



## **CHAPTER 5**

### **CONCLUSION AND RECCOMENDATION**

In this fifth chapter, the authors draw conclusions from the results of research that has been done. The conclusions, managerial implications, research limitations, and suggestions are as follows:

#### **5.1. Conclusion**

Based on the results that has been interpreted in chapter four, these are the following conclusions can be drawn by author:

1. Based on the analysis of the Samsung respondent's profile, it can be concluded that:
  - a) Based on the gender, the majority of the respondents who filled the questionnaires are female.
  - b) Based on the ages, the majority of the respondents who filled the questionnaires are people with ages range between 12 – 23 years old.

- c) Based on the income or pocket money, the majority of the respondents who filled the questionnaires earn Rp. 1.500.001 – Rp. 3.000.000 per month.

2. Based on the analysis of the Oppo respondent's profile, it can be concluded that:

- a) Based on the gender, the majority of the respondents who filled the questionnaires are female.
- b) Based on the ages, the majority of the respondents who filled the questionnaires are people with ages range between 12 – 23 years old.
- c) Based on the income or pocket money, the majority of the respondents who filled the questionnaires earn Rp. 1.500.001 – Rp. 3.000.000 per month.

3. Based on Samsung's linear and multiple regression analysis, it can be concluded that:

- a) Country-of-Origin Image positively and significantly influences Indonesian customers in Perceiving Quality of the product. (***H1a accepted***)

- b) Perceived Quality positively and significantly influences Indonesian customers on Purchasing Intention. **(H2a accepted)**
- c) Country-of-Origin Image positively and significantly influences Indonesian customers on Purchasing Intention. **(H3a accepted)**
- d) Country-of-origin positively and significantly influences Indonesian customers' Purchasing Intention, through Perceived Quality as mediating variable. **(H4a accepted)**

4. Based on Oppo's linear and multiple regression analysis, it can be concluded that:

- a) Country-of-Origin Image positively and significantly influences Indonesian customers in Perceiving Quality of the product. **(H1b accepted)**
- b) Perceived Quality positively and significantly influences Indonesian customers on Purchasing Intention. **(H2b accepted)**
- c) Country-of-Origin Image positively and significantly influences Indonesian customers on Purchasing Intention. **(H3b accepted)**
- d) Country-of-origin positively and significantly influences Indonesian customers' Purchasing Intention, through Perceived Quality as mediating variable. **(H4b accepted)**

5. Based on mediation test, it can be concluded that:

- a) There is partial mediation in Samsung model

- b) There is partial mediation in Oppo model

6. Based on the One-Way ANOVA test conducted in Samsung, it can be concluded that:

- a) There are no differences of country-of-origin image influence, and purchase intention towards Samsung products based on the respondents' income or pocket money.
- b) There is difference of perceiving quality of Oppo products based on the respondents' income or pocket money.

7. Based on the One-Way ANOVA test conducted in Samsung, it can be concluded that:

- a) There are no differences of country-of-origin image influence, and purchase intention towards Oppo products between all the respondents based on the respondents' income or pocket money.
- b) There is difference of perceiving quality of Oppo' products based on the respondents' income or pocket money.

## 5.2. Managerial Implications

- a) Managerial Implication for Samsung

Based on the beta value, the perceived quality variable has the highest beta value. Because of that, author would recommend

Samsung and other smartphone companies to pay special attention to the consumers' quality perception.

The smartphone companies can do specific communication process that addresses the quality of their products so consumers can be able to better perceive the quality of the products. They also have to describe more about the quality side of the products on the advertising.

Last, companies need to maintain and improve the quality of existing the products, continue to develop new features, expand and multiply service center services, increase battery life, improve performance and specifications and even provide a longer warranty. Thus, the intention of consumers to buy smartphone products based on quality considerations will be even greater.

b) Managerial Implication for Oppo

Based on the beta value, the perceived quality variable has the highest beta value. Because of that, author would recommend Oppo and other smartphone companies to pay special attention to the consumers' quality perception.

The smartphone companies can do specific communication process that addresses the quality of their products so consumers can be able to better perceive the quality of the products. They also have

to describe more about the quality side of the products on the advertising.

Last, companies need to maintain and improve the quality of existing the products, continue to develop new features, expand and multiply service center services, increase battery life, improve performance and specifications and even provide a longer warranty. Thus, the intention of consumers to buy smartphone products based on quality considerations will be even greater.

### **5.3. Research Limitations**

- a) The R-Square and Adjusted R-Square of this result is not 100%, it means that there are still other variables that could explain outside the chosen variables.
- b) The majority of the respondents are young people, so most of them still ask their parents to purchase the smartphone products, which means parents' decision or recommendation also become one of the factors before they decide to purchase smartphone product.
- c) The questionnaire is distributed through online, so author cannot control the fulfillment process.

### **5.4. Further Research**

It is better for further research to add more variables, so more knowledge about the effects of country of origin image toward purchase

intention can be added. The further research can use the low involvement products as the object of the research instead of the high involvement products because the result could be different between the high involvement products and low involvement product. The future researchers also can compare global brands and local brands from their country to know which one is more preferable and to know more about customers' perspective towards their own country or other countries image.



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**APPENDIX I**  
**QUESTIONNAIRE**



**THE EFFECT OF COUNTRY OF ORIGIN IMAGE TOWARDS  
INDONESIAN CONSUMERS' PURCHASE INTENTION THROUGH  
PERCEIVED QUALITY AS MEDIATING VARIABLE ON SAMSUNG  
AND OPPO**

Let me introduce myself, my name is Cornelita Vinda Pudjiantoro. I am a student of the International Business Management Program at the Faculty of Business and Economics, Atma Jaya University, Yogyakarta. Right now, I am conducting a research as one of the requirements to complete my final project (thesis). This questionnaire is intended for Brothers / Sisters who have Samsung smartphone products for a minimum period of 1 year, and currently domiciled in Indonesia. Please take a moment to fill out this questionnaire. For your participation and willingness, thank you very much.

Perkenalkan, nama saya Cornelita Vinda Pudjiantoro. Saya adalah mahasiswa program studi Manajemen Internasional Fakultas Bisnis dan Ekonomi Universitas Atma Jaya Yogyakarta. Sekarang ini saya sedang melakukan penelitian untuk menyelesaikan tugas akhir (skripsi) saya. Kuisisioner ini ditujukan kepada Saudara / Saudari yang memiliki produk smartphone merk Samsung dalam kurun waktu minimal 1 tahun, dan saat ini berdomisili di Indonesia. Saya memohon bantuan Saudara / Saudari sekalian untuk meluangkan waktu sejenak untuk mengisi kuesioner ini. Atas partisipasi dan kesediaan Saudara / Saudari sekalian, saya ucapkan banyak terima kasih.

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**PART I: FILTER QUESTION**

Do you have a Samsung smartphone product for at least 1 year, and are currently domiciled in Indonesia?

- a. Yes (continue to the next question)
- b. No (stop here)

Apakah anda memiliki produk smartphone merk Samsung dalam kurun waktu minimal 1 tahun, dan saat ini berdomisili di Indonesia?

