

ABSTRAK

PERAN KESADARAN MEREK DALAM MEMEDIASI PENGARUH CITRA NEGARA ASAL DAN PERSEPSI KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN

Studi Kasus pada Pengguna *Smartphone Samsung* di Kota Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) citra negara asal berpengaruh positif terhadap persepsi kualitas produk, 2) kesadaran merek memediasi pengaruh citra negara asal terhadap keputusan pembelian, 3) kesadaran merek memediasi pengaruh persepsi kualitas produk terhadap keputusan pembelian, 4) kesadaran merek berpengaruh positif terhadap keputusan pembelian pada pengguna *smartphone Samsung* di Kota Yogyakarta. Pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Analisis data menggunakan *Partial Least Squares*. Hasil penelitian menunjukkan bahwa: 1) citra negara asal berpengaruh positif terhadap persepsi kualitas produk, 2) kesadaran merek memediasi secara parsial pengaruh citra negara asal terhadap keputusan pembelian, 3) kesadaran merek mempengaruhi secara penuh pengaruh persepsi kualitas produk terhadap keputusan pembelian, 4) kesadaran merek berpengaruh positif terhadap keputusan pembelian pada pengguna *smartphone Samsung* di Kota Yogyakarta.

Kata kunci: citra negara asal, persepsi kualitas, kesadaran merek, keputusan pembelian

ABSTRACT

**THE ROLE OF BRAND AWARENESS IN MEDIATING
THE EFFECT OF PRODUCT'S COUNTRY OF ORIGIN IMAGE AND
PERCEIVED PRODUCT QUALITY ON PURCHASE DECISION**

Case Study on Samsung Smartphone Users in The City of Yogyakarta

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This study aims to determine whether: 1) country of origin affects perceived product quality positively, 2) brand awareness mediates the effect of country of origin on purchase decision, 3) brand awareness mediates the effect of perceived product quality on purchase decision, 4) brand awareness affects purchase decision positively of Samsung smartphone users in the city of Yogyakarta. This study used purposive sampling as sampling technique. The data were obtained by distributing questionnaire to 100 respondents. The data were analyzed by Partial Least Squares. The result of this study showed that: 1) country of origin affected perceived product quality positively, 2) brand awareness mediated the effect of country of origin on purchase decision partially, 3) brand awareness mediated the effect of perceived product quality on purchase decision fully, 4) brand awareness affected purchase decision positively of Samsung smartphone users in the city of Yogyakarta.

Keywords: country of origin, perceived product quality, brand awareness, purchase decision