

BAB V

PENUTUP

5.1. Kesimpulan

Merujuk pada hasil pengujian yang telah dilakukan oleh peneliti, dapat disimpulkan bahwa:

1. Negara Asal tidak berpengaruh terhadap Niat Beli Ulang. Hal ini dikarenakan nilai *p-value* yang diperoleh sebesar 0,097 ($p\text{-value} < 0,05$) dan nilai *t-statistics* sebesar 1,662 ($>1,96$) sehingga bisa dikatakan bahwa negara asal tidak berpengaruh secara signifikan terhadap niat beli ulang.
2. Negara Asal berpengaruh terhadap Citra Merek. Hal ini dikarenakan nilai *p-value* yang diperoleh sebesar 0,000 ($p\text{-value} < 0,05$) dan nilai *t-statistics* sebesar 11,927 ($>1,96$) sehingga bisa dikatakan bahwa negara asal memengaruhi citra merek secara signifikan.
3. Negara Asal berpengaruh terhadap Sikap Terhadap Merek. Hal ini dikarenakan nilai *p-value* yang diperoleh sebesar 0,000 ($p\text{-value} < 0,05$) dan nilai *t-statistics* sebesar 5,265 ($>1,96$) sehingga bisa dikatakan bahwa negara asal memengaruhi sikap terhadap merek secara signifikan.
4. Citra Merek berpengaruh terhadap Niat Beli Ulang. Hal ini dikarenakan nilai *p-value* yang diperoleh sebesar 0,004 ($p\text{-value} < 0,05$) dan nilai *t-statistics* sebesar 2,864 ($>1,96$) sehingga bisa dikatakan bahwa citra merek memengaruhi niat beli ulang secara signifikan.

5. Citra Merek berpengaruh terhadap Sikap Terhadap Merek. Hal ini dikarenakan nilai *p-value* yang diperoleh sebesar 0,000 ($p\text{-value} < 0,05$) dan nilai *t-statistics* sebesar 4,941 ($>1,96$) sehingga bisa dikatakan bahwa citra merek memengaruhi sikap terhadap merek secara signifikan.
6. Sikap Terhadap Merek berpengaruh terhadap Niat Beli Ulang. Hal ini dikarenakan nilai *p-value* yang diperoleh sebesar 0,000 ($p\text{-value} < 0,05$) dan nilai *t-statistics* sebesar 7,784 ($>1,96$) sehingga bisa dikatakan bahwa sikap terhadap merek memengaruhi niat beli ulang secara signifikan.
7. Citra Merek memediasi pengaruh Negara Asal terhadap Niat Beli Ulang. Hal ini dikarenakan *p-value* sebesar 0,007 $< 0,05$ dan *t-statistic* sebesar 2,700 ($>1,96$) sehingga dapat dikatakan bahwa citra merek memediasi pengaruh negara asal terhadap niat beli ulang.
8. Sikap Terhadap Merek memediasi pengaruh Negara Asal terhadap Niat Beli Ulang. Hal ini dikarenakan *p-value* sebesar 0,000 $< 0,05$ dan *t-statistic* sebesar 4,313 ($>1,96$) sehingga dapat dikatakan bahwa sikap terhadap merek memediasi pengaruh negara asal terhadap niat beli ulang.

5.2. Implikasi Manajerial

Berdasarkan analisis yang sudah dilakukan oleh peneliti, diharapkan penelitian ini bisa bermanfaat bagi perusahaan Samsung, *influencer*, dan *reviewer* teknologi, dan pihak lainnya. Penelitian yang akan mengkaji topik

yang selaras, dan pihak-pihak lainnya untuk meningkatkan citra negara Korea Selatan, serta mengembangkan sikap konsumen terhadap merek dan citra merek dikarenakan kedua variabel ini menjadi variabel yang paling penting untuk memicu niat beli ulang. Setelah itu, peneliti ingin mengajukan beberapa saran berikut ini:

1. Untuk Perusahaan Samsung, sebaiknya menjaga konsistensi dari segi kualitas dan tetap mengembangkan fitur-fitur yang sering digunakan sehari-hari oleh generasi Z, seperti konektivitas dan kamera. Tidak perlu berfokus pada fitur-fitur canggih yang pada akhirnya jarang digunakan.
2. Untuk *reviewer teknologi*, sebaiknya memberikan ulasan secara jujur dan berfokus pada bagian-bagian penting dan relevan bagi generasi Z, seperti pengalaman *gaming* dan performa *multitasking*.
3. Untuk *influencer*, sebaiknya membuat konten yang menampilkan penggunaan *smartphone* Samsung dalam kehidupan sehari-hari seperti *vlog* sehingga mudah dipercaya.

5.3. Keterbatasan Penelitian dan Saran

Penelitian ini mempunyai kelemahan yang dapat dijadikan suatu pertimbangan buat penelitian selanjutnya dan pihak-pihak lainnya. Maka dari itu, peneliti ingin memberikan beberapa saran buat penelitian selanjutnya. Kelemahan dari penelitian ini adalah terdapat dua indikator dengan nilai *outer loading* di bawah angka ideal yaitu 0,7 tetapi tetap dinyatakan valid dikarenakan di atas 0,5. Sehingga, saran untuk penelitian selanjutnya adalah

memperbaiki indikator kuesioner (seperti mengganti indikator pertanyaan) menjadi lebih bagus sehingga bisa memperoleh nilai *outer loading* yang ideal yaitu di atas 0,7. Setelah itu, kelemahan selanjutnya yaitu di dalam penelitian ini tidak ada pembaruan dan penelitian ini replikasi dari jurnal acuan. Sehingga, saran untuk penelitian selanjutnya adalah dapat mengembangkan beberapa hipotesis lagi untuk penelitian selanjutnya. Selanjutnya, kelemahan dari penelitian ini menetapkan jumlah responden yang tidak maksimal yaitu tidak menggunakan 10 kali jumlah indikator tetapi menggunakan 5 kali jumlah indikator dan dilebihkan jumlah respondennya dari 5 kali jumlah indikator (minimal 110 dan jumlah responden yang saya tetapkan adalah 164 responden), sehingga untuk penelitian selanjutnya dapat menggunakan rumus tersebut yaitu $10 \times \text{jumlah indikator pertanyaan}$.

DAFTAR PUSTAKA

- Ahmad, A., Alwie, A. F., & Kornita, S. E. (2022). *The Effect of Product Quality, Price, and Country of Origin on Brand Preference with Brand Image as a Mediation Variable on Samsung Smartphones Users at Riau University Pekanbaru City* (Vol. 10, Issue 2). <https://doi.org/10.35145/procuratio.v10i2.1661>
- Ahmad, R. F., & Hasti, N. (2018). *Sistem Informasi Penjualan Sandal Berbasis Web*. <https://doi.org/10.34010/jati.v8i1.911>
- Ajidannor, M. (2022). *Meningkatkan Prestasi Belajar PKn Materi Mendeskripsikan Pengertian Organisasi Melalui Model Pembelajaran Kooperatif Tipe STAD Pada Siswa Kelas V SDN Pematang Kabupaten Tabalong* (Vol. 8, Issue 1).
- Alvin, Nastiti, P., & Marsella, E. (2023). Identifikasi Faktor Loyalitas Pengguna pada Shopee Games Menggunakan Expectation-Confirmation Model (ECM). In *Edu Komputika* (Vol. 10, Issue 1).
- Amalia, W. T., & Riva'i, A. R. (2022). Pengaruh Brand Ambassador, Brand Image, dan Word of Mouth terhadap Keputusan Pembelian Mie Instan pada Remaja. In *Jurnal Ilmu Manajemen* (Vol. 10). <https://doi.org/10.26740/jim.v10n4.p1227-1236>
- Amin, A. M., & Yanti, R. F. (2021). *Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country Of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic*. <https://doi.org/10.55583/invest.v2i1.111>
- Apriany, A., Gendalasari, G. G., & Fadillah, A. (2022). Pengaruh Kesadaran Merek Dan Citra Merek Terhadap Keputusan Pembelian Produk AMDK SUMMIT. *Jurnal Ilmiah Manajemen Kesatuan*, 10(1). <https://doi.org/10.37641/jimkes.v10i1.1278>
- Aquinia, A., Soliha, E., & Maskur, A. (2021). Peran Country of Origin dan Loyalitas Merek terhadap Niat Beli Ulang. *JBE*, 28(2).
- Backlinko. (2025). *Smartphone Usage Statistics*. <https://backlinko.com/smartphone-usage-statistics>
- Blanco-Encomienda, F. J., Chen, S., & Molina-Muñoz, D. (2024). The influence of country-of-origin on consumers' purchase intention: a study of the Chinese smartphone market. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-05-2023-0462>

- Bulibuli, A., Maitiniyazi, S., & Karimov, N. (2022). The Effects of China's Country-of-Origin Image on Uzbekistani Consumers' Food Purchase Intentions. *Sustainability*, 14(19). <https://doi.org/10.3390/su141912406>
- Damanhuri, Legiani, W. H., Bahrudin, F. A., & Rahman, I. N. (2016). Implementasi Nilai-Nilai Pancasila Sebagai Upaya Pembangunan Karakter Bangsa. *Untirta Civic Education Journal*, 1(2), 185–198.
- Fasha, A. F., Robi, M. R., & Windasari, S. (2022). Determinasi Keputusan Pembelian Melalui Minat Beli: Brand Ambassador dan Brand Image (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1). <https://doi.org/10.38035/jmpis.v3i1>
- Fauziyyah, S., Dimyati, M., & Suryaningsih, I. B. (2018). Pengaruh Negara Asal Terhadap Niat Pembelian Melalui Citra Merek oleh Konsumen Sepatu di Kota Bandung. In *Bisma Jurnal Bisnis dan Manajemen* (Vol. 12, Issue 2).
- Firman, A. (2022). *The Effect of Country-of-Origin, Brand Image, and Brand Product on Attitude in Choosing Smartphone Products*. <https://doi.org/https://doi.org/10.33096/jmb.v9i2.363>
- Fransiskus, Y., & Nasution, A. R. (2017). Pengaruh Merek dan Negara Asal terhadap Sikap Konsumen dalam Memilih Produk Handphone. *JURNAL PLANS*, 12(2), 121–124.
- GoodStats. (2023). *10 Negara Dengan Pengguna Smartphone Terbanyak Di Dunia, Indonesia Masuk Daftar!* <https://goodstats.id/article/10-negara-dengan-pengguna-smartphone-terbanyak-di-dunia-indonesia-masuk-daftar-fDv25>
- GoodStats. (2024). *TOP Brand Smartphone di Indonesia 2024*. <https://goodstats.id/infographic/top-brand-smartphone-di-indonesia-2024-gpCcw>
- Gunawan, G. N., & Sukaatmadja, I. P. G. (2018). Peran Brand Image dalam Memediasi Pengaruh Country of Origin terhadap Niat Beli. *E-Jurnal Manajemen Unud*, 7(12), 6445–6472. <https://doi.org/10.24843/EJMUNUD.2018.v7.i12.p3>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition*.
- Hakim, R. T., & Susilowati, C. (2013). Pengaruh Persepsi Iklan, Kesadaran Merek, Citra Merek terhadap Sikap pada Merek dan Keputusan Pembelian (Studi pada Produk Pestisida Merek Sidamethrin 50 EC). *JURNAL APLIKASI MANAJEMEN*, 11(4), 537–546.
- Handayanti, D. N., & Indarto, M. R. (2023). Pengaruh E-Service Quality Terhadap E-Loyalty Dengan E-Satisfaction Sebagai Intervening Pada Pengguna E-Commerce Shopee. In *Muhammad Roni Indarto* (Vol. 4, Issue 1).

- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). *Customer repurchase intention: a general structural equation model*, *European journal of marketing*.
- Jansen, F. Y., Worang, F. G., & Arie, F. V. (2022). Pengaruh Ekuitas Merek, Citra Merek, dan Kualitas Produk terhadap Keputusan Pembelian Konsumen Smartphone Samsung pada Mahasiswa Fakultas Ekonomi dan Bisnis UNSRAT 2019-2020. *Jurnal EMBA*, 10(1), 279–288.
- Keller, K. L. (2013). *Strategic Brand Management Building, Measuring, and Managing Brand Equity Fourth Edition*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15e*. Pearson Education Limited.
- Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2005). *Principles of Marketing Fourth European Edition*.
- Machali, I. (2021). *Metode Penelitian Kuantitatif Panduan Praktis Merencanakan, Melaksanakan, dan Analisis dalam Penelitian Kuantitatif*.
- Marcelina, S. D., Febryano, I. G., Setiawan, A., & Yuwono, S. B. (2018). Persepsi Wisatawan Terhadap Fasilitas Wisata di Pusat Latihan Gajah Taman Nasional Way Kambas. *Jurnal Belantara*, 1(2), 45–53. <https://doi.org/10.29303/jbl.v1i2.60>
- Moniaga, V., Sumual, T. E. M., & Kumajas, L. (2023). *Pengaruh Pengetahuan Produk Terhadap Niat Beli Produk Wardah Sebagai Kosmetik Halal Melalui Sikap Konsumen*. 4(1), 67–80. <https://doi.org/10.52682/mk.v4i1.6789>
- Muin, A. (2023). *Buku Ajar Metode Penelitian Kuantitatif*.
- Nilawati, & Fati, N. (2023). *Metodologi Penelitian*.
- Novarianti, A. D., & Djuanda, G. (2022). Prioritas Strategi Pemasaran Berdasarkan Persepsi Konsumen Dalam Keputusan Pembelian Smartphone Xiaomi Menggunakan Metode Analytical Hierarchy Process (AHP). *Journal of Business and Economics Research (JBE)*, 3(2). <https://doi.org/10.47065/jbe.v3i2.1762>
- Nuryadi, Astuti, T. D., Utami, E. S., & Budiantara, M. (2017). *Dasar-Dasar Statistik Penelitian*.
- Paputungan, A. R., Bachri, S., & Ponirin. (2021). *Pengaruh Atribut Produk dalam Mendorong Niat Beli Smartphone Oppo di Kota Palu* (Vol. 7, Issue 1).
- Pramanawati, F., & Astuti, S. R. T. (2016). *Analisis Pengaruh Brand Image dan Perceived Usefulness terhadap Repurchase Decision Browser Mozilla Firefox dengan Brand Attitude sebagai Variabel Intervening*.

