

**PENGARUH *COUNTRY-OF-ORIGIN* TERHADAP
PURCHASE INTENTION PADA PENGGUNA *SMARTPHONE* DI
INDONESIA**

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ABSTRAK

Perkembangan teknologi informasi dan komunikasi telah menjadikan *smartphone* sebagai perangkat esensial dalam kehidupan sehari-hari serta meningkatkan persaingan di industri *smartphone* global. Indonesia sebagai salah satu pasar *smartphone* terbesar di dunia menjadi arena kompetitif bagi berbagai merek dengan latar belakang *country-of-origin* yang beragam. Penelitian bertujuan untuk menguji pengaruh *country-of-origin* terhadap *brand image*, *attitude towards the brand*, dan *purchase intention* pada pengguna *smartphone* di Indonesia. Penelitian menggunakan metode pendekatan kuantitatif dengan menggunakan kuesioner *online*. Data dianalisis dengan model *Structural Equation Modeling* (SEM) menggunakan *software* Amos Graphics 23. Teknik pengambilan sampel yang digunakan dalam penelitian adalah *non-probability sampling* dengan jenis *purposive sampling*. Data didapatkan langsung dari responden yang sesuai dengan kriteria karakteristik populasi melalui penyebaran kuesioner dengan jumlah 300 responden. Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan *country-of-origin* terhadap *purchase intention*, *brand image*, dan *attitude towards the brand*. Kemudian, pengaruh positif dan signifikan *brand image* terhadap *purchase intention* dan *attitude towards the brand*, serta pengaruh positif dan signifikan *attitude towards the brand* terhadap *purchase intention*.

Kata kunci: *attitude towards the brand*, *brand image*, *country-of-origin*, *purchase intention*, *smartphone*

***THE INFLUENCE OF COUNTRY-OF-ORIGIN ON
PURCHASE INTENTION AMONG SMARTPHONE USERS
IN INDONESIA***

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ABSTRACT

The development of information and communication technology has made smartphones an essential device in daily life and increased competition in the global smartphone industry. Indonesia, as one of the largest smartphone markets in the world, has become a competitive arena for various brands with diverse country-of-origin backgrounds. The research aims to examine the influence of country-of-origin on brand image, attitude toward the brand, and purchase intention among smartphone users in Indonesia. The research uses a quantitative approach with an online questionnaire. Data were analyzed using the Structural Equation Modeling (SEM) model with Amos Graphics 23 software. The sampling technique used in this study is non-probability sampling with the purposive sampling type. Data was obtained directly from respondents who met the criteria for population characteristics through the distribution of questionnaires to 300 respondents. The research results indicate a positive and significant influence of country-of-origin on purchase intention, brand image, and attitude toward the brand. Furthermore, there is a positive and significant influence of brand image on purchase intention and attitude toward the brand, as well as a positive and significant influence of attitude toward the brand on purchase intention.

Keywords: *attitude towards the brand, brand image, country-of-origin, purchase intention, smartphone*