- a. Ya (lanjut ke pertanyaan berikutnya)
- b. Tidak (berhenti sampai disini)

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**PART II: RESPONDENT'S IDENTITY**

Gender

- a. Male
- b. Female

Jenis Kelamin

- a. Laki – laki
- b. Perempuan

Age

\_\_\_\_\_

Usia

\_\_\_\_\_

Average income / pocket money every month

- a.  $\leq$  Rp.1.500.000
- b. Rp. 1.500.001 - Rp. 3.000.000
- c. Rp. 3.000.001 - Rp. 4.500.000
- d. Rp. 4.500.001 - Rp. 6.000.000
- e.  $>$  Rp. 6.000.000

Pendapatan / uang saku rata – rata per bulan

- a.  $\leq$  Rp.1.500.000
- b. Rp. 1.500.001 - Rp. 3.000.000
- c. Rp. 3.000.001 - Rp. 4.500.000
- d. Rp. 4.500.001 - Rp. 6.000.000
- e.  $>$  Rp. 6.000.000

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### **PART III: INTSTRUCTIONS TO FILL THE QUESTIONNAIRE**

This section is a statement given to be answered in accordance with your opinions as well. There are no right or wrong answers, therefore your help to fill out this questionnaire honestly, objectively, and as it is will be very meaningful for this research. Statements must be answered using a 5 Likert scale as a benchmark.

There are five answer choices provided, namely:

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = totally agree

The results of this study will only be used for academic purposes. I really appreciate the time you take to fill out this questionnaire. The confidentiality of your identity is guaranteed, and I will guard it in accordance with research ethics.

Once again, I say thank you to you who have been willing to take the time to fill out this questionnaire.

Bagian ini adalah pernyataan yang diberikan untuk dijawab sesuai dengan pendapat anda sekalian. Tidak ada jawaban yang benar ataupun salah, oleh karena itu bantuan dari anda untuk mengisi kuesioner ini dengan sejujur-jujurnya, secara obyektif, dan apa adanya akan sangat berarti bagi penelitian ini. Pernyataan harus dijawab dengan menggunakan skala 5 likert sebagai tolak ukur.

Terdapat lima pilihan jawaban yang disediakan, yaitu:

1 = sangat tidak setuju

2 = tidak setuju

3 = netral

4 = setuju

5 = sangat setuju

Hasil dari penelitian ini hanya akan digunakan untuk kepentingan akademis. Saya sangat menghargai waktu yang anda luangkan untuk mengisi kuesioner ini. Kerahasiaan identitas anda terjamin dan akan saya jaga sesuai dengan etika penelitian. Sekali lagi saya ucapkan terima kasih kepada Saudara / Saudari yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

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#### **PART IV: COUNTRY-OF-ORIGIN IMAGE**

South Korea is one of the developed countries in Asia. Its rapid economic growth makes this country known as the Tiger of Asia. The entertainment industry is one of South Korea's ways to increase its exports. Technology products from South Korea have been superior in the world market for a long time even though they are now facing intense competition with China. One of the South Korean technology products known to the world community is Samsung. Therefore, in this section, I would like to know the views of you all about this country by filling in the following statements.

Korea Selatan merupakan salah satu negara maju di Asia. Pertumbuhan ekonominya yang sangat cepat membuat negara ini dikenal dengan sebutan Macan Asia. Industri hiburan merupakan salah satu cara Korea Selatan untuk meningkatkan eksportnya. Produk – produk teknologi asal Korea Selatan unggul di pasar dunia sejak dulu walaupun kini tengah menghadapi persaingan ketat dengan Tiongkok. Salah satu produk teknologi Korea Selatan yang dikenal masyarakat dunia adalah Samsung. Oleh karena itu, pada bagian ini, saya ingin mengetahui pandangan dari Saudara / Saudari sekalian tentang negara ini dengan mengisi pernyataan - pernyataan berikut ini.

No	QUESTIONS	1	2	3	4	5
1	The level of economic development in South Korea is high Tingkat perkembangan ekonomi di Korea Selatan tinggi					
2	The level of democratic politics in South Korea is high Tingkat politik demokrasi di Korea Selatan tinggi					
3	South Korea has high industrialization level Korea Selatan memiliki tingkat industrialisasi yang tinggi					
4	The standard of living in South Korea is high Standar hidup di Korea Selatan tinggi					
5	South Korea is technically advanced Korea Selatan memiliki kemajuan dalam hal teknik					
6	South Korea produces high quality products Korea Selatan menghasilkan produk berkualitas tinggi					
7	It is great to have the product from South Korea Sangat menyenangkan memiliki produk dari Korea Selatan					
8	The product from South Korea is reliable Produk dari Korea Selatan dapat diandalkan					

## PART V: PERCEIVED QUALITY

Quality perception is your perception as a consumer of the overall quality or excellence of a product, whether the product is in accordance with your expectations when deciding to buy the product. Samsung is the object of this research. So, the answers in this section are expected according to your opinion or experience after using a Samsung smartphone brand after at least 1 year of use.

Persepsi kualitas merupakan persepsi anda sebagai konsumen terhadap keseluruhan kualitas atau keunggulan suatu produk, apakah produk tersebut sesuai dengan ekspektasi anda ketika memutuskan untuk membeli produk tersebut. Samsung adalah objek dari penelitian ini. Jadi, jawaban pada bagian ini diharapkan sesuai dengan pendapat atau pengalaman anda setelah menggunakan smartphone merk Samsung setelah minimal 1 tahun penggunaan.

No	QUESTIONS	1	2	3	4	5
1	Samsung offers very good quality products Samsung menawarkan produk dengan kualitas sangat baik					
2	Samsung offers consistent quality for its products Samsung menawarkan kualitas yang konsisten untuk produk – produknya					
3	Samsung offers very reliable products Samsung menawarkan produk yang sangat bisa diandalkan					
4	Samsung offers products with excellent features Samsung menawarkan produk dengan fitur yang luar biasa					

## PART VI: PURCHASE INTENTION

Purchase intention is a big tendency that encourages consumers to buy a product. This determines consumer purchasing decisions for a product. The answers in this section will be used to find out how much your purchase intention is for Samsung smartphone products.

Niat beli adalah kecenderungan besar yang mendorong konsumen untuk membeli suatu produk. Hal ini menentukan keputusan pembelian konsumen terhadap suatu produk. Jawaban pada bagian ini akan digunakan untuk mengetahui seberapa besar niat beli anda terhadap produk smartphone merk Samsung.

No	QUESTIONS	1	2	3	4	5
1	I would intend to buy Samsung products in the future Saya berniat untuk membeli produk Samsung di masa yang akan datang					
2	I have a big willingness to buy other smartphone products from Samsung Saya memiliki keinginan besar untuk membeli produk smartphone Samsung yang lain					
3	I am likely to purchase any smartphone products from Samsung Saya cenderung membeli produk smartphone apapun dari Samsung					
4	It is possible that I will recommend Samsung products to other people Kemungkinan, saya akan merekomendasikan produk Samsung kepada orang lain					

**THE EFFECT OF COUNTRY OF ORIGIN IMAGE TOWARDS  
INDONESIAN CONSUMERS' PURCHASE INTENTION THROUGH  
PERCEIVED QUALITY AS MEDIATING VARIABLE ON SAMSUNG  
AND OPPO**

Let me introduce myself, my name is Cornelita Vinda Pudjiantoro. I am a student of the International Business Management Program at the Faculty of Business and Economics, Atma Jaya University, Yogyakarta. Right now, I am conducting a research as one of the requirements to complete my final project (thesis). This questionnaire is intended for Brothers / Sisters who have Oppo smartphone products for a minimum period of 1 year, and currently domiciled in Indonesia. Please take a moment to fill out this questionnaire. For your participation and willingness, thank you very much.

