

**THE EFFECT OF COUNTRY OF ORIGIN IMAGE TOWARDS  
PURCHASE INTENTION WITH PERCEIVED QUALITY AS  
MEDIATING VARIABLE ON SAMSUNG AND OPPO SMARTPHONE**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana  
Manajemen (S1) in International Business Management Program  
Faculty of Business and Economics Atma Jaya University Yogyakarta**



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**FACULTY OF BUSINESS AND ECONOMICS  
ATMA JAYA UNIVERSITY YOGYAKARTA  
2019**

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**This is to certify that the thesis entitled**  
**THE EFFECT OF COUNTRY OF ORIGIN IMAGE TOWARDS**  
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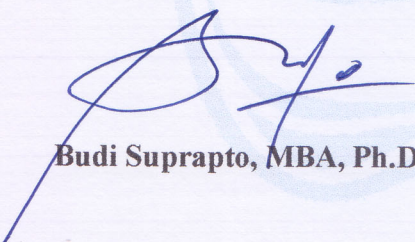
**Has been defended and accepted on January 9<sup>th</sup>, 2020 towards fulfillment of**  
**the requirements for the Degree of Sarjana Manajemen (S1)**

**in International Business Management Program**

**Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**

**Examination Committee**

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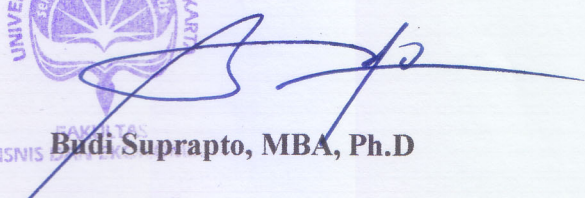
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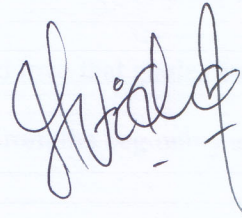
### **AUTHENCITY ACKNOWLEDGEMENT**

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**Is really, my own thinking and writing, I fully knowledge that my writings do  
not contain others' or part(s) of other's writing, except for those that have  
been cited and mentioned in the references.**

**Cornelita Vinda Pudjiantoro**

A handwritten signature in black ink, appearing to read 'Cornelita Vinda Pudjiantoro', with a stylized flourish at the end.

**Yogyakarta, December 13<sup>th</sup>, 2019**

## **ACKNOWLEDGEMENT**

Thank to Almighty God who has given His blessings to the author for finishing this research from the beginning until the end, so this thesis can be done on time. This thesis is needed to meet one of academic requirements in completion of Bachelor study of International Business Management Program, University of Atma Jaya Yogyakarta. The title that the authors propose is:

### **THE EFFECT OF COUNTRY OF ORIGIN IMAGE TOWARDS PURCHASE INTENTION WITH PERCEIVED QUALITY AS MEDIATING VARIABLE ON SAMSUNG AND OPPO SMARTPHONE**

In the process of making the thesis, the author got support from various parties that made the process of the thesis was better, faster, and easier. Therefore, I would like to express my big gratitude for:

1. My Almighty God who has given His bless and love that guides and accompanies the process of making the thesis from the beginning until the end.
2. My advisor Ms. Nadia Nila Sari, SE., MBA. who always helps, guides, and teaches the author patiently when the process of making the thesis is conducted.
3. Mr. Drs, Budi Suprpto, MBA, Ph.D as the Dean of the Faculty of Business and Economics who has given this certification as a representative of Atma Jaya University Yogyakarta.

4. All staff and employees of the Faculty of Business and Economics, University of Atma Jaya Yogyakarta who has helped the author for all of the administration and other things from the first semester.
5. My family, mom and dad who always give support to the author through pray, good advice, and financial support, so the author can be more motivated to complete the thesis.
6. My dearest best friend, Sun Ming Yu who unceasingly provides support, assistance, and motivation when author feels tired and distressed in the process of writing a thesis.
7. My friends from Guangzhou, He Jia Hui, Chen Ying Lin, Lin Xiao Ling, Zhong Ming Hui, Wei Chun Xiang who give me encouragement.
8. My classmates from IBMP batch 2015 and other friends in Atma Jaya University who have accompanied me to study in Atma Jaya Yogyakarta University for these years.
9. All the respondents of the research who have spare their time to fill the questionnaire, so the author can collect the data quickly.
10. The parties who helped the author in completing this final task that cannot be mention one by one.

Finally, author realizes that this thesis in not perfect enough. Author accepts every criticism, suggestions, and other knowledge that will complete and develop this thesis, so this thesis can be more reliable for the further research. Hopefully, this thesis is useful for the students or other people who need for a reference to make the further research.

