



## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *country-of-origin image* pada ekuitas merek telepon pintar. Metode penelitian yang digunakan adalah survei yang dilakukan terhadap 240 orang pengguna telepon pintar. Pengambilan sampel dilakukan menggunakan metode *purposive sampling* dengan kriteria berusia minimal 18 tahun. Pengujian hipotesa dilakukan dengan uji regresi linier sederhana dan berganda. Sementara itu, pengujian efek mediasi dilakukan dengan metode yang dikembangkan Baron dan Kenny (1986).

Hasil pengujian menunjukkan adanya pengaruh dimensi ekuitas merek yang terdiri dari kesadaran merek, asosiasi merek, *perceived quality*, dan loyalitas merek terhadap ekuitas merek. Selain itu, hasil pengujian juga menunjukkan adanya pengaruh *country-of-origin image* terhadap ekuitas merek dan dimensi ekuitas merek yang terdiri dari kesadaran merek, asosiasi merek, *perceived quality*, dan loyalitas merek. Pengujian efek mediasi menemukan bahwa pengaruh *country-of-origin image* dimediasi oleh kesadaran merek, asosiasi merek, *perceived quality*, dan loyalitas merek.

Kata kunci: *country-of-origin image*, dimensi ekuitas merek, ekuitas merek, kesadaran merek, asosiasi merek, *perceived quality*, loyalitas merek, telepon pintar.



## **ABSTRACT**

*This study aimed to examine the influence of country-of-origin image on the brand equity of smartphone. The research method employed is survey which conducted on 240 respondents who are user of smartphone. The sample was taken by purposive sampling with criteria of ages minimum 18 years old. Hipotesis testing of the variables is done by using simple and multiple linear regression. Meanwhile, the mediating effects testing was conducted using method developed by Baron and Kenny (1986).*

*The results of the test shows that there is influence of brand equity dimension that comprise of brand awareness, brand association, perceived quality, and brand loyalty on brand equity. On the other hand, the result also shows that there is influence of country-of-origin image on brand equity and dimension of brand equity which comprise of brand awareness, brand association, perceived quality, and brand loyalty. The mediation effect testing found that the influence of country-of-origin image on brand equity was mediated by brand awareness, brand association, perceived quality, and brand loyalty.*

*Keywords: country-of-origin image, brand equity dimension, brand equity, brand awareness, brand association, perceived quality, brand loyalty, smartphone.*