Perkenalkan, nama saya Cornelita Vinda Pudjiantoro. Saya adalah mahasiswa program studi Manajemen Internasional Fakultas Bisnis dan Ekonomi Universitas Atma Jaya Yogyakarta. Sekarang ini saya sedang melakukan penelitian untuk menyelesaikan tugas akhir (skripsi) saya. Kuisisioner ini ditujukan kepada Saudara / Saudari yang memiliki produk smartphone merk Oppo dalam kurun waktu minimal 1 tahun, dan saat ini berdomisili di Indonesia. Saya memohon bantuan Saudara / Saudari sekalian untuk meluangkan waktu sejenak untuk mengisi kuesioner ini. Atas partisipasi dan kesediaan Saudara / Saudari sekalian, saya ucapkan banyak terima kasih.

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**PART I: FILTER QUESTION**

Do you have an Oppo smartphone product for at least 1 year, and are currently domiciled in Indonesia?

- c. Yes (continue to the next question)
- d. No (stop here)

Apakah anda memiliki produk smartphone merk Oppo dalam kurun waktu minimal 1 tahun, dan saat ini berdomisili di Indonesia?

- c. Ya (lanjut ke pertanyaan berikutnya)
  - d. Tidak (berhenti sampai disini)
- 

**PART II: RESPONDENT'S IDENTITY**

Gender

- c. Male
- d. Female

Jenis Kelamin

- c. Laki – laki
- d. Perempuan

Age

\_\_\_\_\_

Usia

\_\_\_\_\_

Average income / pocket money every month

- f.  $\leq$  Rp.1.500.000
- g. Rp. 1.500.001 - Rp. 3.000.000
- h. Rp. 3.000.001 - Rp. 4.500.000
- i. Rp. 4.500.001 - Rp. 6.000.000
- j.  $>$  Rp. 6.000.000

Pendapatan / uang saku rata – rata per bulan

- f.  $\leq$  Rp.1.500.000
- g. Rp. 1.500.001 - Rp. 3.000.000
- h. Rp. 3.000.001 - Rp. 4.500.000
- i. Rp. 4.500.001 - Rp. 6.000.000
- j.  $>$  Rp. 6.000.000

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### **PART III: INTSTRUCTIONS TO FILL THE QUESTIONNAIRE**

This section is a statement given to be answered in accordance with your opinions as well. There are no right or wrong answers, therefore your help to fill out this questionnaire honestly, objectively, and as it is will be very meaningful for this research. Statements must be answered using a 5 Likert scale as a benchmark.

There are five answer choices provided, namely:

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = totally agree

The results of this study will only be used for academic purposes. I really appreciate the time you take to fill out this questionnaire. The confidentiality of your identity is guaranteed, and I will guard it in accordance with research ethics.



Once again, I say thank you to you who have been willing to take the time to fill out this questionnaire.

Bagian ini adalah pernyataan yang diberikan untuk dijawab sesuai dengan pendapat anda sekalian. Tidak ada jawaban yang benar ataupun salah, oleh karena itu bantuan dari anda untuk mengisi kuesioner ini dengan sejujur-jujurnya, secara obyektif, dan apa adanya akan sangat berarti bagi penelitian ini. Pernyataan harus dijawab dengan menggunakan skala 5 likert sebagai tolak ukur.

Terdapat lima pilihan jawaban yang disediakan, yaitu:

1 = sangat tidak setuju

2 = tidak setuju

3 = netral

4 = setuju

5 = sangat setuju

Hasil dari penelitian ini hanya akan digunakan untuk kepentingan akademis. Saya sangat menghargai waktu yang anda luangkan untuk mengisi kuesioner ini. Kerahasiaan identitas anda terjamin dan akan saya jaga sesuai dengan etika penelitian. Sekali lagi saya ucapkan terima kasih kepada Saudara / Saudari yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

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#### **PART IV: COUNTRY-OF-ORIGIN IMAGE**

Tiongkok is the same with China. At present, China is known as the country that has the biggest influence on the world economy. The country can master a variety of industries, including the telecommunications industry. This can be seen by the number of smartphone users manufactured by China. One example of a smartphone brand manufactured by China is Oppo. Therefore, in this section, I would like to know the views of you all about this country by filling in the following statements.

Negara Tiongkok sama dengan negara China. Saat ini, Tiongkok dikenal sebagai negara yang memberikan pengaruh paling besar bagi perekonomian dunia. Negara ini mampu menguasai berbagai industri, termasuk industri telekomunikasi. Hal ini dapat kita lihat dengan banyaknya pengguna smartphone yang diproduksi oleh Tiongkok. Salah satu contoh merk smartphone yang diproduksi oleh Tiongkok adalah Oppo. Oleh karena itu, pada bagian ini, saya ingin mengetahui pandangan dari Saudara / Saudari sekalian tentang negara ini dengan mengisi pernyataan - pernyataan berikut ini.



No	QUESTIONS	1	2	3	4	5
1	The level of economic development in China is high Tingkat perkembangan ekonomi di Tiongkok tinggi					
2	The level of democratic politics in China is high Tingkat politik demokrasi di Tiongkok tinggi					
3	China has high industrialization level Tiongkok memiliki tingkat industrialisasi yang tinggi					
4	The standard of living in China is high Standar hidup di Tiongkok tinggi					
5	China is technically advanced Tiongkok memiliki kemajuan dalam hal teknik					
6	China produces high quality products Tiongkok menghasilkan produk berkualitas tinggi					
7	It is great to have the product from China Sangat menyenangkan memiliki produk dari Tiongkok					
8	The product from China is reliable Produk dari Tiongkok dapat diandalkan					

## PART V: PERCEIVED QUALITY

Quality perception is your perception as a consumer of the overall quality or excellence of a product, whether the product is in accordance with your expectations when deciding to buy the product. Oppo is the object of this research. So, the answers in this section are expected according to your opinion or experience after using a Oppo smartphone brand after at least 1 year of use.

Persepsi kualitas merupakan persepsi anda sebagai konsumen terhadap keseluruhan kualitas atau keunggulan suatu produk, apakah produk tersebut sesuai dengan ekspektasi anda ketika memutuskan untuk membeli produk tersebut. Samsung adalah objek dari penelitian ini. Jadi, jawaban pada bagian ini diharapkan sesuai dengan pendapat atau pengalaman anda setelah menggunakan smartphone merk Samsung setelah minimal 1 tahun penggunaan.

