

# **PENGARUH COUNTRY OF ORIGIN DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN OPPO SMARTPHONE**

## **ABSTRAK**

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Penelitian ini dilakukan pada Oppo smartphone. Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *country of origin* dan *brand image* terhadap keputusan pembelian Oppo smartphone pada Mahasiswa STIE PGRI Dewantara Jombang. Penelitian pengaruh *country of origin* dan *brand image* terhadap keputusan pembelian Oppo smartphone menggunakan metode pengumpulan data menggunakan angket dan wawancara. Sampel yang diambil sebanyak 50 responden dengan menggunakan teknik accidental sampling. Data dikumpulkan dengan skala Likert dan diolah menggunakan WarpPLS 0.5. Berdasarkan hasil penelitian ini menunjukkan bahwa 1) *Country of origin* dapat meningkatkan keputusan pembelian Oppo Smartphone. 2) Brand Image dapat meningkatkan keputusan pembelian Oppo Smartphone.

**Kata kunci : *Country of origin*, *Brand image*, dan Keputusan Pembelian.**

**INFLUENCE OF COUNTRY OF ORIGIN AND BRAND IMAGE ON  
PURCHASE DECISION OPPO SMARTPHONE**

**ABSTRACT**

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This research is done on Oppo smartphones. This study aims to determine and explain the influence of country of origin and brand image on the decision to purchase Oppo smartphones at STIE PGRI Dewantara Jombang Students. Research on the influence of country of origin and brand image on Oppo smartphone purchase decision using data collection methods using questionnaires and interviews. Samples taken as many as 50 respondents by using accidental sampling technique. Data were collected with Likert scale and processed using WarpPLS 0.5. Based on the results of this study indicates that 1) Country of origin can improve the purchase decision of Oppo Smartphone. 2) Brand Image can improve the purchase decision of Oppo Smartphone.

***Key words : Country of origin, Brand image, and Purchase Decision.***