- Putra, I. B. O. K., & Suprapti, N. W. S. (2019). Pengaruh Persepsi Asal Negara (Country of Origin) terhadap Niat Beli yang dimediasi Citra Merek. *E-Jurnal Manajemen*, 8(8), 5240–5266. <https://doi.org/10.24843/ejmunud.2019.v08.i08.p21>
- Putra, I. K. S. W., Setiawan, P. Y., & Respati, N. N. R. (2018). Pengaruh Persepsi Negara Asal terhadap Niat Beli Ulang dimediasi oleh Ekuitas Merek. *E-Jurnal Manajemen Unud*, 7(7), 3974–4001.
- Putriansari, F. P. (2019). Pengaruh Persepsi Kualitas, Sikap Merek, dan Preferensi Merek Terhadap Niat Pembelian pada Minuman Susu Frisian Flag di Surabaya. *Journal of Business & Banking*, 8(2), 177–194. <https://doi.org/10.14414/jbb.v8i2.1544>
- Rita, R., & Ahimsa, F. (2021). Analisis Pengaruh Social Media Terhadap Brand Attitude yang Memiliki Dampak Terhadap Purchase Intention. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, 1(1), 19–28. <https://doi.org/10.37366/master.v1i1.24>
- Sanita, S., Kusniawati, A., & Lestari, M. N. (2019). *Pengaruh Product Knowledge dan Brand Image terhadap Purchase Intention (Penelitian pada PT. Bahana Cahaya Sejati Ciamis)* (Vol. 1, Issue 3).
- Santikayasa, I. M. A., & Santika, I. W. (2019). Peran Citra Toko dalam Memediasi Pengaruh Kualitas Pelayanan terhadap Niat Beli Ulang Konsumen. *E-Jurnal Manajemen Unud*, 8(2), 8104–8134. <https://doi.org/10.24843/EJMUNUD.2019.v8.i2.p20>
- Saputra, M. A., Octavia, A., Roza, S., & Sriayudha, Y. (2019). Negara Asal Produk, Persepsi Kualitas dan Merek: Pengaruhnya terhadap Keputusan Pembelian Smartphone. *Jurnal Samudra Ekonomi Dan Bisnis*, 10(1). <https://doi.org/10.33059/jseb.v10i1.1121>
- Saputri, I. A., & Tjahjaningsih, E. (2022). Pengaruh Citra Merek, Kualitas Produk terhadap Kepuasan Konsumen Serta Dampaknya Terhadap Niat Beli Ulang. *SEIKO: Journal of Management & Business*, 4(3), 18–26. <https://doi.org/10.37531/sejaman.vxix.357>
- Setiabudhi, H., Suwono, Setiawan, Y. A., & Karim, S. (2025). *Analisis Data Kuantitatif dengan SmartPLS 4*.
- Sevanandee, B., & Damar-Ladkoo, A. (2018). Country-of-Origin Effects on Consumer Buying Behaviours. A Case of Mobile Phones. *Studies in Business and Economics*, 13(2), 179–201. <https://doi.org/10.2478/sbe-2018-0029>
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Táborecká-Petrovičová, J., Hudecová, M., Kurajdová, K., & Nagyová, Ľ. (2023). The Role of Country of Origin in the Milk Purchase. *Journal of Central*

- Tarumingkeng, R. C. (2024). *SmartPLS dan WarpPLS*.
- Trifandy, Risqiani, R., & Flkri, A. (2019). *Pengaruh Brand Tribalism, Brand Pride, Attitude Toward to the Brand, Purchase Intention Terhadap Need for Achievement pada Pemilik dan Pengguna Smartphone*.
- Utami, R. A., & Kussudyarsana. (2024). Analisis Efektivitas Kampanye Pemasaran Storytelling pada Platform Azarine Cosmetic untuk Meningkatkan Brand Image dan Brand Trust sebagai Mediasi terhadap Niat Pembelian Konsumen. *Jurnal Akuntansi Dan Pajak*, 24(2). <https://doi.org/10.29040/jap.v24i2.12524>
- Widodo, S., Ladyani, F., Asrianto, L. O., Dalfian, Nurcahyati, S., Devriany, A., Khairunnisa, Lestari, S. M. P., Rusdi, Wijayanti, D. R., Hidayat, A., Sjahriani, T., Armi, Widya, N., & Rogayah. (2023). *Buku Ajar Metode Penelitian*.
- Wijaya, M. M., & Miyanto, D. (2022). Implementation of Spiritual Education in Generation Z Students. *Andragogi: Jurnal Diklat Teknis Pendidikan Dan Keagamaan*, 10(2), 195–206. <https://doi.org/10.36052/andragogi.v10i2.292>
- Wijaya, Y. H., & Berlianto, M. P. (2025). The Effect of Subjective Norm, Attitude, Product Price and Product Quality on Repurchase Intention of Skincare Brand Skintific. *JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi*, 6(3), 1910–1918. <https://doi.org/10.38035/jemsi.v6i3>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths About Mediation Analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>

LAMPIRAN 1

KUESIONER PENELITIAN

Halo teman-teman semuanya, perkenalkan nama saya Jason Dave Chang, mahasiswa S1 Program Studi Manajemen di Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan sebuah penelitian untuk tugas akhir saya yang berjudul **"PENGARUH NEGARA ASAL TERHADAP NIAT BELI SMARTPHONE SAMSUNG DENGAN SIKAP TERHADAP MEREK DAN CITRA MEREK SEBAGAI VARIABEL MEDIASI (STUDI PADA GENERASI Z DI INDONESIA)"**.

Untuk pengisian kuesioner, saya mohon bantuan saudara/i untuk menjawab pertanyaan-pertanyaan di bawah ini dan jawab sejujur-juurnya. Atas waktu dan perhatian saudara/i, saya ucapkan terima kasih.

Adapun kriteria dari penelitian ini yaitu :

1. Individu yang merupakan generasi Z yang berusia 18 tahun keatas (tahun kelahiran 1995-2010).
2. Pernah menggunakan *smartphone* Samsung.
3. Berdomisili di Indonesia.

Tentang Samsung:

Samsung adalah salah satu brand *smartphone* yang berasal dari negara Korea Selatan. Samsung juga memiliki beberapa tipe *smartphone* seperti Samsung Galaxy S, Samsung Galaxy Z, Samsung Galaxy A, dan Samsung Galaxy M.

Bagian 1: Pertanyaan Filter

1. Apakah anda merupakan generasi Z yang berusia 18 tahun ke atas?
2. Apakah anda pernah menggunakan *smartphone* Samsung?
3. Apakah anda berdomisili di Indonesia?

Bagian 2: Profil Responden

1. Jenis Kelamin

- ☐ Pria
- ☐ Wanita

2. Usia

- ☐ 18-21 Tahun
- ☐ 22-25 Tahun
- ☐ 26-30 Tahun

3. Pendidikan Terakhir

- ☐ SD/Sederajat
- ☐ SMP/Sederajat
- ☐ SMA/Sederajat
- ☐ Diploma
- ☐ S1
- ☐ S2
- ☐ S3

4. Pekerjaan

- Pelajar/Mahasiswa
- Pegawai Negeri
- Wiraswasta
- Karyawan Swasta
- Lain – Lain

5. Pengeluaran per bulan

- Di bawah 1 juta
- 1 juta-3 juta
- 3 juta-5 juta
- 5 juta-10 juta
- Di atas 10 juta

Bagian 3: Indikator Variabel

No.	Indikator Variabel	Jawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
Negara Asal						
1.	Produk teknologi dari negara Korea Selatan ini berkualitas tinggi.					
2.	Produk teknologi dari negara Korea Selatan ini dibuat dengan pengerjaan yang sangat berkualitas.					
3.	Produk teknologi dari negara Korea Selatan ini bukan tiruan.					

4.	Produk teknologi dari negara Korea Selatan ini dijual di banyak negara.					
5.	Produk teknologi dari negara Korea Selatan ini menarik.					
6.	Produk teknologi dari negara Korea Selatan ini dapat diandalkan.					
Sikap terhadap Merek						
1.	Saya menganggap merek smartphone Samsung menarik.					
2.	Saya memiliki kesan yang baik terhadap smartphone merek Samsung.					
3.	Smartphone merek Samsung ini dapat memenuhi kebutuhan saya.					
4.	Membeli smartphone merek Samsung adalah keputusan yang baik.					
5.	Sikap saya terhadap smartphone merek Samsung ini positif.					
Citra Merek						
1.	Samsung adalah perusahaan yang hebat.					
2.	Samsung memiliki kemampuan penelitian, pengembangan, dan inovasi yang kuat.					
3.	Samsung memiliki reputasi yang baik.					
4.	Smartphone dari Samsung memiliki fungsi yang sangat baik.					
5.	Variasi aplikasi untuk smartphone Samsung cukup kaya.					
6.	Smartphone Samsung memiliki desain yang bagus.					
Niat Beli						

1.	Jika saya akan membeli smartphone, saya akan mempertimbangkan untuk membelinya dari merek Samsung yang berasal dari negara Korea Selatan.					
2.	Jika saya berbelanja smartphone, kemungkinan saya akan membelinya dari merek Samsung yang berasal dari negara Korea Selatan ini tinggi.					
3.	Saya bermaksud membeli smartphone dari Samsung dan negara Korea Selatan di masa mendatang.					
4.	Saya akan membeli smartphone dari Samsung dan negara Korea Selatan daripada yang tersedia lainnya.					
5.	Saya akan merekomendasikan orang lain untuk membeli smartphone dari merek Samsung dan negara Korea Selatan.					

LAMPIRAN 2

KUESIONER DI *GOOGLE FORM*



PENGARUH NEGARA ASAL TERHADAP NIAT BELI SMARTPHONE SAMSUNG DENGAN SIKAP TERHADAP MEREK DAN CITRA MEREK SEBAGAI VARIABEL MEDIASI (STUDI PADA GENERASI Z DI INDONESIA)

Halo teman-teman semuanya, perkenalkan nama saya Jason Dave Chang, mahasiswa S1 Program Studi Manajemen di Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan sebuah penelitian untuk tugas akhir saya yang berjudul **"PENGARUH NEGARA ASAL TERHADAP NIAT BELI SMARTPHONE SAMSUNG DENGAN SIKAP TERHADAP MEREK DAN CITRA MEREK SEBAGAI VARIABEL MEDIASI (STUDI PADA GENERASI Z DI INDONESIA)"**.

Untuk pengisian kuesioner, saya mohon bantuan saudara/i untuk menjawab pertanyaan-pertanyaan di bawah ini dan jawab sejujur-jujurnya. Atas waktu dan perhatian saudara/i, saya ucapkan terima kasih.



Adapun kriteria dari penelitian ini yaitu :

1. Individu yang merupakan generasi Z yang berusia 18 tahun keatas (tahun kelahiran 1995-2010).
2. Pernah menggunakan *smartphone* Samsung.
3. Berdomisili di Indonesia.

Tentang Samsung:

Samsung adalah salah satu brand *smartphone* yang berasal dari negara Korea Selatan. Samsung juga memiliki beberapa tipe *smartphone* seperti Samsung Galaxy S, Samsung Galaxy Z, Samsung Galaxy A, dan Samsung Galaxy M.

* Indicates required question

Samsung Galaxy S



Samsung Galaxy Z



Samsung Galaxy A



Samsung Galaxy M



Apakah anda merupakan generasi Z yang berusia 18 tahun ke atas? *

- ☐ Iya
- ☐ Tidak

Next

Clear form

Pertanyaan Filter

Apakah anda pernah menggunakan *smartphone* Samsung? *

- ☐ Ya
- ☐ Tidak

Back

Next

Clear form

Pertanyaan Filter

Apakah anda berdomisili di Indonesia? *

☐ Ya

☐ Tidak

Back

Next

Clear form

Identitas Responden

Jenis Kelamin *

☐ Pria

☐ Wanita

Usia *

☐ 18-21 Tahun

☐ 22-25 Tahun

☐ 26-30 Tahun

Pendidikan Terakhir *

- ☐ SD/Sederajat
- ☐ SMP/Sederajat
- ☐ SMA/Sederajat
- ☐ Diploma
- ☐ S1
- ☐ S2
- ☐ S3

Pekerjaan *

- ☐ Pelajar/Mahasiswa
- ☐ Pegawai Negeri
- ☐ Wiraswasta
- ☐ Karyawan Swasta
- ☐ Lain - Lain

Pengeluaran per bulan *

- ☐ Di bawah 1 juta
- ☐ 1 juta-3 juta
- ☐ 3 juta-5 juta
- ☐ 5 juta-10 juta
- ☐ Di atas 10 juta

Back

Next

Clear form

Negara Asal

Produk teknologi dari negara Korea Selatan ini berkualitas tinggi. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Produk teknologi dari negara Korea Selatan ini dibuat dengan pengerjaan yang sangat berkualitas. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Produk teknologi dari negara Korea Selatan ini bukan tiruan. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Produk teknologi dari negara Korea Selatan ini dijual di banyak negara. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju



Produk teknologi dari negara Korea Selatan ini menarik. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Produk teknologi dari negara Korea Selatan ini dapat diandalkan. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Back

Next

Clear form

Sikap terhadap Merek

Saya menganggap merek smartphone Samsung menarik. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya memiliki kesan yang baik terhadap smartphone merek Samsung. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Smartphone merek Samsung ini dapat memenuhi kebutuhan saya. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Membeli smartphone merek Samsung adalah keputusan yang baik. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Sikap saya terhadap smartphone merek Samsung ini positif. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Back

Next

Clear form

Citra Merek

Samsung adalah perusahaan yang hebat. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Samsung memiliki kemampuan penelitian, pengembangan, dan inovasi yang kuat. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Samsung memiliki reputasi yang baik. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Smartphone dari Samsung memiliki fungsi yang sangat baik. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju



Variasi aplikasi untuk smartphone Samsung cukup kaya. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Smartphone Samsung memiliki desain yang bagus. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Back

Next

Clear form

Niat Beli

Jika saya akan membeli smartphone, saya akan mempertimbangkan untuk membelinya dari merek Samsung yang berasal dari negara Korea Selatan. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Jika saya berbelanja smartphone, kemungkinan saya akan membelinya dari merek Samsung yang berasal dari negara Korea Selatan ini tinggi. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya bermaksud membeli smartphone dari Samsung dan negara Korea Selatan *
di masa mendatang.