No	QUESTIONS	1	2	3	4	5
1	Oppo offers very good quality products Oppo menawarkan produk dengan kualitas sangat baik					

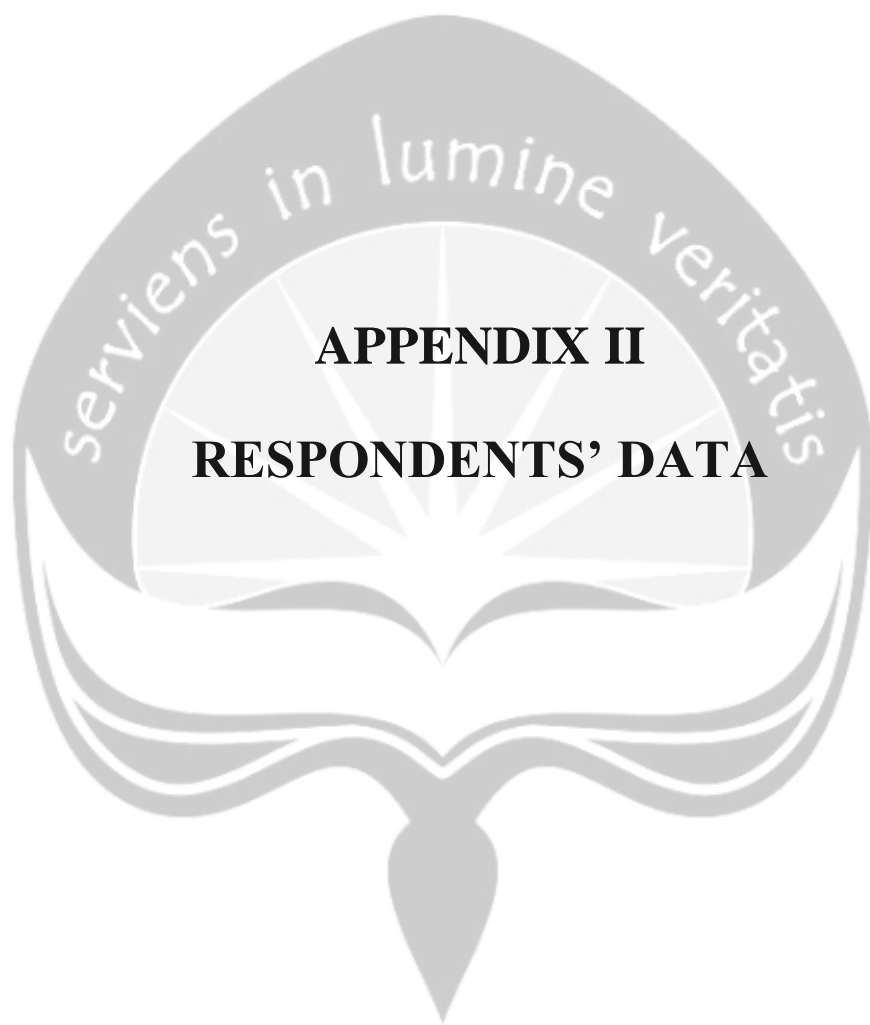
2	Oppo offers consistent quality for its products Oppo menawarkan kualitas yang konsisten untuk produk – produknya					
3	Oppo offers very reliable products Oppo menawarkan produk yang sangat bisa diandalkan					
4	Oppo offers products with excellent features Oppo menawarkan produk dengan fitur yang luar biasa					

## PART VI: PURCHASE INTENTION

Purchase intention is a big tendency that encourages consumers to buy a product. This determines consumer purchasing decisions for a product. The answers in this section will be used to find out how much your purchase intention is for Oppo smartphone products.

Niat beli adalah kecenderungan besar yang mendorong konsumen untuk membeli suatu produk. Hal ini menentukan keputusan pembelian konsumen terhadap suatu produk. Jawaban pada bagian ini akan digunakan untuk mengetahui seberapa besar niat beli anda terhadap produk smartphone merk Oppo.

No	QUESTIONS	1	2	3	4	5
1	I would intend to buy Oppo products in the future Saya berniat untuk membeli produk Oppo di masa yang akan datang					
2	I have a big willingness to buy other smartphone products from Oppo Saya memiliki keinginan besar untuk membeli produk smartphone Oppo yang lain					
3	I am likely to purchase any smartphone products from Oppo Saya cenderung membeli produk smartphone apapun dari Oppo					
4	It is possible that I will recommend Oppo products to other people Kemungkinan, saya akan merekomendasikan produk Oppo kepada orang lain					



**APPENDIX II**

**RESPONDENTS' DATA**

## RESPONDENTS' DATA OF SAMSUNG

No	Gender	Age	Income / Pocket Money per month
1	Female	21	≤ Rp.1.500.000
2	Female	22	> Rp. 6.000.000
3	Male	26	Rp. 4.500.001 - Rp. 6.000.000
4	Male	22	≤ Rp.1.500.000
5	Female	21	Rp. 4.500.001 - Rp. 6.000.000
6	Female	22	Rp. 1.500.001 - Rp. 3.000.000
7	Male	18	≤ Rp.1.500.000
8	Male	22	≤ Rp.1.500.000
9	Female	37	≤ Rp.1.500.000
10	Female	22	Rp. 1.500.001 - Rp. 3.000.000
11	Male	22	Rp. 1.500.001 - Rp. 3.000.000
12	Female	21	Rp. 3.000.001 - Rp. 4.500.000
13	Female	20	Rp. 1.500.001 - Rp. 3.000.000
14	Female	20	Rp. 1.500.001 - Rp. 3.000.000
15	Male	47	> Rp. 6.000.000
16	Male	46	> Rp. 6.000.000
17	Female	22	≤ Rp.1.500.000
18	Female	22	Rp. 1.500.001 - Rp. 3.000.000
19	Male	17	≤ Rp.1.500.000
20	Male	21	Rp. 1.500.001 - Rp. 3.000.000
21	Male	20	Rp. 1.500.001 - Rp. 3.000.000
22	Male	21	Rp. 1.500.001 - Rp. 3.000.000
23	Female	56	Rp. 4.500.001 - Rp. 6.000.000
24	Female	20	Rp. 1.500.001 - Rp. 3.000.000
25	Female	22	> Rp. 6.000.000
26	Female	22	≤ Rp.1.500.000
27	Male	44	> Rp. 6.000.000
28	Male	23	Rp. 3.000.001 - Rp. 4.500.000
29	Female	22	≤ Rp.1.500.000
30	Male	20	≤ Rp.1.500.000
31	Female	22	Rp. 1.500.001 - Rp. 3.000.000
32	Female	22	Rp. 3.000.001 - Rp. 4.500.000
33	Male	22	Rp. 3.000.001 - Rp. 4.500.000
34	Female	54	Rp. 1.500.001 - Rp. 3.000.000
35	Male	23	Rp. 1.500.001 - Rp. 3.000.000
36	Female	22	Rp. 1.500.001 - Rp. 3.000.000
37	Male	22	≤ Rp.1.500.000
38	Male	21	≤ Rp.1.500.000

39	Female	22	Rp. 1.500.001 - Rp. 3.000.000
40	Female	21	Rp. 1.500.001 - Rp. 3.000.000
41	Female	22	≤ Rp.1.500.000
42	Male	22	≤ Rp.1.500.000
43	Female	22	≤ Rp.1.500.000
44	Female	22	Rp. 1.500.001 - Rp. 3.000.000
45	Female	22	≤ Rp.1.500.000
46	Male	23	≤ Rp.1.500.000
47	Female	22	Rp. 1.500.001 - Rp. 3.000.000
48	Male	22	≤ Rp.1.500.000
49	Female	22	≤ Rp.1.500.000
50	Female	22	Rp. 1.500.001 - Rp. 3.000.000
51	Male	21	≤ Rp.1.500.000
52	Female	21	Rp. 1.500.001 - Rp. 3.000.000
53	Female	22	Rp. 1.500.001 - Rp. 3.000.000
54	Female	22	Rp. 1.500.001 - Rp. 3.000.000
55	Female	21	Rp. 1.500.001 - Rp. 3.000.000
56	Female	22	≤ Rp.1.500.000
57	Female	23	Rp. 1.500.001 - Rp. 3.000.000
58	Female	22	Rp. 1.500.001 - Rp. 3.000.000
59	Female	19	≤ Rp.1.500.000
60	Male	18	Rp. 1.500.001 - Rp. 3.000.000
61	Female	18	Rp. 3.000.001 - Rp. 4.500.000
62	Male	47	> Rp. 6.000.000
63	Male	19	Rp. 1.500.001 - Rp. 3.000.000
64	Male	20	≤ Rp.1.500.000
65	Male	22	Rp. 1.500.001 - Rp. 3.000.000
66	Female	19	Rp. 1.500.001 - Rp. 3.000.000
67	Female	24	Rp. 4.500.001 - Rp. 6.000.000
68	Male	22	Rp. 1.500.001 - Rp. 3.000.000
69	Male	22	≤ Rp.1.500.000
70	Male	22	Rp. 3.000.001 - Rp. 4.500.000
71	Female	19	≤ Rp.1.500.000
72	Female	22	Rp. 4.500.001 - Rp. 6.000.000
73	Female	22	≤ Rp.1.500.000
74	Female	22	Rp. 1.500.001 - Rp. 3.000.000
75	Male	31	≤ Rp.1.500.000
76	Male	12	≤ Rp.1.500.000
77	Male	21	≤ Rp.1.500.000
78	Female	21	≤ Rp.1.500.000
79	Male	23	≤ Rp.1.500.000

