

ABSTRACT

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THE INFLUENCE OF COUNTRY OF ORIGIN, BRAND IMAGE, AND BRAND EVALUATION ON PURCHASE INTENTION ON APPLE PRODUCTS IN INDONESIA

(xii + 94 pages; 9 figures; 33 tables; 2 appendices)

Unlike all other competitors, Apple products can only afford with some market segmentation. Apple has a strong brand image and is produced by Foxconn in China, so even if it is not manufactured in its own country. This study aims to investigate the impact of country of origin, brand image, and brand evaluation affecting purchase intention towards Apple device trends in the Indonesia. This study used a quantitative approach and non-probability sampling with 220 respondents were obtained using an online questionnaire which was then processed using SmartPLS method. The result shows that the country-of-origin image had a positive effect on brand image, and brand evaluation but not supported on purchase intention. Brand image and brand evaluation also had a positive effect on purchase intentions. In addition, the study indicates that both brand image and brand evaluation played mediating roles on the relationships between country-of-origin image and purchase intention. As the result, some implications are discussed. For example, Apple products must devote their efforts to maintaining and enhancing their brand image in the minds of customers and that consumers use country of origin information as important information for evaluating products and the next research direction is proposed.

Keywords: Country of Origin, Brand Image, Brand Evaluation, Purchase Intention.

Reference: 92 references (1995-2021)