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya akan membeli smartphone dari Samsung dan negara Korea Selatan *
daripada yang tersedia lainnya.

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya akan merekomendasikan orang lain untuk membeli smartphone dari merek *
Samsung dan negara Korea Selatan.

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Back

Submit

Clear form

LAMPIRAN 3

DATA PROFIL RESPONDEN

Pertanyaan *Filter*

<i>Apakah anda merupakan generasi Z yang berusia 18 tahun ke atas?</i>	<i>Apakah anda pernah menggunakan smartphone Samsung?</i>	<i>Apakah anda berdomisili di Indonesia?</i>
<i>Iya</i>	<i>Tidak</i>	
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Tidak</i>	
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Tidak</i>	
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>

<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Tidak</i>	
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Tidak</i>	
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>

<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Tidak</i>	
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>
<i>Iya</i>	<i>Ya</i>	<i>Ya</i>

Identitas Responden

Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	Pengeluaran per bulan
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	Diploma	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	18-21 Tahun	S1	Pelajar/Mahasiswa	Di bawah 1 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Wanita	26-30 Tahun	S1	Wiraswasta	5 juta-10 juta
Wanita	18-21 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	18-21 Tahun	S1	Pelajar/Mahasiswa	3 juta-5 juta
Pria	22-25 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Di bawah 1 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	1 juta-3 juta
Pria	22-25 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	Di bawah 1 juta
Pria	18-21 Tahun	S1	Pelajar/Mahasiswa	3 juta-5 juta

Pria	22-25 Tahun	SMA/Sederajat	Karyawan Swasta	3 juta-5 juta
Pria	18-21 Tahun	SMA/Sederajat	Karyawan Swasta	1 juta-3 juta
Wanita	18-21 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Wanita	18-21 Tahun	Diploma	Lain - Lain	1 juta-3 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Di bawah 1 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	26-30 Tahun	SMA/Sederajat	Lain - Lain	1 juta-3 juta
Wanita	26-30 Tahun	Diploma	Karyawan Swasta	1 juta-3 juta
Wanita	26-30 Tahun	SMA/Sederajat	Karyawan Swasta	3 juta-5 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	1 juta-3 juta
Pria	22-25 Tahun	S1	Lain - Lain	1 juta-3 juta
Wanita	22-25 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	18-21 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	26-30 Tahun	Diploma	Karyawan Swasta	1 juta-3 juta
Pria	22-25 Tahun	SMA/Sederajat	Karyawan Swasta	1 juta-3 juta
Wanita	22-25 Tahun	S1	Pelajar/Mahasiswa	Di bawah 1 juta
Pria	22-25 Tahun	S1	Wiraswasta	1 juta-3 juta
Wanita	26-30 Tahun	S1	Karyawan Swasta	1 juta-3 juta
Wanita	26-30 Tahun	S1	Wiraswasta	5 juta-10 juta

Pria	22-25 Tahun	Diploma	Karyawan Swasta	5 juta-10 juta
Pria	22-25 Tahun	S1	Pelajar/Mahasiswa	Di bawah 1 juta
Wanita	18-21 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Pria	18-21 Tahun	S1	Pelajar/Mahasiswa	Di bawah 1 juta
Pria	22-25 Tahun	S1	Karyawan Swasta	Di atas 10 juta
Pria	22-25 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Pria	18-21 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Pria	22-25 Tahun	S1	Karyawan Swasta	1 juta-3 juta
Wanita	22-25 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Pria	22-25 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	5 juta-10 juta
Pria	18-21 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Wanita	22-25 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	5 juta-10 juta
Pria	18-21 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Wanita	22-25 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Wanita	18-21 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	18-21 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	18-21 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Pria	22-25 Tahun	SMA/ sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Pria	22-25 Tahun	S1	Wiraswasta	1 juta-3 juta
Wanita	22-25 Tahun	S1	Lain - Lain	1 juta-3 juta

Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Pelajar/Mahasiswa	Di bawah 1 juta
Wanita	26-30 Tahun	S3	Lain - Lain	Di bawah 1 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Pria	26-30 Tahun	S1	Wiraswasta	Di atas 10 juta
Wanita	22-25 Tahun	SMA/Sederajat	Karyawan Swasta	3 juta-5 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	5 juta-10 juta
Pria	18-21 Tahun	S1	Pelajar/Mahasiswa	3 juta-5 juta
Wanita	18-21 Tahun	Diploma	Karyawan Swasta	5 juta-10 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Karyawan Swasta	5 juta-10 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	5 juta-10 juta
Wanita	18-21 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Karyawan Swasta	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	26-30 Tahun	Diploma	Wiraswasta	3 juta-5 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta

Pria	22-25 Tahun	S1	Pelajar/Maha siswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Maha siswa	3 juta-5 juta
Pria	22-25 Tahun	SMA/Sederajat	Karyawan Swasta	3 juta-5 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Maha siswa	1 juta-3 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Maha siswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Pelajar/Maha siswa	1 juta-3 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Maha siswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Pria	22-25 Tahun	S1	Pelajar/Maha siswa	1 juta-3 juta
Pria	18-21 Tahun	S1	Pelajar/Maha siswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Karyawan Swasta	1 juta-3 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Maha siswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Pelajar/Maha siswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Maha siswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Maha siswa	1 juta-3 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Maha siswa	3 juta-5 juta
Pria	22-25 Tahun	S1	Wiraswasta	3 juta-5 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Maha siswa	Di bawah 1 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Maha siswa	1 juta-3 juta
Pria	26-30 Tahun	Diploma	Lain - Lain	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Maha siswa	3 juta-5 juta
Wanita	26-30 Tahun	S1	Wiraswasta	5 juta-10 juta
Wanita	22-25 Tahun	S1	Pelajar/Maha siswa	5 juta-10 juta
Wanita	22-25 Tahun	S1	Pelajar/Maha siswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Pelajar/Maha siswa	1 juta-3 juta

Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Pelajar/Mahasiswa	5 juta-10 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Di bawah 1 juta
Wanita	22-25 Tahun	S1	Pelajar/Mahasiswa	Di atas 10 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	3 juta-5 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	1 juta-3 juta
Wanita	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	22-25 Tahun	S1	Karyawan Swasta	1 juta-3 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	18-21 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	18-21 Tahun	S1	Karyawan Swasta	3 juta-5 juta

Wanita	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	1 juta-3 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Di bawah 1 juta
Pria	18-21 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	Di bawah 1 juta
Pria	18-21 Tahun	S1	Pelajar/Mahasiswa	1 juta-3 juta
Wanita	22-25 Tahun	S1	Karyawan Swasta	1 juta-3 juta
Wanita	18-21 Tahun	S1	Lain - Lain	1 juta-3 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Pria	22-25 Tahun	S1	Pelajar/Mahasiswa	5 juta-10 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	3 juta-5 juta
Pria	22-25 Tahun	SMA/Sederajat	Pelajar/Mahasiswa	3 juta-5 juta

COO1	COO2	COO3	COO4	COO5	COO6	ATT1	ATT2	ATT3	ATT4	ATT5	BI1	BI2	BI3	BI4	BI5	BI6	RPI1	RPI2	RPI3	RPI4	RPI5
4	5	5	5	4	5	4	4	5	4	4	5	4	5	5	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	3	4	3	4	4	5	4	4	3	3	2	3	4
5	5	4	5	4	4	5	5	5	4	5	5	5	5	5	5	5	4	4	4	4	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	5	4	5	5	4	5	5	5	4	4	4	4	5	4	5	5	4	4	3	5
3	3	2	5	4	4	4	4	4	4	5	4	3	4	4	4	4	4	4	4	3	3
4	4	4	5	5	3	5	4	4	4	4	3	4	4	4	4	4	4	3	3	3	4
5	4	4	5	3	4	4	4	4	5	5	4	4	4	4	5	4	4	3	3	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
4	4	4	3	4	5	4	5	4	4	5	4	5	4	5	3	4	3	3	2	3	4
4	3	5	5	4	5	5	4	5	5	5	4	5	4	4	4	4	4	4	5	5	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	5
4	4	4	4	4	4	4	5	3	4	4	3	4	4	4	5	3	5	5	5	4	3
5	5	5	5	5	5	5	5	5	5	4	4	3	4	4	5	5	5	5	4	4	4
4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	2	3	4	3
4	4	3	5	4	4	3	3	3	3	3	2	3	3	3	3	3	2	2	2	2	2
4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	3	3	3	4
4	4	4	5	4	5	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	3	3	4	3	4	4	4	5	4	4	3	4	3	3	3	3
5	4	5	5	3	4	4	5	5	4	3	3	4	5	4	4	5	4	4	3	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	5	4	4	3	4	4	3	4	4	4	5	4	4	3	3	3	3	3	3

4	3	2	5	4	2	5	4	5	3	5	5	2	3	5	4	2	4	5	2	5	3
4	4	5	5	4	5	4	4	5	5	4	3	4	4	4	5	5	2	4	4	5	4
4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4
3	3	4	4	4	3	3	4	4	3	3	4	4	4	3	4	3	3	3	3	2	3
4	5	5	5	3	4	4	4	5	5	3	5	5	5	5	5	5	3	4	3	3	5
4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	2	2	2	4
4	4	5	5	4	4	3	4	5	3	4	4	4	5	4	3	3	4	3	4	3	3
4	4	3	4	4	4	5	5	5	4	5	4	4	4	4	4	5	5	5	5	5	5
4	4	5	4	4	3	4	3	3	3	3	3	3	3	3	4	4	4	3	2	2	3
4	3	3	4	4	3	5	4	4	4	3	4	4	4	3	3	4	5	5	4	4	4
3	4	3	5	4	4	4	4	3	3	3	5	4	4	4	4	5	4	4	4	3	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	2	5	5	5	4	4	4	4	4	5	5	5	5	5	5	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	4	5	4	4	3	2	3	2	3	4	4	3	3	5	5	2	2	2	2	2
4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	4	4	4	4	4	4
3	5	5	5	5	3	4	3	3	2	4	5	5	5	5	4	5	4	3	5	2	4
5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	5	3	4
4	4	2	4	4	4	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4
4	4	5	5	5	5	4	4	4	3	4	5	3	4	4	3	3	3	3	2	2	2
5	3	4	5	5	5	5	5	4	4	4	5	4	4	4	5	4	4	4	4	4	4

4	3	4	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	5	4	4
5	5	4	5	4	4	4	5	5	4	4	4	4	5	5	5	4	4	4	4	3	3
3	4	2	2	4	3	3	3	4	3	3	2	3	4	2	4	4	3	2	3	3	2
4	3	3	5	4	3	4	4	4	3	4	5	4	4	3	5	4	3	3	5	3	4
3	3	3	4	4	4	4	4	4	4	3	4	4	4	2	4	2	4	4	3	4	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4
4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	3	4	4	4	4
4	4	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5
4	5	4	4	5	4	4	4	4	3	4	4	4	4	5	4	5	3	4	4	3	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	3	4	4	3	4	4	3	3	4	5	5	5	5	5	3	3	3	3	3	4
4	4	4	5	4	4	4	5	3	3	4	4	4	4	4	4	4	4	5	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
4	5	5	5	4	3	5	5	5	5	5	4	5	4	4	5	5	3	3	5	5	4
5	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4
5	5	5	4	5	5	4	5	4	5	4	5	5	4	5	5	5	4	4	5	4	5
5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5
4	5	4	4	4	5	4	4	5	3	4	4	5	4	4	4	4	5	4	4	4	5
5	4	4	5	4	4	4	4	4	5	4	4	4	4	5	4	5	5	4	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	4	5	4	5	4	5	4	4	4	5	4	5	5	4	2	2	3	1	3
5	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5

4	4	4	4	4	5	4	4	4	4	4	4	5	5	5	5	5	4	4	3	3	4
4	4	5	4	4	4	5	5	4	5	4	5	4	4	5	4	5	4	4	5	5	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4	4	5	4	5	3	5	4	5	3	3	5	4	5	5	3	4	4	5	4	3	4
4	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	2	5
4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	4	4	4	5	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	3
4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4
3	4	4	5	4	4	4	4	5	4	3	3	3	3	4	3	3	3	3	3	3	4
4	4	4	5	4	4	4	3	3	3	4	5	5	3	5	4	3	5	3	4	4	4
4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
4	4	5	5	3	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	4
5	5	5	5	5	3	5	3	4	2	3	5	5	3	5	5	5	1	1	1	1	2
5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	5	4	4	5	4	5	5	5	4	4	4	5	4	4	5	4	5	5	5	4
4	3	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4
3	4	2	5	5	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	3	4	4	3	3
4	4	5	4	5	5	4	5	5	5	4	5	5	5	4	5	4	4	5	5	4	5
4	5	5	4	4	5	4	4	4	3	4	5	5	4	5	2	5	4	3	3	3	3
3	4	5	4	3	5	4	5	4	3	4	4	5	3	4	5	3	4	5	3	4	5
4	4	3	5	5	5	4	3	4	3	4	5	5	4	5	4	5	3	4	5	4	4
4	4	5	5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4

4	4	4	3	4	4	5	4	5	4	5	4	5	4	5	5	5	5	5	4	5	5
3	4	4	3	4	3	3	4	4	3	3	3	4	3	3	3	3	3	3	4	3	3
5	4	4	4	5	5	5	4	4	5	5	5	4	4	5	5	5	4	4	5	5	5
5	5	4	5	5	4	4	5	5	4	4	4	4	5	5	4	5	5	3	4	4	5
5	5	4	4	5	4	5	5	4	4	5	5	5	4	4	5	4	5	4	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
4	4	4	4	4	4	4	2	2	4	4	4	4	4	2	2	4	2	2	2	2	2
4	4	5	5	3	4	2	2	2	3	3	5	4	4	4	4	3	2	2	2	2	2
4	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	4	3	3
4	5	4	5	4	5	4	5	4	4	5	5	4	5	3	4	5	4	5	5	4	5
4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	3	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	5	5	5	4	4	5	5	4	5	4	5	5	5	5	4	4	4	5	5	4
5	5	4	4	4	5	5	5	4	4	4	4	5	4	4	4	5	5	4	4	4	3
4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3
3	3	4	5	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	4	5	4	5	5	4	5	5	5	5	4	5	5	4	4	4	4	5	4	5
4	4	4	4	3	4	4	4	3	3	5	4	4	4	3	3	3	4	4	4	3	3
3	3	3	3	3	3	3	3	4	2	2	2	3	3	3	3	1	1	1	1	1	1
5	4	4	5	4	5	4	5	5	4	4	5	4	5	5	4	4	3	4	3	4	4
4	4	5	3	4	5	5	4	4	5	5	4	4	5	5	3	5	5	4	5	4	5
5	4	4	4	3	3	3	4	3	3	5	3	3	4	4	5	4	3	4	4	3	4
4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