80	Female	23	Rp. 1.500.001 - Rp. 3.000.000
81	Female	46	> Rp. 6.000.000
82	Male	47	> Rp. 6.000.000
83	Female	47	Rp. 4.500.001 - Rp. 6.000.000
84	Male	22	≤ Rp.1.500.000
85	Male	23	Rp. 1.500.001 - Rp. 3.000.000
86	Female	21	Rp. 1.500.001 - Rp. 3.000.000
87	Female	20	≤ Rp.1.500.000
88	Female	22	≤ Rp.1.500.000
89	Female	22	Rp. 1.500.001 - Rp. 3.000.000
90	Female	23	≤ Rp.1.500.000
91	Male	23	Rp. 1.500.001 - Rp. 3.000.000
92	Female	22	Rp. 1.500.001 - Rp. 3.000.000
93	Female	22	Rp. 1.500.001 - Rp. 3.000.000
94	Female	21	≤ Rp.1.500.000
95	Female	22	Rp. 1.500.001 - Rp. 3.000.000
96	Male	19	Rp. 1.500.001 - Rp. 3.000.000
97	Female	18	Rp. 1.500.001 - Rp. 3.000.000
98	Female	21	Rp. 1.500.001 - Rp. 3.000.000
99	Female	20	Rp. 3.000.001 - Rp. 4.500.000
100	Male	20	≤ Rp.1.500.000
101	Male	23	Rp. 3.000.001 - Rp. 4.500.000

## RESPONDENTS' DATA OF OPPO

No	Gender	Age	Income / Pocket Money per month
1	1	24	Rp. 3.000.001 - Rp. 4.500.000
2	2	22	> Rp. 6.000.000
3	2	22	Rp. 1.500.001 - Rp. 3.000.000
4	2	22	Rp. 1.500.001 - Rp. 3.000.000
5	2	20	Rp. 1.500.001 - Rp. 3.000.000
6	2	19	Rp. 1.500.001 - Rp. 3.000.000
7	2	47	> Rp. 6.000.000
8	2	39	> Rp. 6.000.000
9	1	21	Rp. 1.500.001 - Rp. 3.000.000
10	2	33	Rp. 3.000.001 - Rp. 4.500.000
11	2	37	Rp. 4.500.001 - Rp. 6.000.000
12	2	30	Rp. 1.500.001 - Rp. 3.000.000
13	2	43	Rp. 1.500.001 - Rp. 3.000.000
14	2	27	Rp. 1.500.001 - Rp. 3.000.000
15	2	38	Rp. 1.500.001 - Rp. 3.000.000
16	2	30	≤ Rp.1.500.000
17	2	37	≤ Rp.1.500.000
18	1	17	≤ Rp.1.500.000
19	2	30	Rp. 1.500.001 - Rp. 3.000.000
20	2	26	≤ Rp.1.500.000
21	2	35	> Rp. 6.000.000
22	2	34	Rp. 3.000.001 - Rp. 4.500.000
23	2	35	Rp. 3.000.001 - Rp. 4.500.000
24	2	22	Rp. 1.500.001 - Rp. 3.000.000
25	2	33	> Rp. 6.000.000
26	1	17	> Rp. 6.000.000
27	1	24	Rp. 1.500.001 - Rp. 3.000.000
28	2	34	Rp. 1.500.001 - Rp. 3.000.000
29	2	26	Rp. 3.000.001 - Rp. 4.500.000
30	2	26	Rp. 4.500.001 - Rp. 6.000.000
31	2	20	≤ Rp.1.500.000
32	1	24	Rp. 3.000.001 - Rp. 4.500.000
33	2	21	≤ Rp.1.500.000
34	2	22	Rp. 1.500.001 - Rp. 3.000.000
35	2	30	Rp. 1.500.001 - Rp. 3.000.000
36	1	22	Rp. 1.500.001 - Rp. 3.000.000
37	2	28	> Rp. 6.000.000
38	2	22	Rp. 1.500.001 - Rp. 3.000.000

39	1	31	> Rp. 6.000.000
40	1	22	≤ Rp.1.500.000
41	2	30	Rp. 1.500.001 - Rp. 3.000.000
42	2	25	> Rp. 6.000.000
43	2	21	Rp. 1.500.001 - Rp. 3.000.000
44	2	22	Rp. 4.500.001 - Rp. 6.000.000
45	1	24	≤ Rp.1.500.000
46	1	23	≤ Rp.1.500.000
47	1	21	Rp. 1.500.001 - Rp. 3.000.000
48	1	32	> Rp. 6.000.000
49	2	26	> Rp. 6.000.000
50	2	45	> Rp. 6.000.000
51	2	38	> Rp. 6.000.000
52	1	22	Rp. 1.500.001 - Rp. 3.000.000
53	2	32	> Rp. 6.000.000
54	2	22	Rp. 3.000.001 - Rp. 4.500.000
55	2	26	> Rp. 6.000.000
56	2	36	> Rp. 6.000.000
57	2	19	Rp. 4.500.001 - Rp. 6.000.000
58	1	49	Rp. 1.500.001 - Rp. 3.000.000
59	2	21	Rp. 1.500.001 - Rp. 3.000.000
60	1	23	Rp. 4.500.001 - Rp. 6.000.000
61	1	22	≤ Rp.1.500.000
62	1	22	≤ Rp.1.500.000
63	2	22	≤ Rp.1.500.000
64	2	22	Rp. 1.500.001 - Rp. 3.000.000
65	2	22	≤ Rp.1.500.000
66	2	22	Rp. 1.500.001 - Rp. 3.000.000
67	2	22	≤ Rp.1.500.000
68	2	22	Rp. 1.500.001 - Rp. 3.000.000
69	1	22	Rp. 1.500.001 - Rp. 3.000.000
70	2	22	Rp. 1.500.001 - Rp. 3.000.000
71	2	22	Rp. 1.500.001 - Rp. 3.000.000
72	2	16	≤ Rp.1.500.000
73	1	25	Rp. 1.500.001 - Rp. 3.000.000
74	2	21	≤ Rp.1.500.000
75	1	19	Rp. 3.000.001 - Rp. 4.500.000
76	1	22	Rp. 3.000.001 - Rp. 4.500.000
77	2	22	≤ Rp.1.500.000
78	2	25	≤ Rp.1.500.000
79	2	22	≤ Rp.1.500.000



