


**PENGARUH *CORPORATE REPUTATION* DAN *COUNTRY OF ORIGIN*
TERHADAP KEPUTUSAN PEMBELIAN MEREK *SMARTPHONE*
DENGAN *BRAND IMAGE* SEBAGAI VARIABEL MEDIASI DI
WILAYAH YOGYAKARTA**

Lala Dwi Agusman

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *corporate reputation* dan *country of origin* terhadap keputusan pembelian dengan *brand image* sebagai variabel mediasi. Penelitian ini menggunakan data primer dengan metode pengumpulan data melalui penyebaran kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik sampling penelitian ini menggunakan metode *purposive sampling* dan sampel yang digunakan berjumlah 110 sampel. Analisis data yang dilakukan dalam penelitian ini adalah uji asumsi klasik, analisis regresi jalur (*path analysis*), uji sobel (*sobel test*) dan uji hipotesis. Hasil analisis data menunjukkan bahwa *corporate reputation* dan *country of origin* berpengaruh positif dan signifikan terhadap *brand image*. *Corporate reputation* dan *brand image* berpengaruh positif dan tidak signifikan terhadap keputusan pembelian. *Country of origin* berpengaruh positif dan signifikan terhadap keputusan pembelian. *Brand image* mampu secara penuh memediasi pengaruh *corporate reputation* terhadap keputusan pembelian. *Brand Image* mampu secara parsial memediasi pengaruh *country of origin* terhadap keputusan pembelian.

Kata Kunci: *Corporate Reputation, Country of Origin, Keputusan Pembelian, Brand Image*

 08/ '24
/08

**SMARTPHONE BRANDPURCHASE DECISIONS IN YOGYAKARTA
REGION: THE INFLUENCE OF CORPORATE REPUTATION AND
COUNTRY OF ORIGIN WITH BRAND IMAGE AS A MEDIATING**

Lala Dwi Agusman

Abstract

This research aims to analyze the influence of corporate reputation and country of origin on purchase decisions, with brand image as the mediating variable. The study collected primary data through the distribution of questionnaires that have been tested for validity and reliability. The research used purposive sampling method with a sample size of 110. Data analysis methods included classic assumption tests, path analysis regression, Sobel test, and hypothesis testing. The results show that corporate reputation and country of origin have a positive and significant influence on brand image. Corporate reputation and brand image have a positive but not significant influence on purchase decisions. Country of origin has a positive and significant influence on purchase decisions. Brand image fully mediates the influence of corporate reputation on purchase decisions. Brand image partially mediates the influence of country of origin on purchase decisions.

Keywords: *Corporate Reputation, Country of Origin, Purchase Decisions, Brand Image*