3	3	3	3	3	3	4	3	3	3	3	4	4	4	4	4	4	3	3	3	3	3
4	4	4	4	4	4	4	3	4	4	4	3	3	4	4	4	2	4	2	3	3	3
5	5	3	4	5	5	5	5	5	5	5	5	4	4	4	4	4	3	3	4	3	4
4	5	4	5	3	4	4	5	4	3	5	4	3	3	5	4	4	4	4	4	4	3
4	4	4	5	5	4	4	4	4	3	4	4	5	4	4	4	5	4	4	3	4	4
4	4	4	5	4	4	4	4	4	4	4	5	4	5	4	5	4	4	4	4	4	4
4	4	3	4	4	4	4	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3
5	5	4	5	5	5	5	5	5	3	4	4	5	4	5	5	5	5	4	2	2	4
4	4	4	4	4	4	4	3	4	3	3	4	4	4	4	4	3	2	2	2	2	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	3	4	4	4	5	5	5	4	4	5	5	5	5	5	5	5	4	4	1	3
4	5	5	3	5	4	4	4	5	3	5	4	5	5	3	4	5	4	4	5	4	3
5	4	5	5	4	4	4	4	5	4	4	4	5	4	4	4	3	4	4	4	4	4
4	3	4	5	4	3	4	5	4	4	5	3	3	4	4	4	5	4	3	4	4	5
5	5	5	4	4	5	4	5	5	5	5	4	5	5	5	5	5	5	4	5	4	5
4	5	4	4	4	5	4	5	4	4	4	5	5	4	4	4	4	4	4	3	4	4
4	4	3	4	4	3	4	4	5	4	5	4	5	4	4	5	5	4	4	5	5	4
5	4	4	5	5	5	4	4	5	5	4	5	5	5	5	4	5	4	4	5	4	4
4	4	3	5	4	4	4	4	4	4	4	4	4	5	4	5	5	4	4	3	3	4
5	5	4	5	4	5	4	4	5	4	5	5	5	4	5	4	5	4	4	5	4	4
4	5	4	4	3	3	2	4	5	2	4	3	4	4	3	5	3	1	2	3	2	3
4	4	5	5	4	4	5	4	4	5	5	4	5	5	4	4	5	4	4	5	4	4
5	5	4	5	4	4	5	4	5	5	4	4	5	4	4	5	5	5	4	4	4	5
4	5	4	4	4	5	5	5	5	4	4	5	5	5	5	5	5	4	4	4	4	4

5	5	5	4	4	4	5	4	4	4	5	5	4	5	4	5	4	4	4	5	4	5
5	4	4	4	5	5	4	4	5	4	5	5	5	4	4	5	5	5	4	4	4	4
4	4	5	5	4	5	4	5	5	2	4	5	4	4	5	5	4	4	2	4	4	2
3	4	4	4	4	4	5	5	5	3	4	4	3	5	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	3	2	2	2	2	3
4	4	4	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	2	4
4	4	2	5	4	3	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4
4	4	4	4	4	3	4	4	3	3	4	4	4	4	4	4	4	3	3	3	3	3
3	2	3	2	4	5	4	3	4	5	3	3	3	4	1	4	4	2	1	4	5	5
5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

COO: Negara Asal

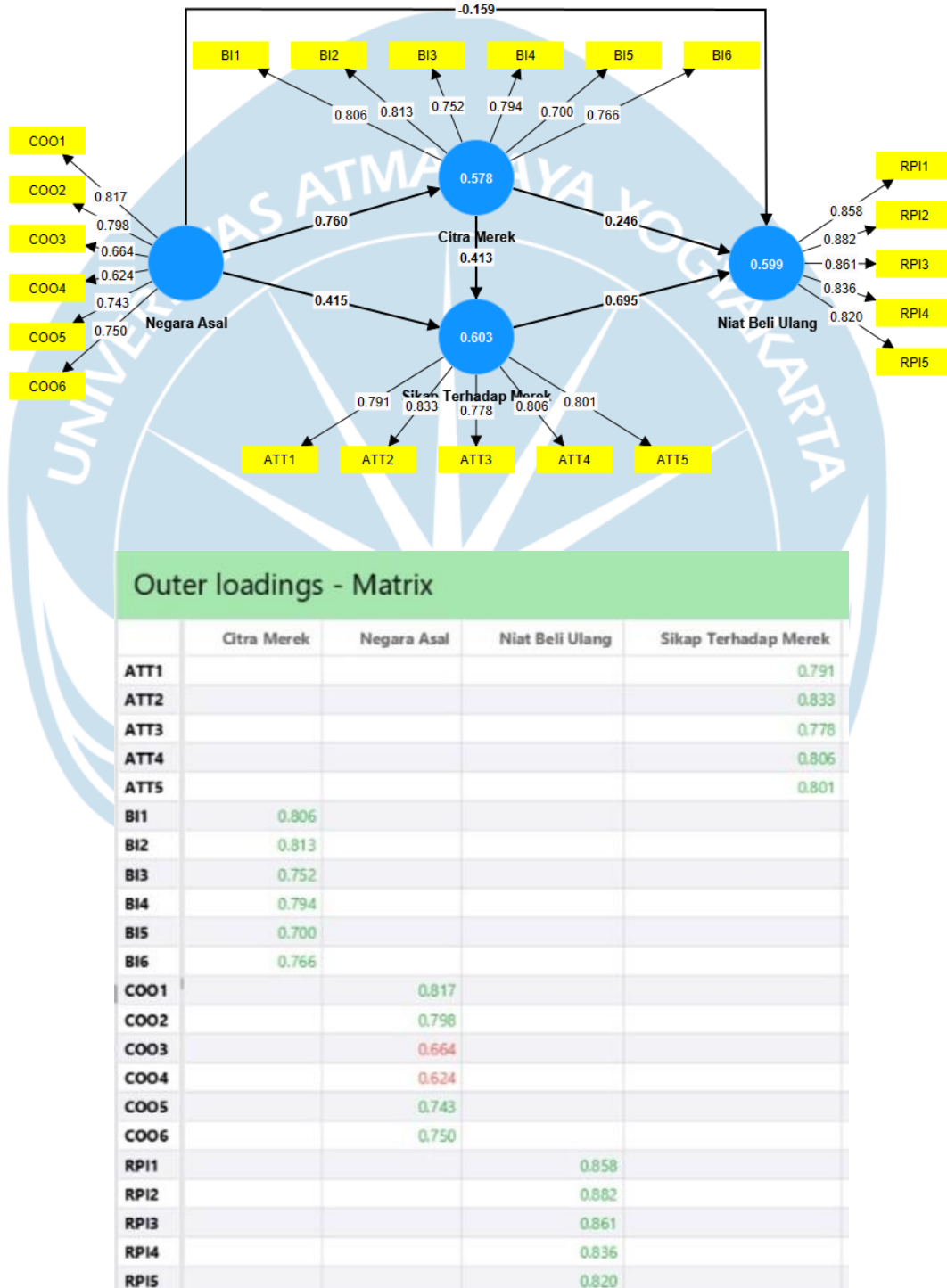
ATT: Sikap terhadap Merek

BI: Citra Merek

RPI: Niat Beli Ulang

LAMPIRAN 4

HASIL OLAH DATA MENGGUNAKAN SEM-PLS



Discriminant validity - Cross loadings

	Citra Merek	Negara Asal	Niat Beli Ulang	Sikap Terhadap Merek
ATT1	0.591	0.600	0.547	0.791
ATT2	0.585	0.618	0.628	0.833
ATT3	0.567	0.578	0.502	0.778
ATT4	0.554	0.556	0.684	0.806
ATT5	0.624	0.573	0.666	0.801
BI1	0.806	0.613	0.493	0.538
BI2	0.813	0.609	0.441	0.527
BI3	0.752	0.561	0.535	0.592
BI4	0.794	0.642	0.474	0.594
BI5	0.700	0.508	0.424	0.528
BI6	0.766	0.583	0.554	0.592
COO1	0.618	0.817	0.435	0.638
COO2	0.628	0.798	0.371	0.549
COO3	0.447	0.664	0.313	0.408
COO4	0.500	0.624	0.315	0.417
COO5	0.590	0.743	0.423	0.578
COO6	0.549	0.750	0.481	0.583
RPI1	0.559	0.502	0.858	0.673
RPI2	0.556	0.468	0.882	0.672
RPI3	0.554	0.445	0.861	0.623
RPI4	0.440	0.354	0.836	0.605
RPI5	0.575	0.502	0.820	0.655

Construct reliability and validity - Overview

[Copy to Excel/Word](#)
[Copy to R](#)

	Cronbach's alpha	Composite reliability (r...	Composite reliability (r...	Average variance extrac...
Citra Merek	0.865	0.866	0.899	0.597
Negara Asal	0.829	0.840	0.875	0.542
Niat Beli Ulang	0.905	0.906	0.930	0.726
Sikap Terhadap Merek	0.861	0.863	0.900	0.643

R-square - Overview

[Copy to Excel/Word](#)
[Copy to R](#)

	R-square	R-square adjusted
Citra Merek	0.578	0.575
Niat Beli Ulang	0.599	0.590
Sikap Terhadap Merek	0.603	0.598

Path coefficients - Mean, STDEV, T values, p values

[Copy to Excel/Word](#)
[Copy to R](#)

	Original sample (O)	Sample mean (M)	Standard deviation (ST...	T statistics (O/STDEV)	P values
Citra Merek -> Niat Beli Ulang	0.246	0.247	0.086	2.864	0.004
Citra Merek -> Sikap Terhadap Merek	0.413	0.409	0.084	4.941	0.000
Negara Asal -> Citra Merek	0.760	0.752	0.064	11.927	0.000
Negara Asal -> Niat Beli Ulang	-0.159	-0.155	0.095	1.662	0.097
Negara Asal -> Sikap Terhadap Merek	0.415	0.415	0.079	5.265	0.000
Sikap Terhadap Merek -> Niat Beli Ulang	0.695	0.693	0.089	7.784	0.000

Specific indirect effects - Mean, STDEV, T values, p values

[Copy to Excel/Word](#)
[Copy to R](#)

	Original sample (O)	Sample mean (M)	Standard deviation (ST...	T statistics (O/STDEV)	P values
Negara Asal -> Citra Merek -> Sikap ...	0.218	0.215	0.060	3.616	0.000
Negara Asal -> Citra Merek -> Niat Beli Ulang	0.187	0.186	0.069	2.700	0.007
Negara Asal -> Citra Merek -> Sikap ...	0.314	0.308	0.071	4.414	0.000
Citra Merek -> Sikap Terhadap Merek -> Ni...	0.287	0.284	0.070	4.084	0.000
Negara Asal -> Sikap Terhadap Merek -> Ni...	0.289	0.288	0.067	4.313	0.000

The current issue and full text archive of this journal is available on Emerald Insight at:
<https://www.emerald.com/insight/1355-5855.htm>

APJML
36,7

1616

Received 25 May 2022
 Revised 5 September 2022
 26 December 2022
 Accepted 27 December 2022

The influence of country-of-origin on consumers' purchase intention: a study of the Chinese smartphone market

Francisco Javier Blanco-Encomienda
University of Granada, Ceuta, Spain

Shuo Chen

Zhengzhou University, Zhengzhou, China, and

David Molina-Muñoz

University of Granada, Granada, Spain

Abstract

Purpose – Due to the intense rivalry in the smartphone market, manufacturers of mobile phones are becoming increasingly interested in knowing the factors that influence consumers' purchase intention. This paper aims to examine the effect of country-of-origin image, brand image and attitude towards the brand on the purchase intention of smartphone users.

Design/methodology/approach – An empirical study was performed based on the information gathered from smartphone users. The structural equation modeling (SEM) technique was applied to examine the hypotheses.

Findings – The authors found that brand image and attitude towards the brand significantly influence consumer purchase intention. Additionally, there is an indirect effect even when the nation of origin image does not directly influence the consumer's purchase intention. Indeed, brand image and attitude towards the brand act as a mediator between the country-of-origin image and purchase intention.

Originality/value – This study presents a conceptual model on the impact of country-of-origin image on the propensity of consumers to buy smartphones in a field where little research has been done. The investigation offers a consumer-focused analysis regarding the country-of-origin image. This suggests a significant shift from the current strategy, which is frequently centered on the viewpoint of the companies.

Keywords Country-of-origin, Brand image, Attitude towards the brand, Purchase intention

Paper type Research paper

Introduction

Smartphones have developed into a necessary communication tool in people's daily lives. Data from the [International Telecommunication Union \(2022\)](#), the United Nations specialized body in charge of information and communication technology matters, show that the number of mobile phones worldwide reached 8.6 billion in the past year, surpassing the world population. This indicates that several individuals use two or more mobile phones simultaneously. With around 6.6 billion smartphone users worldwide, China represents about 15% of total users ([Statista, 2022a](#)).

© Francisco Javier Blanco-Encomienda, Shuo Chen and David Molina-Muñoz. Published by Emerald Publishing Limited. This article is published under the Creative Commons Attribution (CC BY 4.0) licence. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this licence may be seen at <http://creativecommons.org/licenses/by/4.0/legalcode>.

The authors appreciate the financial support provided via a Research Program from the Faculty of Education, Economy and Technology of Ceuta.

Funding for open access charge: Universidad de Granada / CBUA.



