	0.879
	CI4	4,400	0.739
	CI5	4,315	0.880
Product Quality (PQ)	PQ1	4,307	0.824
	PQ2	3,913	1,083
	PQ3	4,293	0.913
	PQ4	3,993	1,080
Brand Image	PQ5	4,227	0.801

(BI)	BI1	4,367	0.820
	BI2	4,068	0.971
	BI3	4,295	0.868
	BI4	4,356	0.833
	BI5	4,287	0.897
Social Media Marketing (SMM)	SMM1	4,373	0.805
	SMM2	4,295	0.876
	SMM3	4,320	0.859
	SMM4	4,200	0.966
	SMM5	4,273	0.908
	SMM6	4,193	0.971
	SMM7	4,440	0.744
	SMM8	3,973	1,233
Purchase Intention (PI)	PI1	4,267	0.950
	PI2	4,327	0.949
	PI3	4,240	0.830
	PI4	4,133	1,024
	PI5	4,147	1,022

Source: SmartPLS 3.3.2



## Inferential Statistics

Inferential statistics will help the researcher to come up with the conclusions in order to make inferences about the population based on the sample

(Sekaran and Bougie, 2016).

### 4.2.1.1. *Outer Model*

The Outer Model is used to test the convergent validity, discriminant validity and reliability.

#### 4.2.1.1.1. Actual Test Convergent Model

If the loading value is 0.5 is considered to be acceptable (Memon & Rahman, 2014). Table 4.7, explained that all variables which are Country Image, Product Quality, Brand Image, Social Media Marketing, and Purchase Intention have 18 valid indicators, 1 acceptable indicators, and 1 invalid indicator.

**Table 4.7 Actual test Convergent Validity**

<b>CONVERGENT VALIDITY</b>					
<b>Constructs</b>	<b>Indicators</b>	<b>Outer Loadings</b>	<b>Validity</b>	<b>AVE</b>	<b>Results</b>
		<b>&gt; 0.5 = Valid</b>			
Requirements				> 0.5	
	CI3	0.632	Valid	0.540	Valid

Country Image (CI)	CI4	0.805	Valid		
	CI5	0.757	Valid		
Product Quality (PQ)	PQ1	0.730	Valid	0.581	Valid
	PQ2	0.757	Valid		
	PQ3	0.799	Valid		
	PQ4	0.714	Valid		
	PQ5	0.808	Valid		
Brand Image (BI)	BI1	0.851	Valid	0.646	Valid
	BI2	0.790	Valid		
	BI3	0.824	Valid		
	BI4	0.815	Valid		
	BI5	0.733	Valid		
Social Media Marketing (SMM)	SMM1	0.736	Valid	0.625	Valid
	SMM2	0.796	Valid		
	SMM3	0.791	Valid		
	SMM4	0.852	Valid		
	SMM5	0.818	Valid		
	SMM6	0.780	Valid		
	SMM7	0.751	Valid		

	SMM8	0.744	Valid		
Purchase Intention (PI)	PI1	0.822	Valid	0.615	Valid
	PI2	0.683	Valid		
	PI3	0.792	Valid		
	PI4	0.835	Valid		
	PI5	0.812	Valid		

Source: SmartPLS 3.3.2 In this pre-test, all of the indicators country image (COI), Product Quality (PQ), Brand Image (BI), Social Media Marketing (SMM), and Purchase Intention (PI) are indicated valid for the actual test except for COI1 and COI2 which have outer loadings values below 0.5. This result is backed by the value of average variance extracted and outer loadings of all indicators which exceed the minimum value of 0.5.

#### 4.2.1.1.2. Actual Discriminant Model Test

All the variables which are Country Image, Product Quality, Brand Image, Social Media Marketing, and Purchase Intention are valid. After convergent validity test, the researcher did discriminant validity test. The results shown on the table 4.7 below.

