



**UNIVERSITAS TARUMANAGARA**

**FAKULTAS EKONOMI**

**JAKARTA**

**SKRIPSI**

**PENGARUH *BRAND IMAGE*, *PRODUCT QUALITY* DAN *COUNTRY OF ORIGIN* TERHADAP *PURCHASE INTENTION SMARTPHONE***

**DI JAKARTA**

**DIAJUKAN OLEH :**

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**SARJANA EKONOMI**

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**UNIVERSITAS TARUMANAGARA**  
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JUDUL SKRIPSI : **PENGARUH *BRAND IMAGE, PRODUCT QUALITY, DAN COUNTRY OF ORIGIN* TERHADAP *PURCHASE INTENTION SMARTPHONE* DI JAKARTA**

Jakarta, 8 Januari 2016

Dosen Pembimbing,

(Dr. Keni, S.E, M.M)

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TANGGAL : 28 JANUARI 2016 KETUA PENGUJI :

TANGGAL : 28 JANUARI 2016 ( Dr. Ir. Chairy, S.E., M.M. )  
ANGGOTA PENGUJI :

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## ABSTRAK

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(A) Ezra Jonathan (115120210)

(B) PENGARUH *BRAND IMAGE*, *PRODUCT QUALITY* DAN *COUNTRY OF ORIGIN* TERHADAP *PURCHASE INTENTION* SMARTPHONE DI JAKARTA

(C) xvi + 168 halaman, 2016, tabel 28 ;gambar 12 ; lampiran 6

(D) MANAJEMEN PEMASARAN

(E) **Abstract:** *The purposes of this study are: First, to explore the effect among brand image, product quality, and country of origin on purchase intention smartphone user. Second, to explore the effect among brand image, product quality, and country of origin on purchase intention Apple user. Third, to explore the effect among brand image, product quality, and country of origin on purchase intention Samsung user. The population of this research were consumers of Apple and Samsung smartphone in Jakarta. The non-probabilistic convenience sampling method was used in this research. The method of data collection was conducted by distributing questionnaires to 200 respondents which separated into 100 questionnaires for Apple user and 100 questionnaires for Samsung user. The technique of data analysis used was the multiple regression analysis. The results are: (a) the effect between brand image, product quality, and country of origin only significant on brand image and product quality toward purchase intention for smartphone user; (b) the effect between brand image, product quality, and country of origin only significant on brand image and product quality toward purchase intention for Apple user (c) the effect between brand image, product quality, and country of origin have a significant and positive effect toward purchase intention for Samsung user.*

(F) Daftar Acuan 48 (1984 – 2015)

(G) Dr. Keni, S.E, M.M