Asia Pacific Journal of Marketing
 and Logistics
 Vol. 36 No. 7 2024
 pp. 1616-1623
 Emerald Publishing Limited
 ISSN 1355-5855
 DOI 10.1108/APJML-05-2022-0462

China has the world's significant smartphone market. Nearly all Chinese smartphone market share is divided between Vivo, OPPO, HONOR, Apple and Xiaomi. Only 16% of the market is taken up by other brands (Samsung, Meizu, Lenovo. . .) (Canalys, 2022). The competition among smartphone brands has gotten fiercer (Liao *et al.*, 2021), and the demand for devices from China is dropping. According to Canalys (2022), Vivo is currently in the lead with 14.1 million units shipped, followed by OPPO with 12.1 million units. HONOR is in third place with 12.0 million units, followed by Apple in the fourth with 9.0 million units. To round out the top five, Xiaomi shipped 9.0 million units. Despite the dominance of Chinese smartphone brands, Apple, a U.S. company, is shipping an increasing number of devices, snatching market share from brands like Vivo and OPPO.

At present, China's 14th Five-Year Plan for Information and Communications Industry Development focuses on developing the digital economy. The overall information and communication sector will have grown to a size that is safe, dependable, green, intelligent and green by 2025. Innovation capability has increased significantly within the new digital infrastructure, which leads to the emergence of new business models and a thorough improvement in the capacity to drive digital transformation and upgrading in the social and economic spheres. These provide a solid foundation for building a robust manufacturing and digital nation.

In recent years, China's mobile phone industry has been highly valued by governments at all levels and supported by national industrial policies. A series of policies, including the Action Plan for the Collaborative Development of Dual-Gigabit Networks (2021–2023), the Action Plan for the Development of Basic Electronic Components Industry (2021–2023) and the Rules on the Scope of Necessary Personal Information for Common Types of Mobile Internet Applications, have been released by the government to promote the growth and innovation of the mobile phone industry. These policies provide a clear and broad market prospect for the development of the mobile phone industry, which also provide a suitable environment for companies' manufacturing and business dealings.

With the rapid growth of new technology and the saturation of the market, the criteria used to assess a nation's level of global competitiveness have also changed significantly (Gupta *et al.*, 2018). Traditionally, the aspects of evaluating international competitiveness were based primarily on utilizing resources, namely natural, material and human. Following the emergence of knowledge and information society, the image of a country, the corporate image, the national image and other symbolic image factors are being adopted as vital criteria to explore international competitiveness (D'Astous and Ahmed, 1999; Papadopoulos and Heslop, 2014; Yu *et al.*, 2022). As a result, it is advantageous to create a favorable corporate brand image in the minds of consumers, which influences how they perceive and evaluate the brand by shaping their opinions, perceptions and attitudes (Lee and Lee, 2006).

The concept of origin image was first put forth by Schooler (1965), who claimed that the country-of-origin image directly influenced consumer perception of goods from that place. Reiersen (1967), Chasin and Jaffe (1979), Johansson *et al.* (1985), and Keown and Casey (1995) conducted extensive research on this subject over a long period. It was found that the origin image impacts several variables at various degrees (Al Sulaiti and Baker, 1998; Alonso Dos Santos *et al.*, 2022; Bernard *et al.*, 2020; Yu *et al.*, 2013).

Several authors have previously sought to clarify how the origin image effect is developed. Han (1989) made notable progress among them. He deduced that when consumers know little about the country or region where a product originates, their perception of the locality directly impacts their feelings about the goods. Batra *et al.* (2000) assert that consumers in developing nations are particularly susceptible to the effects of the country-of-origin construct. Wang (2003) also identified that the average level of consumer cognition is impacted by national, cultural, political, religious, and legal issues and is related to national economic growth. According to Oberecker *et al.* (2008), a direct link exists between consumer

affinities for a nation and their propensity to purchase goods from that place. Moreover, consumers' acceptance of products from other countries depends on the compatibility of the products with their own values and ideas (Zhang *et al.*, 2022).

Consequently, psychological characteristics like patriotism, loyalty and national honor impact consumers' perception of domestic and international products (Li *et al.*, 2021; Pentz *et al.*, 2017). Moreover, even if goods may not be of the highest quality, consumers are more likely to purchase them if they come from their nation. As a result, the country-of-origin image can influence consumers' purchase intention. Since companies are aware of this, they tend to utilize the country of origin as a marketing tool (Verlegh *et al.*, 2006). Using the phrase "Made in . . ." and placing quality and origin labels on items are two examples of marketing techniques companies use to inform consumers of the nation of origin of their goods subject to legislative restrictions. Other methods not subject to legal restrictions include the country of origin in the brand or the name of the product, such as embedding the national flag or other symbols, or showcasing iconic structures or typical landscapes from the country of origin (Aichner, 2014).

This study examines the effects of country-of-origin, brand image and attitude towards the brand of Chinese smartphone users on their purchase intentions. Additionally, the connections between the factors under consideration, and whether the brand image and the attitude towards the brand act as mediators are investigated.

Literature review and hypotheses

The effect of country-of-origin

The progression of multinational corporations has been inexorably linked to the phenomenon of globalization. A pivotal consequence of this global integration is the intricate national composition of many contemporary products, prompting a substantial redefinition of the conventional notion of "origin." Consequently, the concept now encompasses the location of the product's assembly or manufacture and the geographical source of its constituent components (Thakor and Lavack, 2003). Illustratively, some smartphone enterprises exemplify this paradigm shift. These companies often bifurcate their operations, conducting product design and development in one country while procuring parts from various nations. This practice, especially pervasive within the technology sector, underscores the growing significance of the product or brand's origin as a salient variable within numerous academic research studies (Ciravegna *et al.*, 2014; Hamzaoui-Essoussi, 2010; Laibach *et al.*, 2019).

The concept of the country-of-origin effect can be traced back to pioneering work by Schooler (1965), whose research illuminated the presence of an emotional bias among consumers when evaluating products contingent upon the product's country-of-origin. Therefore, the image associated with a product's country-of-origin holds the potential to significantly shape consumer perceptions, a phenomenon widely recognized as the "country-of-origin effect".

After Schooler's seminal work, researchers such as Drumwright (1994) and Peterson (1995) further bolstered this concept through their empirical investigations. Concurrently, Zbib *et al.* (2010) articulated a perspective wherein the country-of-origin image contributes to consumer's belief that products from a specific country possess a superior quality compared to those from other nations. For instance, common perceptions may hold that Japanese small household appliances epitomize quality, while French fashion embodies style. Chinese enterprises dominate the international market with competitively priced labor-intensive products, which leaves consumers with numerous adverse connotations that "Made in China" is a subpar and inferior product (Jo *et al.*, 2003; Oumlil, 2020; Veale and Qvester, 2009).



Such stereotypes influence consumers' decision-making processes, profoundly impacting their product or service choices.

Consumers adopt a comprehensive perspective, attentively considering product attributes and origin. This phenomenon has been corroborated by research conducted by [Frewer et al. \(2013\)](#) and [Yang et al. \(2018\)](#), who established that a favorable perception of a product's origin positively influences consumer evaluations, subsequently enhancing their purchase intention. These findings align with the cognitive approach, supported by results from [Witek-Hajduk and Grudecka \(2022\)](#), which positions country-of-origin as one of the extrinsic cues within consumers' information processing, capable of exerting an impact on their purchase intentions.

When consumers possess limited knowledge about a brand's products, they often make inferences about product attributes (such as quality or reliability) based on their understanding of the country-of-origin ([Han, 1989](#)). This cognitive bias, known as the "halo effect," was first introduced by [Thorndike \(1920\)](#) and has been extensively examined within the marketing domain by numerous scholars ([Burke et al., 2018](#); [Hien et al., 2020](#); [Koubaa, 2008](#); [Leuthesser et al., 1995](#); [Panda and Misra, 2014](#); [Wang, 2003](#); [Woo, 2019](#)). The "halo effect" operates on the premise that the image of origin is essentially a regional reputation, functioning as a reliable external cue for products ([Josiassen et al., 2013](#)). The favorable origin image signifies that the region boasts a commendable reputation for producing a specific product type. This reputation acts like an expansive halo, casting a promising light on products manufactured within the entire region ([Boatwright et al., 2008](#); [Han, 1989](#)). Products associated with this positive reputation halo effectively bear an identity marker, endowing consumers with a dependable, consistent and trustworthy external reference for assessing product quality ([Brodowsky, 1997](#)). Conversely, a negative origin image yields opposite effects.

At the affective level, consumer emotions concerning a country can significantly influence its brand image. This phenomenon implies that consumers extend their emotional sentiments about a particular country to the brands operating within it. These feelings may originate from direct encounters, such as travel experiences or interactions with foreigners, as well as indirect exposures related to art, education and culture ([Verlegh and Steenkamp, 1999](#)). Specifically, "consumer ethnocentrism" refers to the particular situation in which consumers favor domestic brands over those from other nations regardless of the features of the goods ([De Mooij, 2011](#)). It is more prevalent in developed countries. Consequently, a favorable country-of-origin image is anticipated to yield a positive brand image for products from that nation.

According to [Kotler and Armstrong \(2008\)](#), consumers' attitude towards a specific brand encompasses their evaluations, emotional sentiments, and inclinations regarding that brand. Therefore, consumers' attitude towards a brand influences whether they will have a good or adverse reaction to the firm's products. Customers typically develop attitudes due to their experiences with the brand's products. Although the consumers' attitude towards a brand is defined by its permanency through time, this attitude can alter depending on factors including new experiences with its products, advertising and consumer satisfaction ([Ghorban, 2012](#); [Solomon, 2020](#)). However, various factors can shape consumers' attitudes towards a brand.

Scholars have worked hard to confirm and establish a connection between consumer attitudes and country-of-origin perceptions ([Oduro et al., 2023](#)). [Hong and Kang \(2006\)](#) conducted a study elucidating the substantial impact of the country-of-origin image on the consumers' attitudes. Their findings underscored that a country renowned for producing high-quality products tends to foster a positive attitude among consumers towards products from that country. Conversely, when individuals harbor hostile feelings towards a country, often due to political or social reasons, they resist accepting products from that particular



nation. This interplay between the country-of-origin image and consumer attitudes towards brands has been a subject of investigation across diverse product categories, including beer and personal computers (Chen, 2010), powder milk (Nguyen *et al.*, 2019) and even fictitious goods (Visbal *et al.*, 2017). In all instances, the research consistently concludes that the country-of-origin image positively influences consumer attitudes.

The following hypotheses are suggested in light of the information above:

- H1. Country-of-origin image will positively affect purchase intention.
- H2. Country-of-origin image will positively affect brand image.
- H3. Country-of-origin image will positively affect attitude towards the brand.

The effect of brand image

Currently, buyers can choose from many goods on the market that share similar characteristics. Consumers may rely on their purchase decision on their views of the brands when they have limited information about the products or limited time to choose the one to buy. Kim and Chao (2019) utilized data gathered from young Chinese people to demonstrate that the intention to purchase minimal-involvement products was directly and favorably correlated with the brand image. The researchers' data show that brand image indirectly affected consumers' purchase intention of high-involvement products. According to Khuong and Tran (2018), consumers' intent to purchase the brand increases in proportion to how well-regarded that brand is perceived. Additionally, they emphasized the crucial mediating function of the brand image between several packaging traits and purchase intention.

As was previously mentioned, as customers assess a brand's products, they develop an attitude towards the goods that extends to the brand. Frequently, consumer views of the brand are impacted by that attitude. Therefore, consumers may have various attitudes towards products with comparable characteristics, depending on the brand. As outlined by Kamins and Marks (1991) and Elseidi and El-Baz (2016), they frequently hold more favorable brand attitudes for goods that have solid brand images. Along the same lines, Kim *et al.* (1996) provided evidence for the impact of brand image on customer brand attitudes in marketing communication.

Consequently, the following hypotheses are proposed:

- H4. Brand image will positively affect purchase intention.
- H5. Brand image will positively affect attitude towards the brand.

The effect of attitude towards the brand

According to Kokkinaki and Lunt (1999), purchasing decisions frequently entail selecting between various brands within a particular product category. As a result, brand attributes influence consumers' purchasing decisions. When the products to choose from share many comparable qualities, the influence of the brand may be especially significant. In these circumstances, decisions on what to buy can be solely dependent on brand characteristics. As previously mentioned, brand image is one of the attributes that may influence customers' purchase intention.

Similarly, it appears logical to believe that consumers' past opinions about the brand's goods, or their attitude towards the brand, will likewise impact their final purchase decision. In this way, Lee *et al.* (2013) highlighted that satisfaction with previous purchases significantly affects consumers' perception of product features, brand attitude and intention to purchase. Based on several pieces of research, attitudes towards the brand favorably



influence purchase intention; as attitudes towards the brand improve, consumers are more likely to intend to buy the brand's products (Jung and Seock, 2016; Lee *et al.*, 2017; Sheeraz *et al.*, 2016).

Therefore, we present the following hypothesis:

H6. Attitude towards the brand will positively affect purchase intention.

The relationships in the proposed hypotheses are summarized in Figure 1.

The influence
of country-of-
origin

1621

Methodology

Sample

The empirical research was conducted in China. Chinese smartphone users were the target population for the study. We selected the Chinese market since China is the world's largest smartphone market (Counterpoint, 2022). For data gathering, a volunteer sampling plan was considered. To this end, a web-based survey was carried out, and a link to an anonymous questionnaire was sent to a group of members of the population through various online platforms. Although 403 questionnaires were initially collected, some had to be excluded because they were not correctly filled out, resulting in a sample of 340 valid respondents.

Table 1 illustrates the demographic details of the respondents. The distributions of the sample investigated in this study and the target population are relatively close, using the information supplied by Statista (2022b, c) as a point of comparison. Among all responders, 67.6% were female and 73.8% were between 20 and 29 years old. The regions with the highest percentage of responders were Henan (30.9%), followed by Zhejiang (24.7%) and Beijing (22.6%). Most respondents held bachelor's degrees (54.7%), while roughly 23% had finished their post-graduate studies. Regarding the respondents' jobs, 31.8% were private employees, while 37.4% were students. Almost half of the respondents had no monthly income or earned less than 3,000 yuan (49.4%), even though 27.6% had monthly incomes above 5,000 yuan. A preference existed for Chinese smartphone brands (Huawei, Xiaomi, Vivo or Oppo) from 75.9% of the respondents, while 20.6% of them chose foreign companies like Apple.