80	1	23	≤ Rp.1.500.000
81	2	21	≤ Rp.1.500.000
82	2	20	≤ Rp.1.500.000
83	1	47	Rp. 4.500.001 - Rp. 6.000.000
84	2	22	≤ Rp.1.500.000
85	2	22	≤ Rp.1.500.000
86	2	22	Rp. 1.500.001 - Rp. 3.000.000
87	2	22	Rp. 1.500.001 - Rp. 3.000.000
88	2	18	≤ Rp.1.500.000
89	2	22	Rp. 1.500.001 - Rp. 3.000.000
90	2	22	Rp. 3.000.001 - Rp. 4.500.000
91	2	36	Rp. 4.500.001 - Rp. 6.000.000
92	2	18	≤ Rp.1.500.000
93	2	17	≤ Rp.1.500.000
94	1	26	Rp. 4.500.001 - Rp. 6.000.000
95	2	31	> Rp. 6.000.000
96	1	36	> Rp. 6.000.000
97	2	22	Rp. 1.500.001 - Rp. 3.000.000
98	1	22	≤ Rp.1.500.000
99	1	30	Rp. 1.500.001 - Rp. 3.000.000
100	2	35	> Rp. 6.000.000
101	2	45	> Rp. 6.000.000
102	2	27	> Rp. 6.000.000
103	2	31	> Rp. 6.000.000
104	1	26	Rp. 4.500.001 - Rp. 6.000.000
105	2	20	Rp. 1.500.001 - Rp. 3.000.000
106	2	21	Rp. 1.500.001 - Rp. 3.000.000
107	1	18	≤ Rp.1.500.000



**APPENDIX III**  
**QUESTIONNAIRES DATA**



27	4	4	5	4	5	5	5	5	5	5	5	4	4	4	4	4
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## QUESTIONNAIRES' DATA OF OPPO

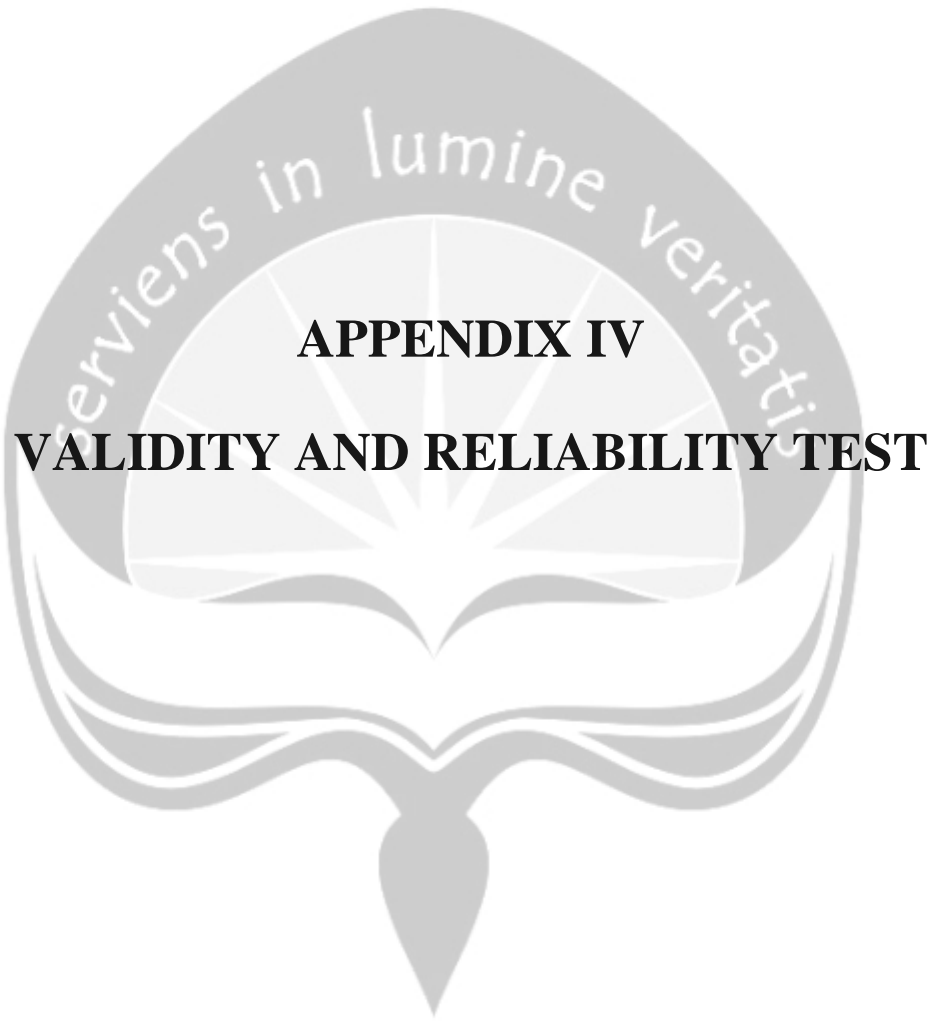
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**APPENDIX IV**

**VALIDITY AND RELIABILITY TEST**

## COUNTRY-OF-ORIGIN IMAGE VARIABLE OF SAMSUNG

### Reliability Statistics

Cronbach's Alpha	N of Items
.880	8

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
COI.1	26.90	24.921	.679	.862
COI.2	27.60	25.628	.543	.878
COI.3	26.80	25.614	.635	.866
COI.4	27.23	26.047	.675	.862
COI.5	26.80	24.303	.818	.847
COI.6	27.10	25.748	.633	.866
COI.7	27.47	27.292	.613	.869
COI.8	27.57	27.082	.596	.870

## PERCEIVED QUALITY VARIABLE OF SAMSUNG

### Reliability Statistics

Cronbach's Alpha	N of Items
.982	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ.1	12.30	12.148	.970	.972
PQ.2	12.33	12.368	.948	.978
PQ.3	12.37	13.068	.946	.979
PQ.4	12.30	12.631	.956	.976

