

ABSTRACT

THE INFLUENCE OF COUNTRY OF ORIGIN, BRAND IMAGE, AND PERCEIVED QUALITY BUYING INTEREST A HYUNDAI STARGAZER CAR BANDAR LAMPUNG

By
Rizki Bimantoro

This research aims to examine whether the country of origin, brand image, and perceived quality has a positive effect on interest in buying the Hyundai cars Stargazer in Bandar Lampung. A questionnaire with 20 statement items was distributed online to 200 respondents who live in Bandar Lampung. The sampling method used in this research was non-probability sampling with purposive sampling techniques. The data analysis used PLS-SEM. Based on data processing, the results showed that the brand image and perceived quality have a positive effect on purchasing interest and the country of origin does not have a positive effect on buying interest.

Keywords: Country of Origin, Brand Image, Perceived Quality, Purchase Interest