Measures

The measurement items were adopted from previously completed investigations. The scales suggested by Parameswaran and Pisharodi (1994) and Rabêlo-Neto *et al.* (2018) were modified to measure the country-of-origin construct. Items adapted from Fan and Chen (2002) and Chen *et al.* (2006) were used to measure brand image. The measures developed by Keller (1993) and Ahn and Back (2018) were employed to determine attitudes towards the brand. Finally, items



Source(s): Author's own creation

Figure 1.
Conceptual
research model

APJML 36,7	Characteristic	Categories	Frequencies	(%)
1622	Gender	Male	110	32.4
		Female	230	67.6
	Age	Less than 20	26	7.6
		20–29	251	73.8
		30–39	41	12.1
		More than 39	22	6.5
	Education	Elementary education	23	6.8
		Secondary education	53	15.6
		Bachelor degree	186	54.7
		Master degree	78	22.9
	Occupation	Student	127	37.4
		Public employee	27	7.9
		Private employee	108	31.8
		Self-employed	26	7.6
		Unemployed	52	15.3
	Monthly income	None	128	37.6
		Under 3,000 yuan	40	11.8
		3,000–5,000 yuan	78	22.9
		5,000–8,000 yuan	50	14.7
		Above 8,000 yuan	44	12.9
	Favorite smartphone brand	Huawei	173	50.9
		Apple	70	20.6
		Xiaomi	35	10.3
		Vivo	27	7.9
		Oppo	23	6.8
		Others	12	3.6
	Region	Henan	105	30.9
		Zhejiang	84	24.7
		Beijing	77	22.6
		Hebei	53	15.6
		Shandong	16	4.7
		Others	5	1.5

Table 1.
Demographic
characteristics of the
respondents

Source(s): Author's own creation

from Kudeshia and Kumar (2017) and Vijaranakorn and Shannon (2017) were utilized to assess purchase intention. A seven-point Likert-type scale was adopted, ranging from 1 (strongly disagree) to 7 (strongly agree). Table 2 has a complete list of all metrics.

Data analysis

A Confirmatory factor analysis (CFA) was performed to examine latent variables' overall validity and reliability. The reliability of the latent variables, as determined by the average variance extracted (AVE) and construct reliability, was evaluated using standard estimate loadings. The structural equation modeling (SEM) method was used with the LISREL program to test the assumptions. Several indices were applied as indicators to test the model's goodness of fit.

Results

Analysis of the psychometric properties of the scales

The convergent validity of the constructs was evaluated by analyzing item loadings, AVE, and internal consistency. Internal consistency was assessed using Cronbach's alpha and



Construct	Items		
Country-of-origin (COO)	The technological products of this country are of high quality	COO1	The influence of country-of- origin 1623
	The technological products of this country are made by highly qualified workmanship	COO2	
	The technological products of this country are not imitations	COO3	
	The technological products of this country are sold in many countries	COO4	
	The technological products of this country are attractive	COO5	
	The technological products of this country are reliable	COO6	
Brand image (BI)	It is a great company	BI1	
	The company has strong research, development and innovation capabilities	BI2	
	The company has a good reputation	BI3	
	The smartphones from this brand have excellent functions	BI4	
	The variety of applications for this brand's smartphones is quite rich	BI5	
	The brand's smartphones have a good design	BI6	
Attitude towards the brand (ATT)	I find this smartphone brand attractive	ATT1	
	I have a good impression of this smartphone brand	ATT2	
	The smartphones from this brand can meet my needs	ATT3	
	Buying a smartphone from this brand is a good decision	ATT4	
	My attitude towards this smartphone brand is positive	ATT5	
Purchase intention (PI)	If I were going to purchase a smartphone, I would consider buying it from this brand that originated from this country	PI1	
	If I were shopping for a smartphone, the likelihood I would purchase it from this brand that originated from this country is high	PI2	
	I intend to purchase smartphones from this brand and country in the future	PI3	
	I would buy smartphones from this brand and country rather than any other available	PI4	
	I would recommend other people to purchase smartphones from this brand and country	PI5	
Source(s): Author's own creation			Table 2. Questionnaire items

composite reliability (CR) scores. The findings showed that all items had factor loadings higher than 0.70, which indicated a high level of convergent validity. The individual reliability for each indicator (R^2) attained a result higher than the advised 0.50. The constructs' Cronbach's alpha and CR values were higher than the predicted cutoff point of 0.70, providing evidence of internal consistency. The fact that all AVE scores were higher than 0.50 further demonstrated the dataset's remarkable convergent validity (Hair *et al.*, 2010). Table 3 provides a thorough summary of the findings, representing the convergent validity of the constructs.

Discriminant validity was assessed by contrasting the square root of the AVE for each construct with the correlations between the dimensions in the study model. As illustrated in Table 4, the criterion for discriminant validity put out by Fornell and Larcker (1981) is met because there exist no off-diagonal elements that are higher than the corresponding diagonal element, demonstrating the existence of discriminant validity.

Hypotheses testing

SEM was applied to investigate the relationships in the current research's hypothesized model. The structural equation model was tested employing the maximum-likelihood method in the LISREL software. The overall model fit and the regression paths were estimated to ascertain whether the suggested model adequately characterized the data.



Construct	Indicators	Loadings	R^2	α	CR	AVE
Country-of-origin	COO1	0.86	0.74	0.93	0.94	0.74
	COO2	0.80	0.64			
	COO3	0.86	0.74			
	COO4	0.84	0.70			
	COO5	0.89	0.80			
	COO6	0.90	0.81			
Brand image	BI1	0.81	0.66	0.93	0.94	0.74
	BI2	0.84	0.70			
	BI3	0.91	0.83			
	BI4	0.89	0.79			
	BI5	0.87	0.75			
	BI6	0.84	0.70			
Attitude towards the brand	ATT1	0.93	0.86	0.95	0.97	0.86
	ATT2	0.93	0.87			
	ATT3	0.91	0.83			
	ATT4	0.93	0.86			
	ATT5	0.93	0.86			
Purchase intention	PI1	0.95	0.90	0.96	0.97	0.88
	PI2	0.94	0.89			
	PI3	0.95	0.91			
	PI4	0.92	0.84			
	PI5	0.93	0.85			

Table 3.
Confirmatory factor analysis results
Note(s): CR = Composite Reliability; AVE = Average Variance Extracted
Source(s): Author's own creation

	COO	BI	ATT	PI
Country-of-origin (COO)	<i>0.86</i>			
Brand image (BI)	0.54	<i>0.86</i>		
Attitude towards the brand (ATT)	0.63	0.71	<i>0.93</i>	
Purchase intention (PI)	0.57	0.65	0.67	<i>0.94</i>

Table 4.
Discriminant validity results
Note(s): Diagonal values in italics are square roots of average variances extracted; off-diagonal values are interconstruct correlations
Source(s): Author's own creation

Table 5 shows that the model fit is satisfactory. The chi-square was considerable at the 1% level. Moreover, the comparative fit index (CFI), the normed fit index (NFI) and the incremental fit index (IFI) all exceed the minimum recommended threshold of 0.90, while root mean square error of approximation (RMSEA) is less than 0.08. Therefore, all these values indicate adequate fit (Byrne, 1998; Hu and Bentler, 1999).

χ^2	df	p-value	CFI	NFI	IFI	RMSEA
322.50	203	0.000	0.99	0.99	0.99	0.042

Table 5.
Model-fit indices for structural model
Note(s): CFI = Comparative Fit Index; NFI = Normed Fit Index; IFI = Incremental Fit Index; RMSEA = Root Mean Square Error of Approximation
Source(s): Author's own creation

The paths of the proposed structural model are depicted in Figure 2. The model paths produced significant parameter estimates, except for Hypothesis 1, which suggests that the country-of-origin has no direct bearing on purchase intention ($\beta = 0.01, p > 0.05$). A significant and positive correlation between the country-of-origin and the brand image ($\beta = 0.80, p < 0.01$) is found in favor of Hypotheses 2. The path coefficient of 0.13, significant at a 5% level, also suggests a positive relationship between the country-of-origin and the attitude towards the brand. Consequently, Hypothesis 3 is confirmed. Additionally, Hypothesis 4 is supported by the structural relationship between the brand image and the purchase intention that is positive and significant ($\beta = 0.31, p < 0.05$). The connection suggested in Hypothesis 5 is supported; specifically, brand image predicted the attitude towards the brand ($\beta = 0.82, p < 0.01$). The findings overwhelmingly confirm Hypothesis 6 by showing that the attitude towards the brand impacts the purchase intention ($\beta = 0.58, p < 0.01$).

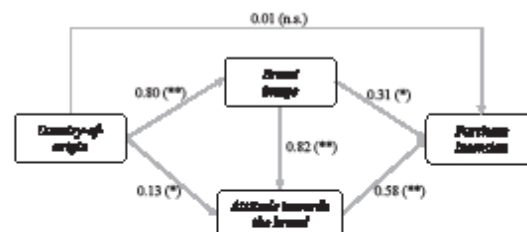
An additional mediation analysis was conducted after hypotheses testing. According to Hong and Wyer (1989) and Gürhan-Canli and Maheswaran (2000), the brand's locational origin influences how consumers perceive it, which in turn influences how they feel about the brand and how they decide whether or not to make a purchase. Frewer *et al.* (2013) also found that a favorable perception of the region where a brand was established can enhance the assessment of the goods made by consumers, positively impacting their purchase intention. In the relationship between the country-of-origin image and the purchase intention, the current study assessed the potential mediating role of brand image and customer attitude towards the brand. The statistical significance of the indirect mediating effects was tested using the bootstrap approach to achieve this. The bootstrap protocol developed by Shrout and Bolger (2002) was applied, utilizing 5,000 samples from the original data set. The results obtained are illustrated in Table 6.

It can be deduced that the indirect effects are statistically significant at the 5% level since the 95% confidence intervals (CI) for the estimates of the indirect effects does not include zero. Consequently, brand image and attitude towards the brand mediate the association between country-of-origin and purchase intention.

Finally, Table 7 presents an overview of the tests conducted on the hypotheses.

Conclusions and discussion

The current study offers a consumer-focused analysis regarding the country-of-origin image. This implies a significant shift from the prevailing approach, which is frequently centered on



Note(s): (*) $p < 0.05$; (**) $p < 0.01$; n.s. = non-significant
Source(s): Author's own creation

Figure 2.
Results of structural
equation model

the viewpoint of the companies. Researchers examined both the direct and indirect effects of the country-of-origin image on Chinese consumers' intention to purchase smartphones.

The findings show that while the country-of-origin image did not directly influence consumers' purchase intention, an indirect effect was seen. This aligns with previous investigations such as Kim *et al.* (2017), Augusta *et al.* (2019), and Hien *et al.* (2020), which found a positive direct impact of the origin image on the consumer purchase decision of goods, like appliances, fashion collections or cosmetics. Furthermore, the current findings support other investigations emphasizing smartphones, where it was found that the country-of-origin image did have an influence on consumer purchase intention (Sevanandee and Damar-Ladkoo, 2018; Yunus and Rashid, 2016). The findings of this study, in particular, demonstrated that brand image and consumer attitudes towards the brand can mediate the effect of country-of-origin on consumer purchase intention. These results partially corroborate those of Tulipa and Muljani (2015), who identified that brand image acted as a mediating factor between the country-of-origin and the purchase intention for mobile phones. Nevertheless, based on statistical research, the mediator effect of brand attitudes towards the brand was insignificant.

Additionally, it has been found that a positive brand image might influence consumers' attitudes towards the brand favorably. This result supports findings from previous investigations on the beneficial effects of brand image on attitude towards the brand, such as Jalilvand *et al.* (2012), which include destination image, and Ramesh *et al.* (2019), that centered on fast moving consumer goods (FMCG) companies. They found that brand image served as a precursor to the attitude towards the brand, claiming that if the brand performs well, consumers will be delighted, resulting in a favorable mindset.

Implications

In a field where little research has been done, this study proposes a conceptual model for the relationship between customers' inclination to purchase smartphones and the influence of country-of-origin image. Generally, the existing literature primarily examines the impact of

Table 6.
Bootstrap analyses of
the magnitude and
statistical significance
of indirect effects

Independent variable	Mediator variable	Dependent variable	Indirect effect	SE	95% CI indirect effect (lower and upper)
Country-of- origin →	Brand image →	Purchase intention	0.266	0.066	0.288, 0.562
Country-of- origin →	Attitude towards the brand →	Purchase intention	0.413	0.069	0.148, 0.405

Note(s): SE = Standard Error; CI = Confidence Interval
Source(s): Author's own creation

Table 7.
Summary of
hypotheses testing

Hypothesis	Path	Result
H1	Country-of-origin → Purchase intention	Partially supported
H2	Country-of-origin → Brand image	Supported
H3	Country-of-origin → Attitude towards the brand	Supported
H4	Brand image → Purchase intention	Supported
H5	Brand image → Attitude towards the brand	Supported
H6	Attitude towards the brand → Purchase intention	Supported

Source(s): Author's own creation

country-of-origin or comparable factors on consumers' desire to purchase things. However, this study bases its conceptual model on the idea that various factors shape consumers' intentions to buy smartphones, using country-of-origin image as the independent variable, brand image and attitude towards the brand as mediator variables, and purchase intention as the dependent variable. As a result, this research can serve as a starting point for future studies that examine variables such as country-of-origin image, brand image and attitude towards the brand.

The study's findings indicate that the image of origin indirectly influences consumers' willingness to purchase smartphones through the mediating factors of brand image and attitude. Given the increasing consumer demand for smartphones and the many choices available, brand managers should be vigilant. This is crucial as any harm to the brand image and disapproval from consumers may result in a decline in their willingness to buy.

Foreign brands could cooperate with domestic brands to customize their marketing strategies to the preferences of domestic consumers in order to do thorough optimization and adjustment. The acceptance of products by consumers of goods from other nations is contingent upon how well they align with their values and perceptions, as stated by Zhang *et al.* (2022). Consequently, it is critical for companies to comprehend consumer expectations and their characteristics, including brand awareness, which will enable them to succeed in the unfamiliar foreign markets (Qu *et al.*, 2021).

Chinese companies can benefit from the government's dual role as the primary shareholder and a crucial reputation source (Fan, 2007). Although the Chinese government has been promoting a favorable country image in recent years (Yu and Liu, 2018), it should continue to enhance the national image while advancing the state of science and technology and fostering a favorable climate to promote the nation's businesses. Consequently, China should boost its foreign promotion of its favorable image by fully showcasing its bounties through the media.