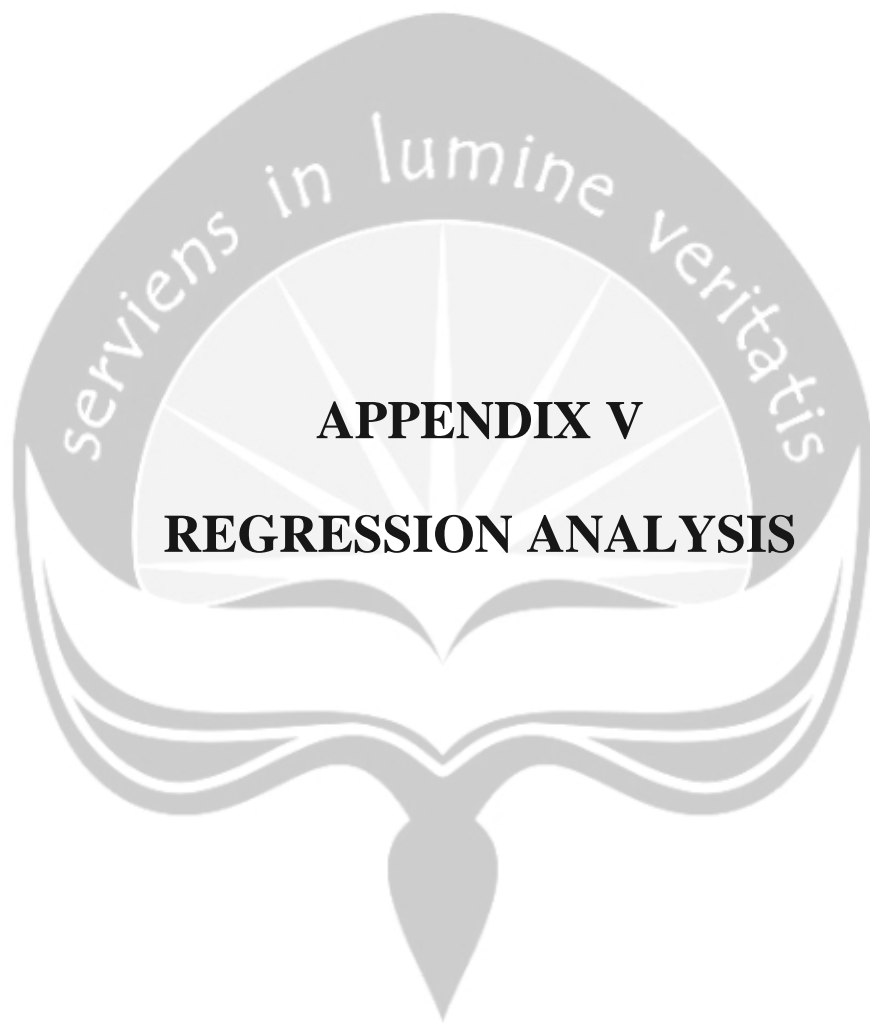
## PURCHASE INTENTION VARIABLE OF SAMSUNG

### Reliability Statistics

Cronbach's Alpha	N of Items
.929	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI.1	11.47	11.913	.901	.886
PI.2	11.43	12.668	.774	.927
PI.3	11.87	11.982	.794	.922
PI.4	11.43	11.978	.876	.894



**APPENDIX V**

**REGRESSION ANALYSIS**



## THE RESULT OF SAMSUNG

### Linear Regression Analysis of Country-of-Origin on Perceived Quality

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,595 <sup>a</sup>	,354	,348	,47976

a. Predictors: (Constant), Country of Origin Image

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,512	1	12,512	54,361	,000 <sup>b</sup>
	Residual	22,787	99	,230		
	Total	35,300	100			

a. Dependent Variable: Perceived Quality

b. Predictors: (Constant), Country of Origin Image

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,417	,381		3,716	,000
	Country of Origin Image	,679	,092	,595	7,373	,000

a. Dependent Variable: Perceived Quality

## Linear Regression Analysis of Perceived Quality on Purchase Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663 <sup>a</sup>	.440	.434	.59248

a. Predictors: (Constant), Perceived Quality

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.281	1	27.281	77.715	.000 <sup>a</sup>
	Residual	34.753	99	.351		
	Total	62.033	100			

a. Predictors: (Constant), Perceived Quality

b. Dependent Variable: Purchase Intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.199	.424		.470	.639
	Perceived Quality	.879	.100	.663	8.816	.000

a. Dependent Variable: Purchase Intention

## Linear Regression Analysis of Country-of-Origin Image to Purchase Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,516 <sup>a</sup>	,267	,259	,67787

a. Predictors: (Constant), Country of Origin Image

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,542	1	16,542	35,999	,000 <sup>b</sup>
	Residual	45,492	99	,460		
	Total	62,033	100			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Country of Origin Image

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,689	,539		1,280	,204
	Country of Origin Image	,781	,130	,516	6,000	,000

a. Dependent Variable: Purchase Intention

## Multiple Regression Analysis of Country-of-Origin and Perceived Quality on Purchase Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,680 <sup>a</sup>	,463	,452	,58320

a. Predictors: (Constant), Perceived Quality, Country of Origin Image

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,701	2	14,350	42,191	,000 <sup>b</sup>
	Residual	33,332	98	,340		
	Total	62,033	100			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Perceived Quality, Country of Origin Image

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,345	,495		-,698	,487
	Country of Origin Image	,285	,139	,188	2,043	,044
	Perceived Quality	,730	,122	,551	5,979	,000

a. Dependent Variable: Purchase Intention

## THE RESULT OF OPPO

### Linear Regression Analysis of Country-of-Origin on Perceived Quality

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,639 <sup>a</sup>	,408	,403	,69296

a. Predictors: (Constant), Country of Origin Image

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34,799	1	34,799	72,470	,000 <sup>b</sup>
	Residual	50,420	105	,480		
	Total	85,220	106			

a. Dependent Variable: Perceived Quality

b. Predictors: (Constant), Country of Origin Image

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,390	,412		,947	,346
	Country of Origin Image	,925	,109	,639	8,513	,000

a. Dependent Variable: Perceived Quality

## Linear Regression Analysis of Perceived Quality on Purchase Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661 <sup>a</sup>	.436	.431	.74878

a. Predictors: (Constant), Perceived Quality

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.596	1	45.596	81.323	.000 <sup>a</sup>
	Residual	58.871	105	.561		
	Total	104.467	106			

a. Predictors: (Constant), Perceived Quality

b. Dependent Variable: Purchase Intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.737	.320		2.299	.023
	Perceived Quality	.731	.081	.661	9.018	.000

a. Dependent Variable: Purchase Intention

## Linear Regression Analysis of Country-of-Origin on Purchase Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,539 <sup>a</sup>	,291	,284	,83998

a. Predictors: (Constant), Country of Origin Image

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,382	1	30,382	43,060	,000 <sup>b</sup>
	Residual	74,085	105	,706		
	Total	104,467	106			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Country of Origin Image

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,320	,499		,642	,522
	Country of Origin Image	,865	,132	,539	6,562	,000

a. Dependent Variable: Purchase Intention

## Multiple Regression Analysis of Country-of-Origin and Perceived Quality on Purchase Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,678 <sup>a</sup>	,460	,449	,73674

a. Predictors: (Constant), Perceived Quality, Country of Origin Image

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,018	2	24,009	44,233	,000 <sup>b</sup>
	Residual	56,449	104	,543		
	Total	104,467	106			