**Table 4.8 Actual Test Fornell - Lacker**

	<b>Brand Image</b>	<b>Country Image</b>	<b>Product Quality</b>	<b>Purchase Intention</b>	<b>Social Media Marketing</b>
<b>Brand Image</b>	0.804				
<b>Country Image</b>	0.481	0.735			
<b>Product Quality</b>	0.705	0.488	0.762		
<b>Purchase Intention</b>	0.754	0.403	0.659	0.791	
<b>Social Media Marketing</b>	0.778	0.488	0.695	0.723	0.784
<b>Marketing</b>					

Source: SmartPLS 3.3.2

Using Fornell-Lacker Criterion, Table 4.8 indicated that all of the variables have passed the discriminant validity.

**Table 4.9 Actual Hetero-Monotrait**

	<b>Brand Image</b>	<b>Country Image</b>	<b>Product Quality</b>	<b>Purchase Intention</b>	<b>Social Media Marketing</b>

<b>Brand Image</b>					
<b>Country Image</b>	0,686				
<b>Product Quality</b>	0,822	0,680			
<b>Purchase Intention</b>	0,877	0,556	0,778		
<b>Social Media Marketing</b>	0,872	0,658	0,798	0,808	

Source: SmartPLS 3.3.2

Using Hetero-Monotrait Criterion, Table 4.9 indicated that all of the variables have passed the discriminant validity.

#### 4.2.1.1.3. Actual Test Reliability

**Table 4.10 Actual Test Reliability**

CONSTRUCT VALIDITY		
Variable	Composite Reliability	Result
CI	0.582	Reliable
PQ	0.820	Reliable
BI	0.862	Reliable
SMM	0.910	Reliable
PI	0.849	Reliable

Source: SmartPLS 3.3.2

Table 4.10 indicated that all of the variables are considered to be reliable because according to Yusoff (2012), the acceptable level of cronbach alpha's is between 0.5 and 0.7, and it is considered to be good if it surpasses 0.7.

#### 4.2.1.1.4 Model Fit

**Table 4.11 Model Fit**

	Saturated Model	Estimated Model

<b>SRMR</b>	0,070	0,070
<b>d_ULS</b>	1,736	1,736
<b>d_G</b>	0,769	0,769
<b>Chi-Square</b>	621,272	621,272
<b>NFI</b>	0,749	0,749

Source: Smart PLS 3.3.2

The value of saturated model is similar to the estimated model value and there is no difference between those two measurements.

#### **4.2.1.2. Inner Model**

The inner model will help the researcher analyze the relationship between the independent variable (Country Image, Product Quality, Brand Image, and Social Media Marketing) and the dependent variable (Purchase Intention) through the multicollinearity test, the coefficient of determination, and the hypotheses test.

##### **4.2.1.2.1. Multicollinearity Test**

The table below show the multicollinearity test in this study:

**Table 4.12 Multicollinearity (Inner VIF)**

<b>MULTICOLLINEARITY</b>	
<b>Independent Variables</b>	<b>Inner VIF</b>
Country Image	1,407
Product Quality	2,310
Brand Familiarity	2,950
Social Media Marketing	2,897

Source: SmartPLS 3.3.2

From the table 4.11, all of the variables have VIF below 3, This means that there are no correlations between the variable and all of the variable from the model can be included.

**4.2.1.2.2. Coefficient of Determination ( $R^2$ )**

According to Sekaran & Bougie (2016, page 313) information about the goodness of fit of the regression model is provide by the coefficient of determination ( $R^2$ ). This is a statistical measure of how well the regression line approximates the real data points. If is 1, so the regression model fits the data perfectly. If is 0, there is no variation can be attributed to the independent variable. $R^2R^2$ The table below shows the coefficient of determination in this study:



**Table 4.13 R-Square and R-Square Adjusted**

Purchase	R-SQUARE	R-SQUARE ADJUSTED
Intention	0.629	0.619

Source: SmartPLS 3.2.2

From the table 4.13, we can see the  $R^2$  is 0.711 and adjusted is 0.703.