Brand managers should also strive to strengthen the country-of-origin image through advertising and public relations. Marketing professionals can also use this work as a guide, defining and putting into practice specific strategies targeted at improving consumers' image of the brand to encourage more favorable sentiments towards it. Professionals must strive to imply that the products are of high quality, considering the quality of the products is a fundamental component of the brand image. For instance, professionals should emphasize that the goods are produced with suitable resources, by qualified workers and under strictly controlled processes. As a result, any product that enters the market will be regarded as high caliber, which can boost brand image and attitudes towards it and consumers' purchase intention.

From the social perspective, the study's results offer insights into consumer patterns in mobile phone purchases. Additionally, the study reveals that consumers can become cognizant of how country-related stereotypes influence their buying decisions, leading them to modify or prioritize the product's country of origin over other features.

Limitations and future research

This investigation has several limitations that might stimulate future lines of research. One of these limitations is related to the nonprobabilistic nature and limited sample size. Additionally, although the questionnaire was distributed online to consumers through various online platforms from different Chinese provinces, the most reliable responses were from smartphone users residing in a particular area. As an extension of this work, the sample might be expanded to include customer responses from other provinces to make it even more representative.



Another limitation is that, despite analysis of user perceptions of the smartphone brand, various dimensions have not been considered. Therefore, it is not possible to know what factors influence their purchase intention. Consequently, it would be beneficial to distinguish between the user, corporate and product images to understand these elements better. This would present specific cues for companies that market smartphones.

Finally, it would also be compelling to distribute the questionnaire in different nations and examine whether cultural differences affect the findings.

References

- Ahn, J. and Back, K.J. (2018), "Beyond gambling: mediating roles of brand experience and attitude", *International Journal of Contemporary Hospitality Management*, Vol. 30 No. 10, pp. 3026-3039, doi: 10.1108/ijchm-07-2017-0473.
- Aichner, T. (2014), "Country-of-origin marketing: a list of typical strategies with examples", *Journal of Brand Management*, Vol. 21 No. 1, pp. 81-93, doi: 10.1057/bm.2013.24.
- Al Sulaiti, K.I. and Baker, M.J. (1998), "Country of origin effects: a literature review", *Marketing Intelligence and Planning*, Vol. 16 No. 3, pp. 150-199, doi: 10.1108/02654509810217309.
- Alonso Dos Santos, M., Llanos Contreras, O., Calabuig Moreno, F. and Augusto Felicio, J. (2022), "Should a family firm communicate their family identity and country of origin? A cross-cultural study from Chile and Spain", *International Journal of Emerging Markets*, Vol. 17 No. 3, pp. 725-746, doi: 10.1108/ijem-01-2020-0027.
- Augusta, E.D., Mardiyah, D. and Widiastuti, T. (2019), "Effect of country of origin image, product knowledge, brand familiarity to purchase intention Korean cosmetics with information seeking as a mediator variable: Indonesian women's perspective", *Dermatology Reports*, Vol. 11 No. 1, pp. 7-10, doi: 10.4081/dr.2019.8014.
- Batra, R., Ramaswamy, V., Alden, D.E., Steenkamp, J.E.M. and Ramachander, S. (2000), "Effects of brand local/non-local origin on consumer attitudes in developing countries", *Journal of Consumer Psychology*, Vol. 9 No. 2, pp. 83-95, doi: 10.1207/s15327663jcp0902_3.
- Bernard, Y., Collange, V., Ingarao, A. and Zarrouk-Karoui, S. (2020), "Products labeled as 'made in domestic country': the brand matters", *European Journal of Marketing*, Vol. 54 No. 12, pp. 2965-2987, doi: 10.1108/ejm-04-2018-0229.
- Bostwright, P., Kalra, A. and Zhang, W. (2008), "Research note: should consumers use the halo to form product evaluations?", *Management Science*, Vol. 54 No. 1, pp. 217-223, doi: 10.1287/mnsc.1070.0742.
- Brodowsky, G.H. (1997), *The Role of Country of Origin in Consumer Purchase Decisions: Development and Testing of a Comprehensive Theoretical Model*, The State University of New York, New York, NY.
- Burke, P.F., Dowling, G. and Wei, E. (2018), "The relative impact of corporate reputation on consumer choice: beyond a halo effect", *Journal of Marketing Management*, Vol. 34 Nos 13-14, pp. 1227-1257, doi: 10.1080/0267257x.2018.1546765.
- Byrne, B.M. (1998), *Structural Equation Modeling with LISREL, PRELIS, and SIMPLIS: Basic Concepts, Applications, and Programming*, Lawrence Erlbaum Associates, Mahwah, NJ.
- Canalys (2022), "Canalys smartphone analysis (sell-in shipments), October 2022", available at: <https://www.canalys.com> (accessed 18 January 2023).
- Chasin, J. and Jaffe, E. (1979), "Industrial buyer attitudes toward goods made in Eastern Europe", *European Management Journal*, Vol. 5 No. 3, pp. 180-189, doi: 10.1016/s0263-2373(87)80033-6.
- Chen, H.L. (2010), "Effects of country variables on brand strength: moderating by brand life cycle and cultural identification", *International Journal of Trade, Economics and Finance*, Vol. 1 No. 4, pp. 400-405, doi: 10.7763/ijtel.2010.v1.70.

- Chen, Z.H., Lu, Z. and Jiang, Q.Y. (2006), "How does brand personality influence consumer's attitudes? A study from the perspective of consumer brand cognition", *Journal of Marketing Science*, Vol. 2 No. 2, pp. 103-116.
- Gravegna, L., Lopez, I. and Kundu, S. (2014), "Country of origin and network effects on internationalization: a comparative study of SMEs from an emerging and developed economy", *Journal of Business Research*, Vol. 67 No. 5, pp. 916-923, doi: 10.1016/j.jbusres.2013.07.011.
- Counterpoint (2022), "Infographic: Q3-2022, smartphones, mobile market monitor", available at: https://report.counterpointresearch.com/posts/report_view/IndustryBeats/3532# (accessed 25 July 2023).
- D'Astous, A. and Ahmed, S. (1999), "The importance of country images in the formation of consumer product perceptions", *International Marketing Review*, Vol. 16 No. 2, pp. 108-126, doi: 10.1108/02651339910267772.
- De Mooij, M. (2011), *Consumer Behavior and Culture: Consequences for Global Marketing and Advertising*, Sage Publications, Thousand Oaks, CA.
- Drumwright, M.E. (1994), "Socially responsible organizational buying: environmental concern as a noneconomic buying criterion", *Journal of Marketing*, Vol. 58 No. 13, pp. 1-19, doi: 10.2307/1252307.
- Elsaidi, R.I. and El-Baz, D. (2016), "Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt", *The Business and Management Review*, Vol. 7 No. 5, pp. 268-276.
- Fan, Y. (2007), "Guanxi, government and corporate reputation in China: lessons for international companies", *Marketing Intelligence and Planning*, Vol. 25 No. 5, pp. 499-510, doi: 10.1108/02634500710774969.
- Fan, X. and Chen, J. (2002), "Measurement of brand image: a brand identity-based integrated model and empirical study", *Nankai Journal*, Vol. 3, pp. 65-71.
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50, doi: 10.2307/3151312.
- Frewer, L.J., Risvik, E. and Schifferstein, H. (2013), *Food, People and Society: A European Perspective of Consumers' Food Choices*, Springer Science & Business Media, Berlin.
- Ghorban, Z.S. (2012), "Brand attitude, its antecedents and consequences: investigation into smartphone brands in Malaysia", *Journal of Business and Management*, Vol. 2 No. 3, pp. 31-35, doi: 10.9790/487x-023135.
- Gupta, S., Misra, S., Kock, N. and Roubaud, D. (2018), "Organizational, technological and extrinsic factors in the implementation of cloud ERP in SMEs", *Journal of Organizational Change Management*, Vol. 31 No. 1, pp. 83-102, doi: 10.1108/jocm-06-2017-0230.
- Gürhan-Canli, Z. and Maheswaran, D. (2000), "Determinants of country-of-origin evaluations", *Journal of Consumer Research*, Vol. 27 No. 1, pp. 96-108, doi: 10.1086/314311.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010), *Multivariate Data Analysis*, Pearson Prentice Hall, Upper Saddle River, NJ.
- Hamzaoui-Essoussi, L. (2010), "Technological complexity and country-of-origin effects on binational product evaluation: investigation in an emerging market", *Journal of Global Marketing*, Vol. 23 No. 4, pp. 306-320, doi: 10.1080/08911762.2010.504520.
- Han, C.M. (1989), "Country image: halo or summary construct?", *Journal of Marketing Research*, Vol. 26 No. 2, pp. 222-229, doi: 10.2307/3172608.
- Hien, N., Phuong, N., Tran, T. and Thang, L. (2020), "The effect of country-of-origin image on purchase intention: the mediating role of brand image and brand evaluation", *Management Science Letters*, Vol. 10 No. 6, pp. 1205-1212, doi: 10.5267/j.msl.2019.11.038.

The influence
of country-of-
origin

1629

- Hong, S.T. and Kang, D.K. (2006), "Country-of-origin influences on product evaluations: the impact of animosity and perceptions of industriousness brutality on judgments of typical and atypical products", *Journal of Consumer Psychology*, Vol. 16 No. 3, pp. 232-239, doi: [10.1207/s15327663jcp1603_5](https://doi.org/10.1207/s15327663jcp1603_5).
- Hong, S.T. and Wyer, R.S. (1989), "Effects of country-of-origin and product-attribute information on product evaluation: an information processing perspective", *Journal of Consumer Research*, Vol. 2 No. 16, pp. 175-187, doi: [10.1086/209206](https://doi.org/10.1086/209206).
- Hu, L. and Bentler, P.M. (1999), "Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives", *Structural Equation Modeling: A Multidisciplinary Journal*, Vol. 6 No. 1, pp. 1-55, doi: [10.1080/10705519909540118](https://doi.org/10.1080/10705519909540118).
- International Telecommunication Union (2022), "The world telecommunication/ICT indicators database", available at: <https://www.itu.int> (accessed 27 January 2023).
- Jalilvand, M., Samiei, N., Dini, B. and Manzari, P. (2012), "Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: an integrated approach", *Journal of Destination Marketing and Management*, Vol. 1 Nos 1-2, pp. 134-143, doi: [10.1016/j.jdmm.2012.10.001](https://doi.org/10.1016/j.jdmm.2012.10.001).
- Jo, M.S., Nakamoto, K. and Nelson, J.E. (2003), "The shielding effects of brand image against lower quality countries-of-origin in global manufacturing", *Journal of Business Research*, Vol. 56 No. 8, pp. 637-646, doi: [10.1016/s0148-2963\(01\)00307-1](https://doi.org/10.1016/s0148-2963(01)00307-1).
- Johansson, J.K., Douglas, S.P. and Nonaka, I. (1985), "Assessing the impact of country of origin on product evaluations: a new methodological perspective", *Journal of Marketing Research*, Vol. 22 No. 4, pp. 388-396, doi: [10.1177/00224378502200404](https://doi.org/10.1177/00224378502200404).
- Josiassen, A., Lukas, R.A., Whitwell, G.J. and Assaf, A.G. (2013), "The halo model of origin images: conceptualisation and initial empirical test", *Journal of Consumer Behaviour*, Vol. 12 No. 4, pp. 253-266, doi: [10.1002/cb.1405](https://doi.org/10.1002/cb.1405).
- Jung, N.Y. and Seock, Y.K. (2016), "The impact of corporate reputation on brand attitude and purchase intention", *Fashion and Textiles*, Vol. 3 No. 20, pp. 1-15, doi: [10.1186/s40691-016-0072-y](https://doi.org/10.1186/s40691-016-0072-y).
- Kamins, M. and Marks, L. (1991), "The perception of kosher as a third party certification claim in advertising for familiar or unfamiliar brands", *Journal of the Academy of Marketing Science*, Vol. 19 No. 3, pp. 177-185, doi: [10.1007/bf02726494](https://doi.org/10.1007/bf02726494).
- Keller, K.L. (1993), "Conceptualizing, measuring and managing customer-based brand equity", *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22, doi: [10.1177/002242999305700101](https://doi.org/10.1177/002242999305700101).
- Keown, C. and Casey, M. (1995), "Purchasing behaviour in the Northern Ireland wine market", *British Food Journal*, Vol. 97 No. 1, pp. 17-20, doi: [10.1108/00070709510077935](https://doi.org/10.1108/00070709510077935).
- Khuong, M.N. and Tran, N.T.H. (2018), "The impacts of product packaging elements on brand image and purchase intention – an empirical study of Phuc Long's packaged tea products", *International Journal of Trade, Economics and Finance*, Vol. 9 No. 1, pp. 8-13, doi: [10.18178/ijtef.2018.9.1.580](https://doi.org/10.18178/ijtef.2018.9.1.580).
- Kim, R.B. and Chao, Y. (2019), "Effects of brand experience, brand image and brand trust on brand building process: the case of Chinese millennial generation consumers", *Journal of International Studies*, Vol. 12 No. 3, pp. 9-21, doi: [10.14254/2071-8330.2019/12-3/1](https://doi.org/10.14254/2071-8330.2019/12-3/1).
- Kim, J., Allen, C.T. and Kardes, F.R. (1996), "An investigation of the mediational mechanisms underlying attitudinal conditioning", *Journal of Marketing Research*, Vol. 33 No. 3, pp. 318-328, doi: [10.1177/002243799603300306](https://doi.org/10.1177/002243799603300306).
- Kim, N., Chun, E. and Ko, E. (2017), "Country of origin effects on brand image, brand evaluation, and purchase intention: a closer look at Seoul, New York, and Paris fashion collection", *International Marketing Review*, Vol. 34 No. 2, pp. 254-271, doi: [10.1108/imr-03-2015-0071](https://doi.org/10.1108/imr-03-2015-0071).

