

ABSTRACT

**THE MEDIATING ROLE OF *BRAND EQUITY* ON THE EFFECT OF
COUNTRY OF ORIGIN AND *WORD OF MOUTH* ON *PURCHASE*
*INTENTION***

A Case Study On Potential Consumer Of OPPO Smartphone at Jogjatronik

Yoshinta Intanti Hudiono
Universitas Sanata Dharma
Yogyakarta, 2018

The aim of research is to determine whether; 1) Country of origin and word of mouth respectively have an effect on brand equity. 2) Country of origin and word of mouth respectively have an effect on purchase intention. 3) Has effect on brand equity on purchase intention. 4) Brand equity mediates the influence of country of origin and word of mouth on purchase intention. This study used purposive sampling as its sampling technique. The data were obtained by distributing questionnaire to 100 respondents, and were analyzed with Partial Least Squares with WarpPLS 5.0. The results of this study showed that: 1) Country of origin has no effect on brand equity. 2) Word of mouth has a positive effect on brand equity. 3) Country of origin has no effect on purchase intention. 4) Word of mouth has a positive effect on purchase intention. 5) Brand equity has a positive effect on purchase intention. 6) Brand equity does not mediate the influence of country of origin on purchase intention. 7) Brand equity mediates the influence of word of mouth on purchase intention

Keywords : Country of origin, word of mouth, brand equity, purchase intention

ABSTRAK

PERAN MEDIASI *BRAND EQUITY* PADA PENGARUH *COUNTRY OF ORIGIN* DAN *WORD OF MOUTH* TERHADAP MINAT BELI

(Studi kasus pada Calon Konsumen Potensial *Smartphone* OPPO di Jogjatronik)

Yoshinta Intanti Hudiono
Universitas Sanata Dharma
Yogyakarta, 2018

Penelitian ini bertujuan untuk mengetahui apakah: 1) *Country of origin* dan *word of mouth* masing-masing berpengaruh terhadap *brand equity*. 2) *Country of origin* dan *word of mouth* masing-masing berpengaruh terhadap minat beli. 3) Apakah *brand equity* berpengaruh terhadap minat beli. 4) Apakah *brand equity* memediasi pengaruh *country of origin* dan *word of mouth* terhadap minat beli. Teknik pengambilan sampel menggunakan *purposive sampling*. Teknik pengumpulan data dengan menggunakan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 5.0. Hasil penelitian ini menunjukkan bahwa 1) *Country of origin* tidak berpengaruh positif terhadap *brand equity*. 2) *Word of mouth* berpengaruh positif terhadap *brand equity*. 3) *Country of origin* tidak berpengaruh positif terhadap minat beli. 4) *Word of mouth* berpengaruh positif terhadap minat beli. 5) *Brand equity* berpengaruh positif terhadap minat beli. 6) *Brand equity* tidak memediasi pengaruh *country of origin* terhadap minat beli. 7) *Brand equity* memediasi pengaruh *word of mouth* terhadap minat beli.

Kata Kunci: *Country of origin*, *word of mouth*, *brand equity*, minat beli