

**ABSTRAK**

**PENGARUH EFEK *COUNTRY OF ORIGIN* DAN *BRAND IMAGE* PADA MINAT BELI ULANG KONSUMEN PRODUK *HANDPHONE* SAMSUNG, APPLE, DAN ADVAN.**

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Penelitian ini bertujuan untuk menganalisis bahwa ada pengaruh positif efek *country of origin* dan *brand image* pada minat beli ulang konsumen produk *handphone* Samsung, Apple, Advan dan menganalisis perbedaan *country of origin* Korea, Amerika, Advan dan *brand image* pada *handphone* Samsung, Apple, dan Advan. Populasi dalam penelitian ini adalah konsumen yang membeli dan menggunakan *handphone* Samsung, Apple, dan Advan dengan sampel sebanyak 120 yang terdiri dari 40 kuesioner Samsung, 40 kuesioner Apple, dan 40 kuesioner Advan. Pengambilan sampel menggunakan teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner. Data dalam penelitian ini dianalisis dengan alat analisis Regresi Linier Berganda dan analisis Uji Beda Anova. Hasil penelitian ini menunjukkan bahwa adanya pengaruh positif efek *country of origin* dan *brand image* pada *handphone* Samsung, Apple, dan Advan dengan diuji secara bersama-sama tetapi apabila diuji untuk masing-masing merek maka pada *handphone* Samsung tidak terdapat pengaruh positif efek *country of origin* dan *brand image* pada minat beli ulang Samsung. Sedangkan untuk analisis uji beda anova diperoleh bahwa tidak terdapat perbedaan *country of origin* pada negara Korea dan Amerika, dan tidak terdapat perbedaan *brand image* pada *handphone* Samsung dan Apple.

**ABSTRACT**

**THE INFLUENCE OF COUNTRY OF ORIGIN EFFECT AND BRAND IMAGE TOWARDS CONSUMER REPURCHASE INTENTION OF SAMSUNG, APPLE, AND ADVAN MOBILE**

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This research purposes to find out(1) the influence of country of origin and brand image towards repurchase intention of Samsung, Apple, Advan mobile; and (2) the differences in country of origin Korea, America, Advan and brand image on the Samsung, Apple, and Advan mobile phone. The population in this research are the consumers who buy and use mobile phones Samsung, Apple, and Advan with a sample of 120 respondents which consists of 40 Samsung users, 40 Apple users, and 40 Advan users. The samples were taken using purposive sampling method. Data were collected using a questionnaire. The data were analyzed using Regression and ANOVA analysis of different test. The results showed that, simultaneously, there was a positive influence of country of origin and brand image on Samsung, Apple, and Advan mobile phone but partially, country of origin dan brand image influenced only Apple and Advan repurchase intention. The ANOVA different test analysis obtained that there were no differences in country of origin in the country of Korea and the United States, and there was no difference in brand image of Samsung and Apple