

Pengaruh Country of Origin Image, Product Knowledge and Product Involvement terhadap intensi pencarian informasi dan intensi pembelian : studi pada smartphone merek Samsung di Universitas Indonesia = The effect of Country of Origin Image, Product Knowledge and Product Involvement on information search intention and purchase intention : study of Samsung smartphone in Universitas Indonesia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20331407&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh country of origin image, product knowledge and product involvement terhadap intensi pencarian informasi dan intensi pembelian dengan objek penelitian yaitu smartphone merek Samsung di Universitas Indonesia. Sampel pada penelitian ini adalah 155 mahasiswa Universitas Indonesia yang telah mendengar merek smartphone Samsung sebelumnya. Penelitian ini merupakan penelitian kuantitatif eksplanatif dengan analisis data menggunakan single regression dengan SPSS 17. Hasil dari penelitian ini menunjukkan country of origin image, product knowledge dan product involvement mempengaruhi intensi pencarian informasi dan intensi pembelian.

.....The purpose of this research is to analyze the influence of country of origin image, product knowledge and product involvement on information search intention and purchase intention with the object of research is Samsung smartphone in Universitas Indonesia. The samples on this research are 155 college students of Universitas Indonesia who have known the brand of Samsung smartphone. This is a quantitative explanative research with data analysis using single regression with SPSS 17. The results of this research show country of origin image, product knowledge and product involvement all have a positive effect on information search intention and purchase intention.