- Kokkinaki, F. and Lunt, P. (1999), "The effect of advertising message involvement on brand attitude accessibility", *Journal of Economic Psychology*, Vol. 20 No. 1, pp. 41-51, doi: [10.1016/S0167-4870\(98\)00042-7](https://doi.org/10.1016/S0167-4870(98)00042-7).
- Kotler, P. and Armstrong, G. (2008), *Principles of Marketing*, Prentice Hall, New Jersey, NJ.
- Koubasa, Y. (2008), "Country of origin, brand image perception, and brand image structure", *Asia Pacific Journal of Marketing and Logistics*, Vol. 20 No. 2, pp. 139-155, doi: [10.1108/1355850810864534](https://doi.org/10.1108/1355850810864534).
- Kudeshia, C. and Kumar, A. (2017), "Social eWOM: does it affect the brand attitude and purchase intention of brands?", *Management Research Review*, Vol. 40 No. 3, pp. 310-330, doi: [10.1108/mrr-07-2015-0161](https://doi.org/10.1108/mrr-07-2015-0161).
- Laibach, N., Börner, J. and Bröring, S. (2019), "Exploring the future of the bioeconomy: an expert-based scoping study examining key enabling technology fields with potential to foster the transition toward a bio-based economy", *Technology in Society*, Vol. 58, pp. 1-12, doi: [10.1016/j.techsoc.2019.03.001](https://doi.org/10.1016/j.techsoc.2019.03.001).
- Lee, C.S. and Lee, J.R. (2006), "An exploratory empirical study on effects of corporate image and trust toward country image of Korea", *Journal of Korea Trade*, Vol. 31 No. 5, pp. 149-171.
- Lee, E.R., Lee, S.G. and Yang, C.G. (2017), "The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising", *Industrial Management and Data Systems*, Vol. 117 No. 6, pp. 1011-1036, doi: [10.1108/ims-06-2016-0229](https://doi.org/10.1108/ims-06-2016-0229).
- Lee, D., Trail, G.T., Lee, C., Schoenstedt, L.J., Park, W.J. and Choi, J.H. (2013), "Exploring factors that affect purchase intention of athletic team merchandise", *The ICHPER-SD Journal of Research*, Vol. 8 No. 1, pp. 40-48, doi: [10.1186/1749-8090-8-40](https://doi.org/10.1186/1749-8090-8-40).
- Leuthesser, L., Kohli, C.S. and Harich, K.R. (1995), "Brand equity: the halo effect measure", *European Journal of Marketing*, Vol. 29 No. 4, pp. 57-66, doi: [10.1108/03090569510086657](https://doi.org/10.1108/03090569510086657).
- Li, Y., Teng, W., Liao, T.T. and Lin, T.M.Y. (2021), "Exploration of patriotic brand image: its antecedents and impacts on purchase intentions", *Asia Pacific Journal of Marketing and Logistics*, Vol. 33 No. 6, pp. 1455-1481, doi: [10.1108/apjml-11-2019-0660](https://doi.org/10.1108/apjml-11-2019-0660).
- Liao, J., Li, M., Wei, H. and Tong, Z. (2021), "Antecedents of smartphone brand switching: a push-pull-mooring framework", *Asia Pacific Journal of Marketing and Logistics*, Vol. 33 No. 7, pp. 1596-1614, doi: [10.1108/apjml-06-2020-0397](https://doi.org/10.1108/apjml-06-2020-0397).
- Nguyen, P.V., Le, H.M.P.T. and Tran, K.T. (2019), "Effects of country of origin, foreign product knowledge and product features on customer purchase intention of imported powder milk", *International Journal of Business Innovation and Research*, Vol. 19 No. 2, pp. 139-161, doi: [10.1504/ijbir.2019.100071](https://doi.org/10.1504/ijbir.2019.100071).
- Oberecker, E.M., Riefler, P. and Diamantopoulos, A. (2008), "The consumer affinity construct: conceptualization, qualitative investigation, and research agenda", *Journal of International Marketing*, Vol. 16 No. 3, pp. 23-56, doi: [10.1509/jimk.16.3.23](https://doi.org/10.1509/jimk.16.3.23).
- Odoro, S., De Nisco, A. and Petruzzellis, L. (2023), "Country-of-origin image and consumer brand evaluation: a meta-analytic review", *Journal of Product and Brand Management*, doi: [10.1108/jpbm-01-2023-4328](https://doi.org/10.1108/jpbm-01-2023-4328).
- Oumlil, A.B. (2020), "Country-Of-Origin (COO) impact and product categories' evaluations: the case of an emerging market", *Journal of Marketing Development and Competitiveness*, Vol. 14 No. 1, pp. 57-65, doi: [10.33423/jmdc.v14i1.2770](https://doi.org/10.33423/jmdc.v14i1.2770).
- Panda, R.K. and Misra, S. (2014), "Impact of country-of-origin image on brand equity: a study on durable products in India", *Procedia - Social and Behavioral Sciences*, Vol. 150, pp. 494-499, doi: [10.1016/j.sbspro.2014.09.062](https://doi.org/10.1016/j.sbspro.2014.09.062).
- Papadopoulos, N. and Heslop, L.A. (2014), *Product-country Images: Impact and Role in International Marketing*, Routledge, New York, NY.
- Parameswaran, R. and Pisharodi, R.M. (1994), "Facets of country of origin image: an empirical assessment", *Journal of Advertising*, Vol. 23 No. 1, pp. 43-56, doi: [10.1080/00913367.1994.10673430](https://doi.org/10.1080/00913367.1994.10673430).

- Pentz, C., Terblanche, N. and Boshoff, C. (2017), "Antecedents and consequences of consumer ethnocentrism: evidence from South Africa", *International Journal of Emerging Markets*, Vol. 12 No. 2, pp. 199-218, doi: 10.1108/ijem-09-2015-0189.
- Peterson, R.A. (1995), "Relationship marketing and the consumer", *Journal of the Academy of Marketing Science*, Vol. 23 No. 4, pp. 278-281, doi: 10.1177/009207039502300407.
- Qu, M., Quach, S., Thaichon, P., Frazer, L., Lawley, M., Arli, D., Weaven, S. and Roberts, R.E. (2021), "Understanding Chinese consumers' pre-purchase value expectations: the role of country of origin effect", *Asia Pacific Journal of Marketing and Logistics*, Vol. 33 No. 8, pp. 1861-1877, doi: 10.1108/apjml-06-2020-0388.
- Rabêlo-Neto, A., Sousa-Filho, J.M. and Mota, M.D.O. (2018), "Background of the purchase intention: cosmopolitanism, image country and attitude in relation to countries", *Revista Brasileira de Marketing*, Vol. 17 No. 1, pp. 100-116, doi: 10.5585/remark.v17i1.3546.
- Ramesh, K., Saha, R., Goswami, S., Sekar, P.C. and Dahiya, R. (2019), "Consumer's response to CSR activities: mediating role of brand image and brand attitude", *Corporate Social Responsibility and Environmental Management*, Vol. 26 No. 2, pp. 377-387, doi: 10.1002/csr.1689.
- Reiserson, C. (1967), "Attitude changes toward foreign products", *Journal of Marketing Research*, Vol. 4 No. 9, pp. 385-387, doi: 10.1177/002224376700400408.
- Schooler, R.D. (1965), "Product bias in Central American common market", *Journal of Marketing Research*, Vol. 2 No. 9, pp. 394-397, doi: 10.1177/002224376500200407.
- Sevanandee, R. and Damar-Ladkoo, A. (2018), "Country-of-origin effects on consumer buying behaviours: A case on mobile phones", *Studies in Business and Economics*, Vol. 13 No. 2, pp. 179-201, doi: 10.2478/sbe-2018-0029.
- Sheeraz, M., Khattak, A.K., Mahmood, S. and Iqbal, N. (2016), "Mediation of attitude toward brand on the relationship between service brand credibility and purchase intentions", *Pakistan Journal of Commerce and Social Sciences*, Vol. 10 No. 1, pp. 149-163.
- Shrout, P.E. and Bolger, N. (2002), "Mediation in experimental and nonexperimental studies: new procedures and recommendations", *Psychological Methods*, Vol. 7 No. 4, pp. 422-445, doi: 10.1037/1082-989X.7.4.422.
- Solomon, M.R. (2020), *Consumer Behavior: Buying, Having, Being*, Pearson Education, London.
- Statista (2022a), "Number of smartphone users in China from 2018 to 2022 with a forecast until 2027", available at: <https://www.statista.com/statistics/467160/forecast-of-smartphone-users-in-china/> (accessed 28 July 2023).
- Statista (2022b), "Distribution of smartphone users in China by gender", available at: <https://www.statista.com/statistics/224106/smartphone-users-in-china-by-gender/> (accessed 28 July 2023).
- Statista (2022c), "Smartphone user age distribution among respondents in China", available at: <https://www.statista.com/statistics/1133033/china-smartphone-users-by-age/> (accessed 28 July 2023).
- Thakor, M.V. and Lavack, A. (2003), "Effect of perceived brand origin associations on consumer perceptions of quality", *Journal of Product and Brand Management*, Vol. 12 No. 6, pp. 394-407, doi: 10.1108/10610420310498821.
- Thorndike, E.L. (1920), "A constant error in psychological ratings", *Journal of Applied Psychology*, Vol. 4 No. 1, pp. 25-29, doi: 10.1037/h0071663.
- Tulipa, D. and Muljani, N. (2015), "The country of origin and brand image effect on purchase intention of smartphone in Surabaya – Indonesia", *Mediterranean Journal of Social Sciences*, Vol. 6 No. 5, pp. 64-70, doi: 10.5901/mjss.2015.v6n5s5p64.
- Veale, R. and Quester, P. (2009), "Tasting quality: the roles of intrinsic and extrinsic cues", *Asia Pacific Journal of Marketing and Logistics*, Vol. 21 No. 1, pp. 195-207, doi: 10.1108/13555850910926326.
- Verlegh, P.W.J. and Steenkamp, J.B. (1999), "A review and meta-analysis of country-of-origin research", *Journal of Economic Psychology*, Vol. 20 No. 5, pp. 521-546, doi: 10.1016/S0167-4870(99)00023-9.

- Verlegh, P.W.J., Steenkamp, J.E.M. and Meulenbergh, M.T.G. (2005), "Country-of-origin effects in consumer processing of advertising claims", *International Journal of Research in Marketing*, Vol. 22 No. 2, pp. 127-139, doi: [10.1016/j.ijresmar.2004.05.003](https://doi.org/10.1016/j.ijresmar.2004.05.003).
- Vijaranakorn, K. and Shannon, R. (2017), "The influence of country image on luxury value perception and purchase intention", *Journal of Asia Business Studies*, Vol. 11 No. 1, pp. 88-110, doi: [10.1108/jabs-08-2015-0142](https://doi.org/10.1108/jabs-08-2015-0142).
- Visbal, O., Herrera-Mendoza, K., Orozco-Acosta, E. and Herzberg, M. (2017), "The influence of country of origin cues on product evaluation: evidence from Swiss and German consumers", *Journal of Technology Management and Innovation*, Vol. 12 No. 2, pp. 18-25, doi: [10.4067/s0718-27242017000200003](https://doi.org/10.4067/s0718-27242017000200003).
- Wang, H. (2003), "The study of Chinese localization of consumer ethnocentrism", *Nankai Business Review*, Vol. 4 No. 8, pp. 31-36.
- Witek-Hajduk, M.K. and Grudecka, A. (2022), "Does the developed-country brand name still matter? Consumers' purchase intentions and ethnocentrism and materialism as moderators", *Journal of Product and Brand Management*, Vol. 31 No. 6, pp. 854-869, doi: [10.1108/JPRM-05-2021-3475](https://doi.org/10.1108/JPRM-05-2021-3475).
- Woo, H. (2019), "The expanded halo model of brand image, country image and product image in the context of three Asian countries", *Asia Pacific Journal of Marketing and Logistics*, Vol. 31 No. 4, pp. 773-790, doi: [10.1108/apjml-05-2018-0173](https://doi.org/10.1108/apjml-05-2018-0173).
- Yang, R., Ramssaran, R. and Wibowo, S. (2018), "An investigation into the perceptions of Chinese consumers towards the country-of-origin of dairy products", *International Journal of Consumer Studies*, Vol. 42 No. 2, pp. 205-216, doi: [10.1111/ijcs.12403](https://doi.org/10.1111/ijcs.12403).
- Yu, Y. and Liu, Y. (2018), "Country-of-origin and social resistance in host countries: the case of a Chinese firm", *Thunderbird International Business Review*, Vol. 60 No. 3, pp. 347-363, doi: [10.1002/tie.21873](https://doi.org/10.1002/tie.21873).
- Yu, C.C., Lin, P.J. and Chen, C.S. (2013), "How brand image, country of origin, and self-congruity influence Internet users' purchase intention", *Social Behavior and Personality*, Vol. 41 No. 4, pp. 599-611, doi: [10.2224/sbp.2013.41.4.599](https://doi.org/10.2224/sbp.2013.41.4.599).
- Yu, S.X., Zhou, G. and Huang, J. (2022), "Buy domestic or foreign brands? The moderating roles of decision focus and product quality", *Asia Pacific Journal of Marketing and Logistics*, Vol. 34 No. 4, pp. 843-861, doi: [10.1108/apjml-04-2020-0210](https://doi.org/10.1108/apjml-04-2020-0210).
- Yunus, N.S.N.M. and Rashid, W.E.W. (2016), "The influence of country-of-origin on consumer purchase intention: the mobile phones brand from China", *Procedia Economics and Finance*, Vol. 37, pp. 343-349, doi: [10.1016/s2212-5671\(16\)30135-6](https://doi.org/10.1016/s2212-5671(16)30135-6).
- Zhib, I.J., Woolldridge, B.R., Ahmed, Z.U. and Benlian, S. (2010), "Selection criteria of Lebanese consumers in the global snack food industry: country of origin perceptions", *Journal of Consumer Marketing*, Vol. 27 No. 2, pp. 139-156, doi: [10.1108/07363761011027240](https://doi.org/10.1108/07363761011027240).
- Zhang, L., Yi, Y. and Zhou, G. (2022), "Cultivate customer loyalty in national culture: a meta-analysis of electronic banking customer loyalty", *Cross Cultural and Strategic Management*, Vol. 29 No. 3, pp. 698-728, doi: [10.1108/ccsm-08-2021-0155](https://doi.org/10.1108/ccsm-08-2021-0155).

Corresponding author

Francisco Javier Blanco-Encomienda can be contacted at: jble@ugr.es

For instructions on how to order reprints of this article, please visit our website:
www.emeraldgroupublishing.com/licensing/reprints.htm
Or contact us for further details: permissions@emeraldinsight.com