

**PENGARUH *COUNTRY OF ORIGIN* DAN *BRAND IMAGE* TERHADAP
MINAT BELI *SMARTPHONE* OPPO PADA MAHASISWA UNIVERSITAS
BUNG HATTA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Country of Origin* terhadap minat beli *smartphone* Oppo pada Mahasiswa Universitas Bung Hatta, pengaruh *brand image* terhadap minat beli *smartphone* Oppo pada Mahasiswa Universitas Bung Hatta. Jenis penelitian ini adalah penelitian survei. Populasi pada penelitian ini adalah mahasiswa yang pernah maupun sedang menggunakan produk *smartphone* Oppo. Metode pengambilan sampel adalah *purposive sampling* dengan jumlah responden sebanyak 80 orang. Data dikumpulkan dengan kuesioner yang telah di uji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah analisis regresi linear berganda. Pengujian dilakukan dengan menggunakan bantuan software pengolah data statistik. Hasil penelitian ini menunjukkan bahwa *Country of Origin* berpengaruh positif dan signifikan terhadap minat beli *smartphone* Oppo pada mahasiswa Universitas Bung Hatta, *brand image* berpengaruh positif dan signifikan terhadap minat beli *smartphone* Oppo pada mahasiswa Universitas Bung Hatta.

Kata kunci: *Country of Origin, Brand Image, Minat Beli*

THE INFLUENCE OF COUNTRY OF ORIGIN AND BRAND IMAGE ON PURCHASE INTENTION OF OPPO SMARTPHONE ON STUDENTS OF BUNG HATTA UNIVERSITY

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ABSTRACT

This research is aimed to reveal the influence of Country of Origin on students of Bung Hatta University purchase intention of Oppo smartphone, the influence of brand image on students of Bung Hatta University purchase intention of Oppo smartphone. This research was a survey research. The population of the research was the students who ever used or are using Oppo Smartphone products. The sampling method used in this research was a purposive sampling with 80 respondents. The data were collected using questionnaire whose validity and reliability had been tested. The data analysis technique of the research was multiple regressions. Testing is carried out using help of statistical data processing software. The results of the research showed that country of origin positively and significantly influenced the purchase intention of Oppo smartphone, brand image positively and significantl influenced the purchase intention of Oppo smartphone

Keywords: Country of Origin, Brand Image, Purchase Intention