

## PENGARUH COUNTRY IMAGE, BRAND IMAGE, DAN COUNTRY OF ORIGIN TERHADAP PURCHASE INTENTION PADA SMARTPHONE DI INDONESIA

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Technology nowadays is not something new anymore, everyone used to have a gadget or a computer to help with their activities. They can use a lot of application easily on it because most of the applications are user-friendly. People nowadays are already living along with technology as their daily basis. A technology which keeps getting developed day by day. Technology is also used on business, to sell their own products. And those activities can be done using a small device called smartphone. Smartphone is a cellphone with a lot of features on it, aside from making a call, it can be used for messaging, real time chatting, Internet browsing, buying stuffs online, or even playing a game. The problem now is about its specification, the more powerful your smartphone is, more expensive it can be. Yet later, China offers a lot of variations with high specification, but also with a cheap price. Smartphone from China is often called 'scam' or 'will broken easily', or even 'not durable'. In this research I want to know either Country Image, Country Of Origin, and Brand Image will affect the Purchase Intention or not. It's not that clear because some people still buys the smartphone made in China.

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