It means the regression model fits the data perfectly.  $R^2$

#### 4.2.1.2.3 Blindfolding

**Table 4.14 Blindfolding**

	SSO	SSE	$Q^2$ (=1-SSE/SSO)
<b>Brand Image</b>	750,000	750,000	
<b>Country Image</b>	450,000	450,000	
<b>Product Quality</b>	750,000	750,000	
<b>Purchase Intention</b>	750,000	473,337	0,369

<b>Social Media Marketing</b>	1200,000	1200,000	
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Source: SmartPLS 3.3.2

According to the result of the blind folding of the purchase intention, this model of research is fitted well because the value of 0.369 is greater than 0.

#### 4.2.1.2.4. Hypotheses Test

In this study, to analyze the hypotheses test is by looking at path coefficient (beta), t - statistic, and p-value. This study use one - tailed test with level of error is 5%. Based on theory, t statistics value should be at least 1.684 and p-value should be below 0.05 for supported the hypohtheses.

**Table 4.15 Hypotheses Test**

<b>Hypotheses</b>	<b>Path Coefficients</b>	<b>t Statistics (&gt; 1,684)</b>	<b>p-value (&lt;0.05)</b>	<b>Results</b>	<b>Conclusion</b>
Brand Image -> Purchase Intention	0.419	3,817	0,000	Significant	Supported

Country Image -> Purchase Intention	<b>-0.024</b>	0.333	<b>0.370</b>	Not significant	Not supported
Product Quality -> Purchase Intention	0.177	1,706	0.044	Significant	Supported
Social Media Marketing -> Purchase Intention	0.286	3,218	0.001	Significant	Supported

Source: SmartPLS 3.3.2

Hypothesis 1: Country Image on Purchase Intention has Path coefficients of 0.024 which have a negative relationship with t statistic of 0.333 which is smaller than 1.684 while the p-value obtained is 0.370, so the relationship between country image and purchase intention is not significant because of the variables in the table not significant, so the conclusion is not supported.

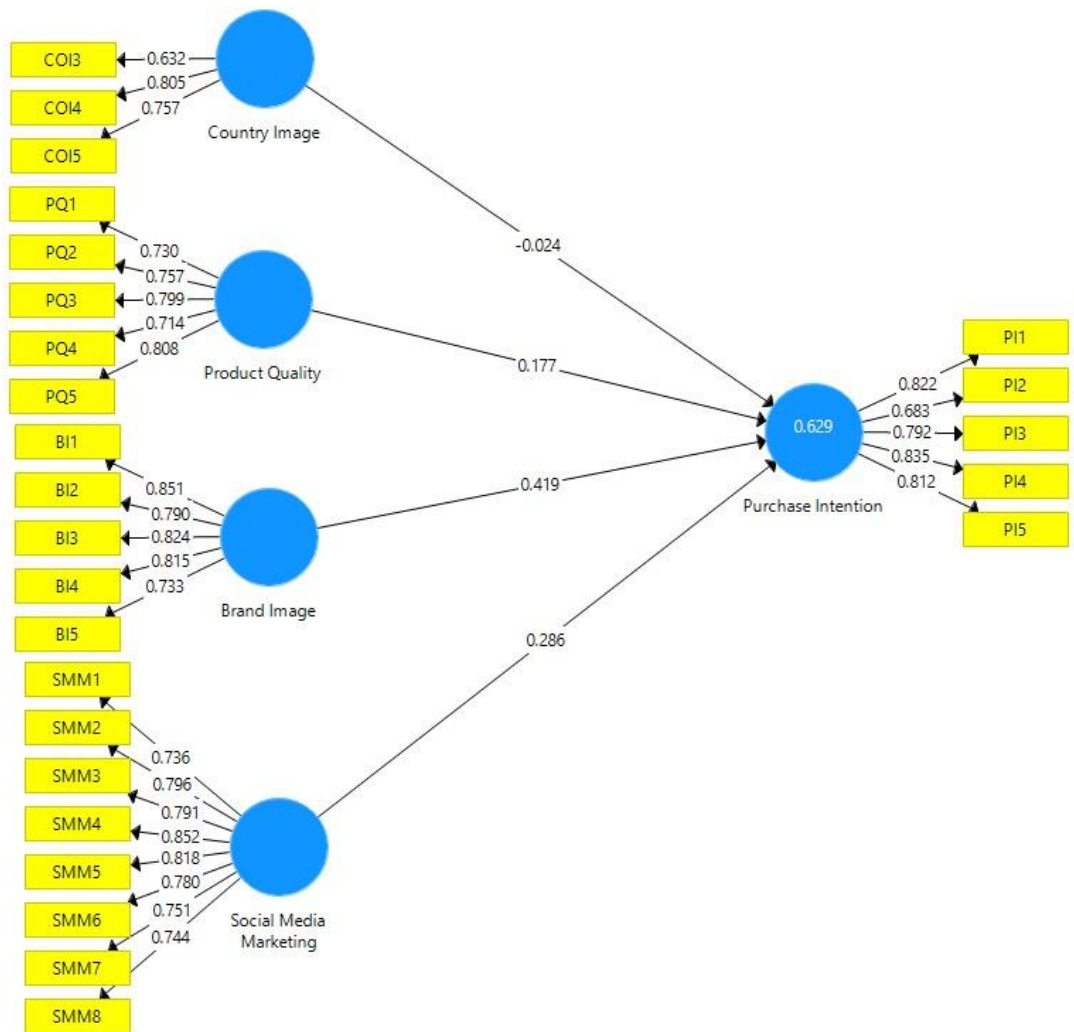
Hypothesis 2: Product Quality on Purchase Intention has Path Coefficients of 0.177 which has a positive relationship with the t statistic of 1.706 where the t statistic is greater than 1.684 while the P value is 0.044, the relationship between product quality and purchase intention is significant so because the variables in the table are significant, the conclusion is supported.

