

**PENGARUH COUNTRY OF ORIGIN DAN FITUR TERHADAP KEPUTUSAN
PEMBELIAN SMARTPHONE XIAOMI DI COUNTER SURABAYA CELL PARE**

ABSTRAK

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Penelitian ini untuk mengetahui dan menjelaskan pengaruh country of origin dan fitur terhadap keputusan pembelian smartphone xiaomi di counter surabaya cell pare. Penelitian ini menggunakan metode penelitian kuantitatif, menggunakan tanggapan responden dengan angket, populasi semua konsumen pengguna smartphone Xiaomi di Counter Surabaya Cell Pare, dengan teknik pengambilan sampel sebanyak 100 orang. Analisis data dilakukan menggunakan metode statistik regresi linier berganda dan pengujian hipotesis. Berdasarkan penelitian menunjukkan bahwa country of origin dan fitur berpengaruh terhadap keputusan pembelian smartphone xiaomi di counter surabaya cell pare.

Kata Kunci : Country Of Origin, Fitur, dan Keputusan Pembelian

**THE EFFECT OF COUNTRY OF ORIGIN AND FEATURES ON PURCHASING
DECISIONS OF XIAOMI SMARTPHONE IN COUNTER SURABAYA CELL PARE**

ABSTRACT

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This research is to find out and explain the effect of country of origin and features on Xiaomi smartphone purchasing decisions at Surabaya surround cell counter. This research uses quantitative research methods, using responses of respondents with a questionnaire, the population of all consumers of Xiaomi smartphone users in Surabaya Counter Cell Pare, with a sampling technique of 100 people. Data analysis was performed using multiple linear regression statistical methods and hypothesis testing. Based on research shows that country of origin and features influence the purchase decision of Xiaomi smartphone at Surabaya surround cell counter.

Keywords: Country of Origin, Features, and Purchase Decisions