

Analisis pengaruh Country of Origin, Aspiration, Uncertainty, terhadap Brand Image dan Purchase Intention pada Smartphone Premium Cina = Analysis of Country of Origin, Aspiration, and Uncertainty effects towards Brand Image and Purchase Intention on Chinese Premium Smartphone / Yusuf Reza Sudrajat

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Abstrak

ABSTRAK

Thesis ini membahas bagaimana faktor negara asal (country of origin), aspirasi, dan ketidakpastian dalam mempengaruhi brand image dan keinginan untuk membeli pada produk premium Cina, yakni Ktouch V9. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan model struktural sebagai dasar pengolahan datanya. Penelitian ini menghasilkan beberapa temuan, antara lain terdapat hubungan signifikan antara country of origin dengan brand image; brand image terhadap aspiration dan uncertainty, aspiration terhadap purchase intention dan uncertainty terhadap purchase intention. Di sisi lain, tidak terdapat hubungan signifikan antara country of origin terhadap aspiration maupun uncertainty, dan brand image terhadap purchase intention pada Ktouch V9.

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ABSTRACT

The focus of this study is about the Country of origin, aspiration and uncertainty effects towards brand image and purchase intention on Ktouch V9, a Chinese Premium Smartphone. This is a quantitative research which use structural equation model. The Results of this study shows that there are significant influence between country of origin towards brand image; brand image towards aspiration and uncertainty; aspiration and uncertainty towards purchase intention. Furthermore, there are no significant influence between country of origin towards aspiration and uncertainty; and brand image towards purchase intention.