Hypothesis 3: Brand Image on Purchase Intention has Path Coefficients of 0.419 which has a positive relationship with the t statistic of 3.817 where the t statistic is greater than 1.684 while the P value is 0.000, so the relationship between Brand Image and Purchase Intention is significant because of the variable is in the significant table, the conclusion is supported.

Hypothesis 4: Social Media Marketing on Purchase Intention has a Path Coefficient of 0.286 which has a positive relationship with t Statistic of 3.218 where the t statistic is greater than 1.684 while the P value is 0.001, so the relationship between Social Media Marketing is significant so because of the existing data in the significant table, the conclusion is supported.

### **4.3. Discussion**

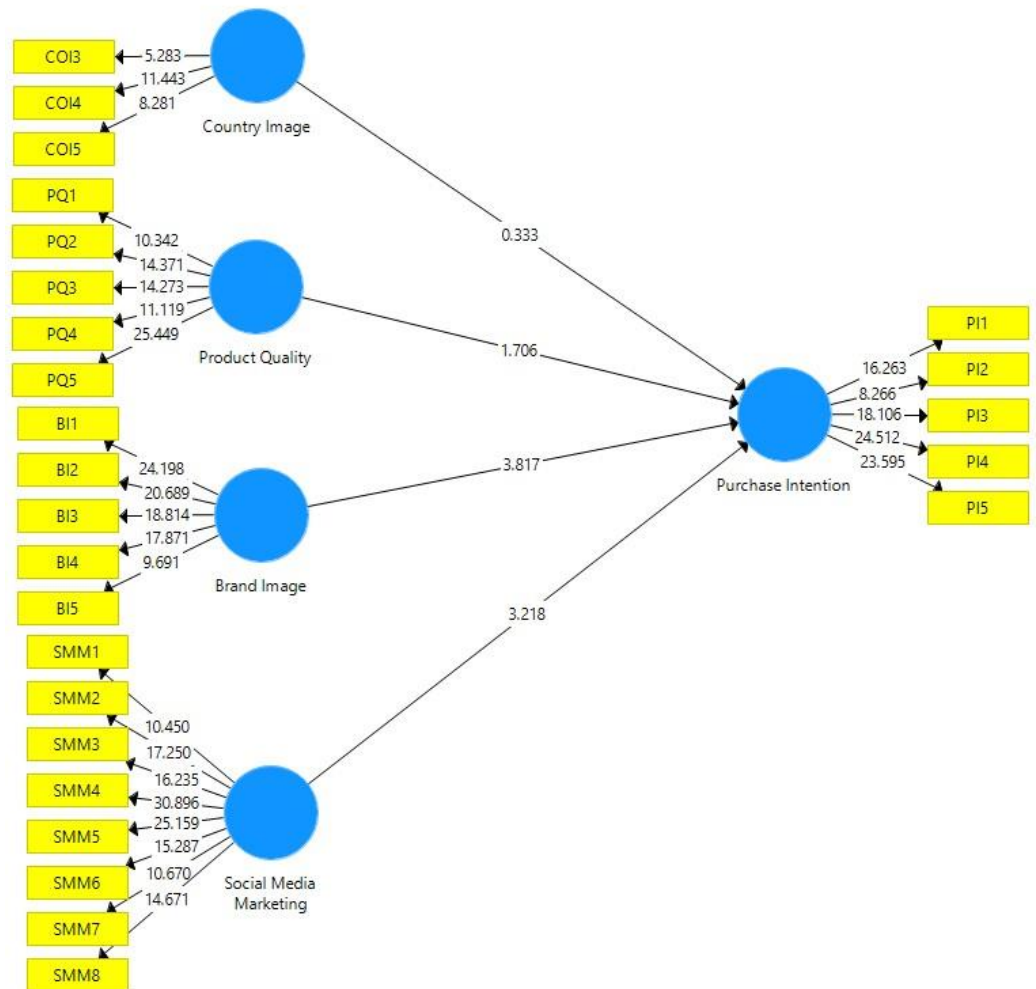
#### **Figure 4.1 Before Bootstrapping**