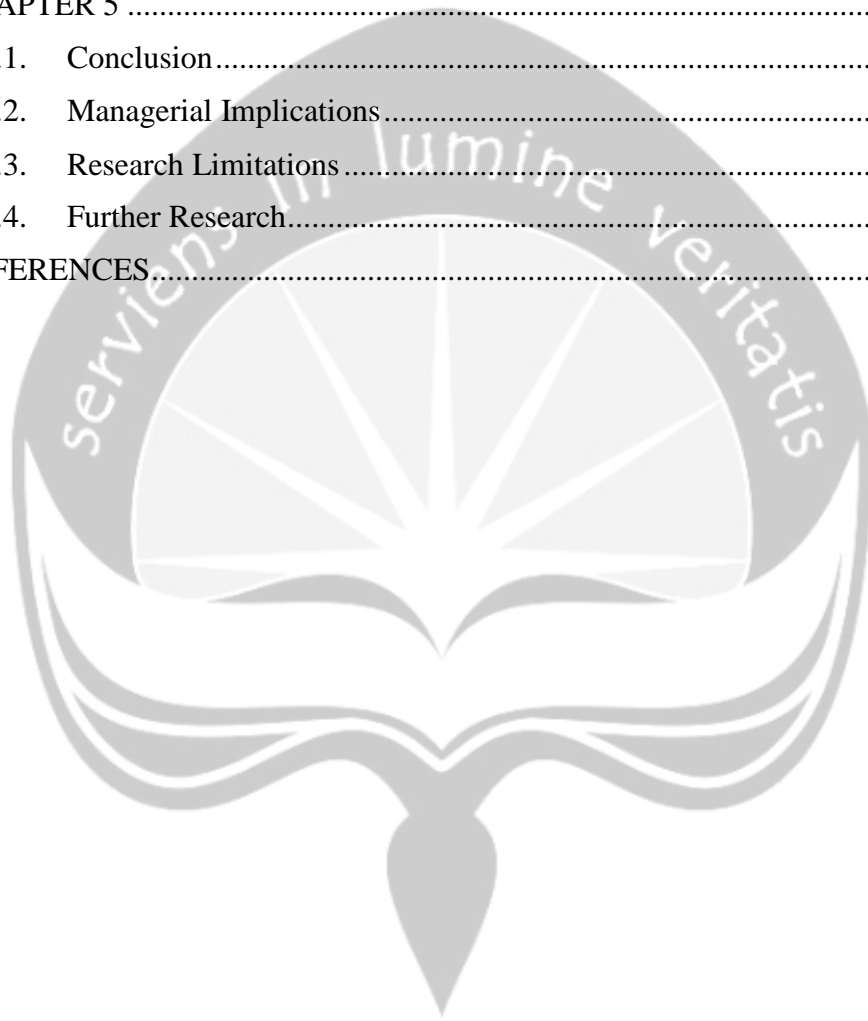
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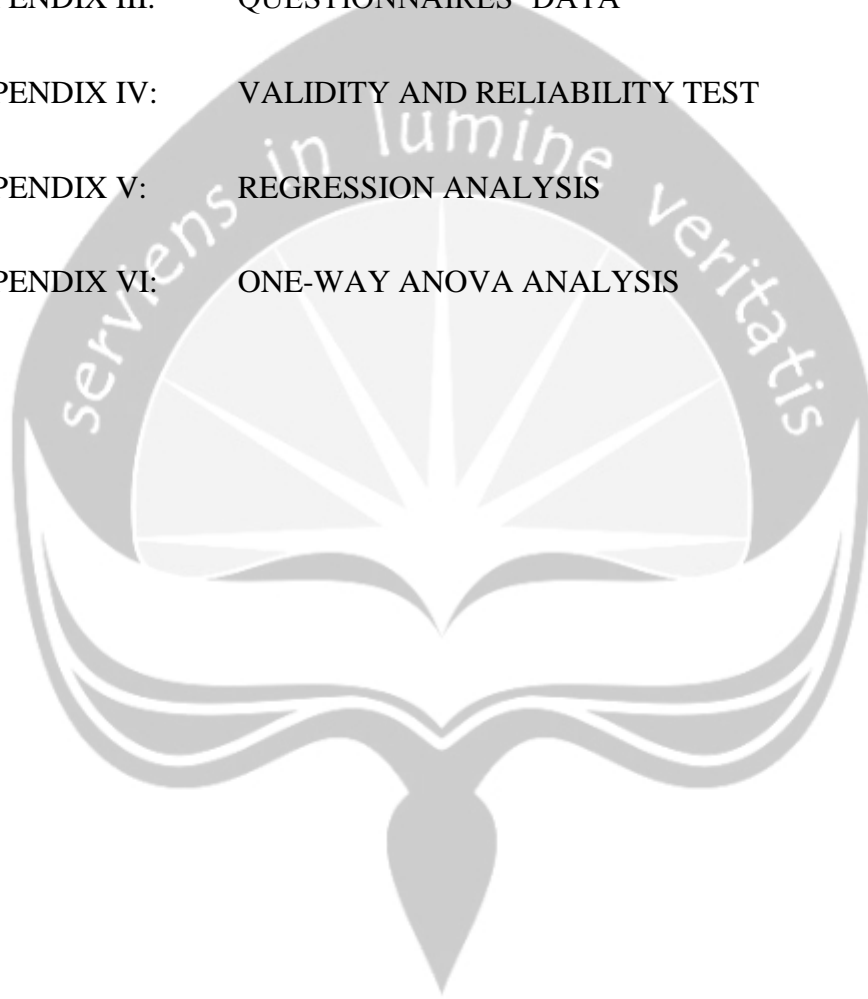
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**ABSTRACT**

The main purpose of this research is to know about the effects of country-of-origin image toward Indonesian consumers' purchase intention on Samsung and Oppo smartphone product. Country-of-origin image has become one of the factors that influence the customer purchase intention. This research uses online questionnaire to collect the data, which is distributed to 208 respondents. Regression analysis and mediation analysis are used to analyse the data.

The results show that country-of-origin image has significant and positive effect to the purchase intention through perceived quality as the mediating variable. It is better for the further research to add more variables and change the object to low involvement products. The result of this research can help the marketers or companies who are targeting Indonesia as their market to consider country-of-origin image besides of brand image and consider the best advertising strategies for their companies.

**Keywords:** Country-of-origin image, perceived quality, purchase intention, Oppo, Samsung