

PENGARUH *COUNTRY OF ORIGIN*, *BRAND IMAGE*, DAN *PERCEIVED QUALITY* TERHADAP *PURCHASE INTENTION SMARTPHONE iPhone*
(Survei pada Mahasiswa di Daerah Istimewa Yogyakarta)

Aurora Widya Ika Junita
NIM: 141210168

Mahasiswa Program Studi (S1) Ekonomi Manajemen
Fakultas Ekonomi dan Bisnis Universitas Pembangunan Nasional “Veteran”
Yogyakarta
aurorajunita08@gmail.com

ABSTRAK

Kemajuan teknologi yang pesat, terutama dalam bidang komunikasi, telah mengubah cara manusia berinteraksi. *Smartphone* telah menjadi bagian integral dalam kehidupan sehari-hari, tidak hanya sebagai alat komunikasi tetapi juga sebagai sarana hiburan, pekerjaan, dan akses informasi. Tingginya tingkat penggunaan *smartphone* di Indonesia menunjukkan pentingnya perangkat ini dalam kehidupan masyarakat. Salah satu merek *smartphone* yang memiliki daya tarik tinggi di kalangan konsumen, khususnya mahasiswa, adalah iPhone. Berbagai faktor memengaruhi *purchase intention smartphone iPhone*, di antaranya adalah *country of origin*, *brand image*, dan *perceived quality*.

Penelitian ini bertujuan untuk menganalisis pengaruh *country of origin*, *brand image*, dan *perceived quality* terhadap *purchase intention smartphone iPhone*. *Country of origin* merupakan faktor yang berperan dalam membentuk persepsi konsumen terhadap suatu produk berdasarkan negara asalnya. *Brand image* mencerminkan citra merek yang terbentuk di benak konsumen dan dapat mempengaruhi minat pembelian. Sementara itu, *perceived quality* mengacu pada persepsi konsumen terhadap kualitas produk berdasarkan karakteristik tertentu yang diharapkan.

Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang disebarkan kepada mahasiswa di Daerah Istimewa Yogyakarta yang mengetahui produk *smartphone iPhone*, dengan jumlah responden sebanyak 100 orang. Hasil penelitian menunjukkan bahwa *country of origin*, *brand image*, dan *perceived quality* memiliki pengaruh positif dan signifikan terhadap *purchase intention smartphone iPhone*. Temuan ini sejalan dengan penelitian terdahulu yang menyatakan bahwa faktor-faktor tersebut memainkan peran penting dalam membentuk *purchase intention* konsumen terhadap produk teknologi.

Kata kunci: *Country of Origin, Brand Image, Perceived Quality, Purchase Intention, Smartphone iPhone*

***THE EFFECT OF COUNTRY OF ORIGIN, BRAND IMAGE, AND
PERCEIVED QUALITY ON PURCHASE INTENTION FOR SMARTPHONE
iPhone***

(Survey on Students in Daerah Istimewa Yogyakarta)

Aurora Widya Ika Junita

NIM: 141210168

*Student of the Management Study Program, Faculty of Economics and Business of
National Development University “Veteran” Yogyakarta*

aurorajunita08@gmail.com

ABSTRACT

The rapid advancement of technology, especially in the field of communication, has changed the way humans interact. Smartphones have become an integral part of everyday life, not only as a communication tool but also as a means of entertainment, work, and access to information. The high level of smartphone usage in Indonesia shows the importance of these devices in people's lives. One smartphone brand that has high appeal among consumers, especially students, is iPhone. Various factors influence the purchase intention of iPhone smartphones, including country of origin, brand image, and perceived quality.

This study aims to analyse the effect of country of origin, brand image, and perceived quality on purchase intention of iPhone smartphones. Country of origin is a factor that plays a role in shaping consumer perceptions of a product based on its country of origin. Brand image reflects the brand image formed in the minds of consumers and can influence purchase intention. Meanwhile, perceived quality refers to consumer perceptions of product quality based on certain expected characteristics.

The research method used is quantitative with a survey approach. Data were collected through questionnaires distributed to students in the Special Region of Yogyakarta who knew iPhone smartphone products, with a total of 100 respondents. The results showed that country of origin, brand image, and perceived quality have a positive and significant influence on the purchase intention of iPhone smartphones. This finding is in line with previous research which states that these factors play an important role in shaping consumer purchase intention of technology products.

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