Source: SmartPLS 3.2.2

From figure 4.1 Purchase Intention has  $R^2$  of 0.629 because the  $R^2$  is greater than 0.5, the relationship between variables is strong. From table 4.1, the one with the strongest relationship is the Brand Image whose path coefficient is 0.419 and the lowest path coefficient is Country Image, which is - 0.024.

**Figure 4.2 After Bootstrapping**



Source: SmartPLS 3.2.2

Based on the bootstrap above Country Image on Purchase Intention has Path coefficients of 0.024 which has a negative relationship with t statistic of 0.333 which is smaller than 1.684 while the p-value is 0.370.

Based on the bootstrap above Product Quality towards Purchase Intention has Path Coefficients of 0.177 which has a positive relationship with t Statistic of 1.706

where t Statistic is greater than 1.684 while the P value obtained is 0.044 from previous researchers who also agree if it has a positive relationship Research Tansil et al., (2014), Nurcahyo & Welsa (2017) and Saputri & Kurniawati, (2015) Perceived quality is positively related to purchase intention.

Based on the bootstrap above The Brand Image on Purchase Intention has Path Coefficients of 0.419 which has a positive relationship with the t statistic of 3.817 where the t statistic is greater than 1.684 while the P value obtained is 0.000 from the previous researcher who also agrees if it has a positive relationship Research Lenarto et al., (2018), Orlando (2015), Wahyuni & Suparna (2014) stated that brand image is positively related to purchase intention.

Based on the bootstrap above Social Media Marketing on Purchase Intention has a Path Coefficient of 0.286 which has a positive relationship with the t statistic of 3.218 where the t statistic is greater than 1.684 while the P value obtained is 0.001, the previous researchers also agree that it has a positive relationship. Research by Zhu and Zhang (2010), (Kim and Ko, 2012) and (Bougenvile & Ruswanti, 2017) stated purchase intention is influenced by social media marketing.

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

## **5.1. Conclusion**

This research was taken from 150 research targets who use Samsung smartphones or those who are not using Samsung smartphones and switch to another brand for some reason. This research was taken inside and outside Jabodetabek which was dominated by 72,5% inside Jabodetabek. Participants who participated in this research started from the age of 15 years to over 35 years, which were followed by Men and Women who had used Samsung and were at least 15 years old.

