

**PENGARUH COUNTRY OF ORIGIN, PRODUCT KNOWLEDGE DAN
CITRA MERK TERHADAP KEPUTUSAN PEMBELIAN LAPTOP HP
DI KOTA PADANG**

¹Reza Mahendra, ²Zeshasina Rosha, ²Dahliaana Kamener

¹Mahasiswa Jurusan Manajemen, Fakultas Ekonomi Universitas Bung Hatta

²Dosen Jurusan Manajemen, Fakultas Ekonomi Universitas Bung Hatta

**E-mail : rezamahen12@gmail.com, zeshasina.rosha@bunghatta.ac.id,
dahlianakamener@gmail.com**

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh *country of origin*, *product knowledge* dan citra merk secara parsial terhadap keputusan pembelian Laptop HP di Kota Padang. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 80 orang. Data diolah menggunakan SPSS versi 16.0. Jenis data yang digunakan adalah data primer dengan metode analisis regresi linear berganda.

Hasil penelitian menemukan bahwa *Country of origin* dan *product knowledge* tidak berpengaruh terhadap keputusan pembelian Laptop Hp di Kota Padang, sedangkan citra merk berpengaruh positif dan signifikan terhadap keputusan pembelian Laptop HP di Kota Padang.

Kata kunci : *country of origin*, *product knowledge*, citra merk, keputusan pembelian

***THE EFFECT OF COUNTRY OF ORIGIN, KNOWLEDGE PRODUCTS
AND BRAND IMAGES ON PURCHASE DECISIONS OF HP LAPTOP
IN PADANG CITY***

¹Reza Mahendra, ²Zeshasina Rosha, ²Dahlia Kamener

**¹Student of Management Departement, Faculty of Economics,
Universitas Bung Hatta**

**²Lecture in Management Departement, Faculty of Economics,
Universitas Bung Hatta**

**E-mail : rezamahen12@gmail.com, zeshasina.rosha@bunghatta.ac.id
dahlianakamener@gmail.com**

ABSTRACT

The purpose of this study was to partially analyze the influence of country of origin, product knowledge and brand image on purchasing decisions for HP laptops in Padang City. The sampling technique used purposive sampling with a total of 80 respondents. Data were processed using SPSS version 16.0. The type of data used is primary data with multiple linear regression analysis method.

The results of the study found that the country of origin and product knowledge had no effect on the decision to purchase HP laptops in the city of Padang, while the brand image had a positive and significant effect on the decision to purchase HP laptops in the city of Padang.

Keywords: country of origin, product knowledge, brand image, purchase decision