a. Dependent Variable: Purchase Intention

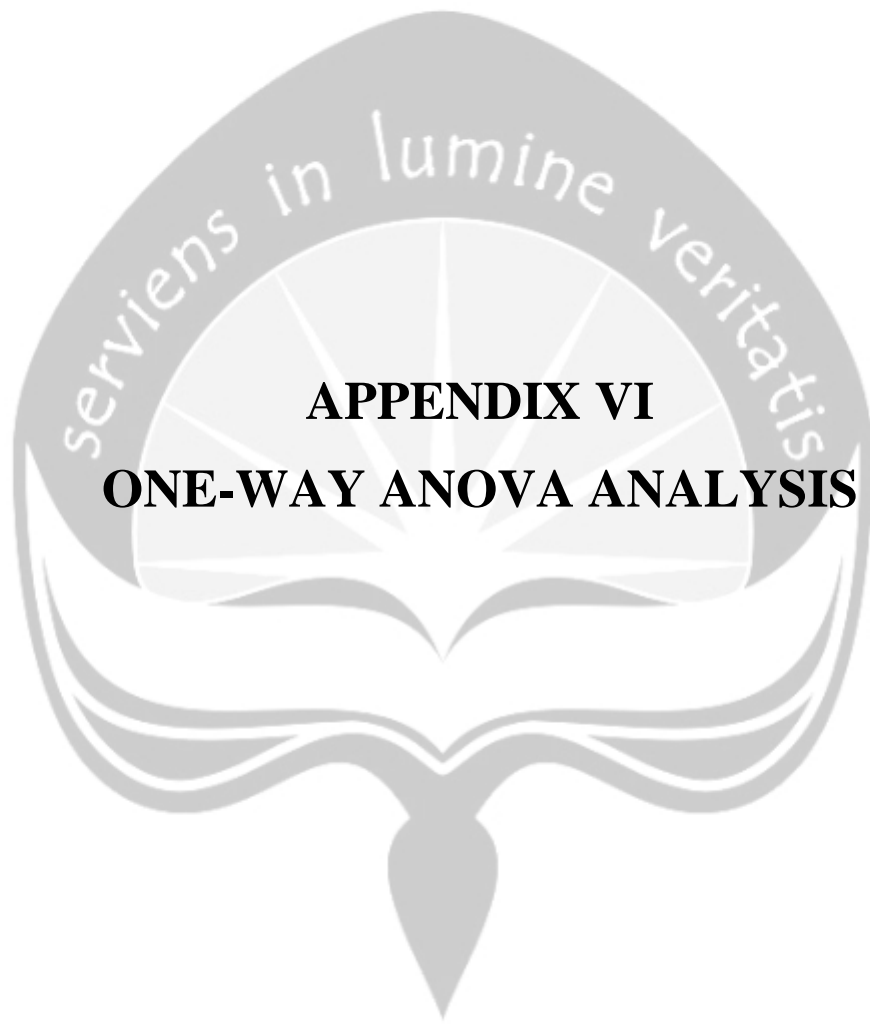
b. Predictors: (Constant), Perceived Quality, Country of Origin Image

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,090	,440		,204	,839
	Country of Origin Image	,317	,150	,198	2,112	,037
	Perceived Quality	,591	,104	,534	5,700	,000

a. Dependent Variable: Purchase Intention





**APPENDIX VI**  
**ONE-WAY ANOVA ANALYSIS**

## THE RESULT OF ONE-WAY ANNOVA TEST ON SAMSUNG

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Country of Origin Image	< Rp 1.500.000	37	4,1265	,50926	,08372	3,9567	4,2963	3,00	5,00
	Rp. 1.500.001 - Rp. 3.000.000	42	4,0588	,49438	,07628	3,9048	4,2129	3,00	5,00
	Rp. 3.000.001 - Rp. 4.500.000	8	4,2988	,76220	,26948	3,6615	4,9360	3,13	5,00
	Rp. 4.500.001 - Rp. 6.000.000	6	3,9583	,53424	,21810	3,3977	4,5190	3,25	4,75
	> Rp. 6.000.000	8	4,1913	,49154	,17379	3,7803	4,6022	3,38	4,88
Total	101	4,1071	,52094	,05184	4,0043	4,2100	3,00	5,00	
Perceived Quality	< Rp 1.500.000	37	4,1689	,59528	,09786	3,9704	4,3674	3,00	5,00
	Rp. 1.500.001 - Rp. 3.000.000	42	4,1131	,58226	,08985	3,9316	4,2945	3,00	5,00
	Rp. 3.000.001 - Rp. 4.500.000	8	4,8438	,44194	,15625	4,4743	5,2132	3,75	5,00
	Rp. 4.500.001 - Rp. 6.000.000	6	4,3333	,43780	,17873	3,8739	4,7928	3,75	5,00
	> Rp. 6.000.000	8	4,1250	,59761	,21129	3,6254	4,6246	3,00	5,00
Total	101	4,2054	,59413	,05912	4,0882	4,3227	3,00	5,00	
Purchase Intention	< Rp 1.500.000	37	3,8243	,80766	,13278	3,5550	4,0936	2,00	5,00
	Rp. 1.500.001 - Rp. 3.000.000	42	3,8571	,85565	,13203	3,5905	4,1238	2,00	5,00
	Rp. 3.000.001 - Rp. 4.500.000	8	4,3750	,69437	,24550	3,7945	4,9555	3,50	5,00
	Rp. 4.500.001 - Rp. 6.000.000	6	3,8750	,64711	,26418	3,1959	4,5541	2,75	4,50
	> Rp. 6.000.000	8	3,9688	,36443	,12885	3,6641	4,2734	3,50	4,75
Total	101	3,8960	,78761	,07837	3,7406	4,0515	2,00	5,00	

## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Country of Origin Image	Between Groups	,595	4	,149	,538	,708
	Within Groups	26,542	96	,276		
	Total	27,137	100			
Perceived Quality	Between Groups	3,817	4	,954	2,910	,025
	Within Groups	31,483	96	,328		
	Total	35,300	100			
Purchase Intention	Between Groups	2,134	4	,534	,855	,494
	Within Groups	59,899	96	,624		
	Total	62,033	100			

## THE RESULT OF ONE-WAY ANNOVA TEST ON OPPO

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Country of Origin Image	< Rp 1.500.000	29	3,6148	,49174	,09131	3,4278	3,8019	2,50	4,38
	Rp. 1.500.001 - Rp. 3.000.000	37	3,8400	,59379	,09762	3,6420	4,0380	2,88	5,00
	Rp. 3.000.001 - Rp. 4.500.000	10	3,9910	,51180	,16185	3,6249	4,3571	3,25	5,00
	Rp. 4.500.001 - Rp. 6.000.000	9	3,6278	,78123	,26041	3,0273	4,2283	2,00	4,50
	> Rp. 6.000.000	22	3,6559	,76286	,16264	3,3177	3,9941	2,00	5,00
Total	107	3,7374	,61925	,05986	3,6187	3,8561	2,00	5,00	
Perceived Quality	< Rp 1.500.000	29	3,5862	,87952	,16332	3,2517	3,9208	1,00	5,00
	Rp. 1.500.001 - Rp. 3.000.000	37	3,9459	,67478	,11093	3,7210	4,1709	2,75	5,00
	Rp. 3.000.001 - Rp. 4.500.000	10	4,5250	,82031	,25941	3,9382	5,1118	2,75	5,00
	Rp. 4.500.001 - Rp. 6.000.000	9	3,5556	1,21049	,40350	2,6251	4,4860	1,50	5,00
	> Rp. 6.000.000	22	3,8409	1,01637	,21669	3,3903	4,2915	1,00	5,00
Total	107	3,8481	,89664	,08668	3,6763	4,0200	1,00	5,00	
Purchase Intention	< Rp 1.500.000	29	3,3879	,90777	,16857	3,0426	3,7332	1,25	5,00
	Rp. 1.500.001 - Rp. 3.000.000	37	3,6622	,79324	,13041	3,3977	3,9266	2,00	5,00
	Rp. 3.000.001 - Rp. 4.500.000	10	3,9250	1,30730	,41340	2,9898	4,8602	1,00	5,00
	Rp. 4.500.001 - Rp. 6.000.000	9	3,1389	1,22545	,40848	2,1969	4,0809	1,00	5,00
	> Rp. 6.000.000	22	3,5795	1,13753	,24252	3,0752	4,0839	1,00	5,00
Total	107	3,5514	,99274	,09597	3,3611	3,7417	1,00	5,00	

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Country of Origin Image	Between Groups	1,723	4	,431	1,128	,347
	Within Groups	38,925	102	,382		
	Total	40,647	106			
Perceived Quality	Between Groups	7,697	4	1,924	2,532	,045
	Within Groups	77,523	102	,760		
	Total	85,220	106			
Purchase Intention	Between Groups	4,174	4	1,043	1,061	,380
	Within Groups	100,294	102	,983		
	Total	104,467	106			