In this study, we found data that Country Image has an influence on Purchase intention with the result of the t-statistic 0.333. Second, followed by Product Quality with t statistic 1,706. the third is followed by a brand image whose results are t-statistic 3,817, and the fourth is followed by social media marketing whose results are t-statistic 3,218. Brand image has a very big role in purchase intention because in today's digital era people open their smartphone devices more often because it is quicker and clearer to get information valid therefore in the present era Social Media Marketing has a very big role in Purchase Intention. Lots of big brands use the services of celebrities to artists because they can increase from Samsung sales. The data is obtained from the results of research that Social Media Marketing has a great influence on Purchase Intention.

## **5.2. Managerial Implication**

From this research, we can see that several variables have a very influential relationship to Purchase Intention, namely Country Image, Product Quality, Brand Image, and the last one is Social Media Marketing, which can make readers understand more about the relationship



between variables and Purchase Intention. From the results of this study, it can be seen that purchase intention can increase so that sales from Samsung increase. There are factors that must be considered so that Samsung sales increase, first there is the Product Quality factor as obtained by the results of the Questionnaire. Product Quality makes products from Samsung that are in great demand by many people because they have advantages in the camera sector, large batteries, oled screens, open source, and complete features so that the questionnaire made many satisfied with the Samsung product so it was responded positively by respondents. The PO 1 questionnaire scored 4.307 on the quality and quality of the Samsung product. Samsung must be able to maintain this value by developing research and development carefully and when issuing a new product must go through the product testing stage so that when it is used by consumers there are no malfunctions so that consumers from Samasung become satisfied with the product. Then from the results of the questionnaire, the lowest value was obtained on PQ 2, it got a value of 3,913, which is about Samsung products that are not easily damaged. Samsung must be able to improve the quality of its products by reducing bugs in the software used by Samsung from external Samsung must improve in terms of battery life.

The second factor is Brand Image, Samsung has a very good brand image in the eyes of consumers. such as being the market leader in the Smart Phone market in the world, always the fastest to innovate, customer oriented where Samsung always provides the best for its customers, such as providing 24-hour customer service and service in various places because of these factors the results of the determination made respondents who have filled out the questionnaire many agree and like the Samsung SmartPhone. With Customer Oriented,

Samsung has customers who are loyal to the Samsung Brand and the image of Samsung has increased where consumers from Samsung have the view that the brand Image from Samsung is very good. In the BI Questionnaire 1, Samsung got the highest score with a value of 4.367, namely the question of consumer food for the Samsung brand is good, Samsung must be able to defend this title by always innovating and evaluating its products in order to meet consumer desires. Then the lowest score in BI 2 with a value of 4.068 with the question that the Samsung brand attribute is better than other products. Samsung must be able to improve its attributes by means of research and development in order to keep up with the times.

The third factor is Social Media Marketing, the results of the questionnaire distributed to respondents who use Samsung, many agree that Social Media Marketing has a very influential role on purchase intention. With the existence of Social Media, Samsung has become more widely known by people because in delivering promotions or launching new products it is faster because most people make social media a part of their lives so that Samsung promotes a lot on social media, namely Instagram, YouTube, tiktok, and other social media. In the QMS 7 questionnaire, it got a value of 4.440 with the question that Samsung provides a suitable service. This must be maintained by Samsung, such as by building customer relationships in order to get more trust. Then the lowest score on the SMM6 Questionnaire got a score of 4.193 with questions using social media with Samsung products being a trend that Samsung has to increase promotion on social media in a unique way so that it can attract public attention to use Samsung and upgrade its smartphones with newer generations.

### **5.3. Research Limitation**

From the research that has been done there are still several limitations which include:

- a. This research is still homogeneous because most of it is still dominated by students who live in the Jabodetabek area.
- b. This research only use 4 variables, while purchase intention still has many variables that influenced it.
- c. This research only applied for this specific time and context.

