

## ABSTRACT

Hyun Joo Kim (01013200010)

### **THE INFLUENCE OF COUNTRY OF ORIGIN AND BRAND IMAGE ON PURCHASE INTENTION OF SAMSUNG SMARTPHONE WITH PERCEIVED QUALITY AS MEDIATING VARIABLE**

(127 pages, 4 figures, 19 tables, 4 appendices)

This study investigates how country of origin and brand image influence consumers' willingness to purchase Samsung smartphones, with perceived quality acting as a mediator. The research, which involved 216 university students from the Jabodetabek area, utilized SmartPLS 4 for data analysis. Findings reveal that while country of origin positively impacts perceived quality, its effect on purchase intention lacks statistical significance. Conversely, brand image significantly influences both perceived quality and purchase intention. Furthermore, perceived quality acts as a mediator between country of origin and purchase intention, albeit not significantly, and between brand image and purchase intention, where significance is absent. Managerial implications highlight the importance of cultivating a reputation for innovation and quality through marketing initiatives that highlight product features and technological advancements. Continued investment in research and development, especially in key areas like cameras, displays, and software, is crucial for maintaining competitiveness. Additionally, organizations should prioritize gathering and analyzing customer feedback to refine strategies effectively. However, the study is not without limitations. These include an uneven age distribution among respondents and a sample limited to university students familiar with Samsung smartphones in the Jabodetabek area. As a result, the generalizability of the findings beyond this specific demographic may be limited.

**Keywords:** Country of Origin, Brand Image, Perceived Quality, Purchase Intention

**References:** 61 (1999 - 2023)