

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh *country of origin* dan *perceived quality* terhadap *purchase intention* pada pengguna *smartphone* xiaomi di Indonesia. Tujuan penelitian ini adalah untuk mengetahui pengaruh mana yang paling tinggi dan signifikan sehingga dijadikan dasar acuan atau alasan pengguna *smartphone* xiaomi di Indonesia dalam melakukan minat beli. Pengaruh *country of origin* dan *perceived quality* terhadap *purchase intention* dianalisis secara parsial melalui *smartpls* dan secara simultan melalui SPSS.

Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian asosiatif. Pengambilan sampel dilakukan dengan metode *probability sampling* jenis *simple random sampling*, dengan jumlah responden sebanyak 125 orang. Teknik analisis data yang digunakan adalah statistik inferensial dan *partial least square (PLS)*.

Berdasarkan hasil pengujian secara parsial, *country of origin* berpengaruh positif namun tidak signifikan terhadap *purchase intention* karena nilai original sampelnya yang positif (0,037) namun nilai t-statistik yang lebih kecil dari t-tabel ($0,362 < 1,657$), selain itu juga nilai *p-value* lebih besar dari 0,05 ($0,05 > 0,718$). Adapun hasil hipotesis *perceived quality* terhadap *purchase intention* menghasilkan *perceived quality* berpengaruh positif dan signifikan terhadap *purchase intention* dengan nilai original sampel yang positif (0,660) dan nilai t-statistik yang lebih besar dari t-tabel ($7,355 > 1,657$), serta nilai *p-value* lebih kecil dari ($0,000 < 0,05$). Selanjutnya hasil pengujian secara simultan, *country of origin* dan *perceived quality* berpengaruh positif dan signifikan terhadap *purchase intention* dengan nilai signifikansi (sig) yang lebih kecil dari 0,05 ($0,000 < 0,05$), dan nilai F-hitung yang lebih besar dari nilai F- tabel ($49,530 > 4,78$). Hasil pengujian secara simultan memiliki pengaruh sebesar 49,53%.

Kesimpulan penelitian ini adalah pengaruh *country of origin* dan *perceived quality* terhadap *purchase intention* pengguna *smartphone* xiaomi di Indonesia sudah masuk ke dalam kategori penilaian yang baik.

Kata Kunci : *Country Of Origin*, *Perceived Quality*, dan *Purchase Intention*,

ABSTRACT

This research was conducted to determine the influence of country of origin and perceived quality of purchase intention on Xiaomi smartphone users in Indonesia. The purpose of this research is to determine which influence is the most high and significant so as to be the basic reference or user of Xiaomi smartphone users in Indonesia in buying interest. The influence of country of origin and perceived quality of purchase intention analyzed partially through smartpls and simultaneously through SPSS.

This research uses quantitative methods with the type of associative research. Sampling is carried out by the probability sampling method of simple random sampling, with the number of respondents as much as 125 people. The data analysis techniques used are inferential statistics and partial least square (PLS).

Based on partial testing results, country of origin has a positive but insignificant effect on purchase intention due to the positive original sample value (0.037) but T-Statistic value smaller than T-table ($0.362 < 1.657$), Also the P-value value is greater than 0.05 ($0.05 > 0.718$). The results of perceived quality hypothesis on the purchase intention resulted in a perceived quality positive and significant effect on the purchase intention with the original value of positive samples (0.660) and a T-Statistic value greater than T-table ($7.355 > 1.657$), as well as the P-value value is smaller than ($0,000 < 0.05$). Furthermore, the results of the test simultaneously, country of origin and perceived quality influence positive and significant to the purchase intention with a value of significance (sig) smaller than 0.05 ($0.000 < 0.05$), and a greater F-count value Of the Value F-table ($49.530 > 4.78$). Simultaneous test results have an impact of 49.53%.

The conclusion of this research is the influence of country of origin and perceived quality of the purchase intention users of Xiaomi smartphones in Indonesia already entered into a good valuation category.

Keywords : *Country Of Origin, Perceived Quality, and Purchase Intention*