### **5.4. Recommendation**

Of all the limitations of the study in the previous point, the researcher provides recommendations for further researchers to do:

- a. Further researchers can conduct research by looking for new variables such as high involment to purchase intention because no one has done research with High Involment variables.
- b. Expand the research area

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## APPENDICES

### Appendix A

QUESTIONNAIRE
<p>1. Jenis Kelamin? ● Pria</p> <ul style="list-style-type: none"><li>● Wanita</li></ul>
<p>2. Usia</p> <ul style="list-style-type: none"><li>● 15-20</li><li>● 21-25</li><li>● 26-30</li><li>● 31-35</li><li>● &gt;35</li></ul>
<p>3. Domisili</p> <ul style="list-style-type: none"><li>● Jakarta</li><li>● Tangerang</li><li>● Bekasi</li><li>● Bogor</li><li>● Luar JABODETABEK</li></ul>
<p>4. Pekerjaan</p> <ul style="list-style-type: none"><li>● Pelajar</li></ul>

- Mahasiswa
- Wiraswasta
- Pns
- Other

#### 5. Penghasilan Perbulan

- < 1000.000
- IDR 1.000.000 - IDR 4.000.000
- IDR 4.001.000 – IDR 8.000.000
- IDR 8.001.000 – IDR 12.000.000
- >12.000.000

1. Korea adalah negara yang berteknologi maju

- STS
- TS
- N
- S
- SS

2. Korea adalah negara yang maju secara ekonomi

- STS
- TS
- N

- S
- SS

3. Korea menghasilkan produk dengan tingkat teknis yang tinggi.

- STS
- TS
- N
- S
- SS

4. Produk Korea dibuat dengan pengerjaan yang cermat

- STS
- TS
- N
- S
- SS

5. Korea bisa diandalkan

- STS
- TS
- N
- S

- SS





1. Produk Samsung mempunyai mutu yang bagus

- STS
- TS
- N
- S
- SS

2. Produk Samsung tidak mudah rusak

- STS
- TS
- N
- S
- SS

3. Produk Samsung memiliki keistimewaan tersendiri.

- STS
- TS
- N
- S
- SS

4. Produk Samsung mempunyai daya tahan yang panjang.

- STS

- TS

- N

- S

- SS

5. Produk Samsung mempunyai kualitas yang sesuai

- STS

- TS

- N

- S

- SS

1. Persepsi konsumen pada terhadap merek Samsung bagus.

- STS
- TS
- N
- S
- SS

2. Atribut merek Samsung lebih baik dari produk lain.

- STS
- TS
- N

- S
- SS

3. Konsumen menyukai produk dari merk Samsung

- STS
- TS
- N
- S
- SS

4. Produk Samsung memberikan nilai yang baik sesuai dengan uang yang dikeluarkan.

- STS
- TS
- N
- S
- SS

5. Konsumen memiliki alasan untuk membeli produk Samsung ini dibandingkan dengan merk lain

- STS
- TS

- N

- S

- SS

1. Persepsi konsumen pada terhadap merek Samsung bagus.

- STS
- TS
- N
- S
- SS

2. Atribut merek Samsung lebih baik dari produk lain.

- STS
- TS
- N
- S
- SS

3. Konsumen menyukai produk dari merk Samsung

- STS
- TS
- N
- S
- SS



4. Produk Samsung memberikan nilai yang baik sesuai dengan uang yang dikeluarkan.

- STS
- TS
- N
- S
- SS

5. Konsumen memiliki alasan untuk membeli produk Samsung ini dibandingkan dengan merk lain

- STS
- TS
- N
- S
- SS

1. Menggunakan media sosial dengan menggunakan produk menyenangkan

- STS
- TS
- N
- S
- SS

2. Konten yang ditampilkan di media sosial di Samsung menarik

- STS
- TS
- N
- S
- SS

3. Media sosial Samsung berbagi informasi dengan orang lain

- STS
- TS
- N
- S
- SS

4. Melalui produk Samsung saya mudah menyampaikan pendapat

- STS
- TS
- N
- S
- SS

5. Konten yang ditampilkan di Samsung adalah informasi terbaru

- STS



- TS
- N
- S
- SS

6. Menggunakan media sosial dengan produk Samsung menjadi tren

- STS
- TS
- N
- S
- SS

7. Samsung menyediakan layanan yang sesuai.

- STS
- TS
- N
- S
- SS

8. Saya mengupload konten di media social Samsung

- STS
- TS

• N

- S

- SS