

## ABSTRAK

### **Pengaruh Negara Asal, Citra Merek, Dan Promosi Terhadap Minat Beli Produk *Smartphone* Oppo**

Penelitian ini bertujuan untuk mengetahui apakah variabel negara asal, citra merek, dan promosi berpengaruh secara positif dan signifikan terhadap minat beli produk *smartphone* Oppo serta mengetahui variabel manakah yang berpengaruh secara dominan diantara tiga variabel. Metode yang digunakan dalam penelitian ini adalah observasi dengan penyebaran kuesioner. Populasi pada penelitian ini adalah konsumen CV Ensell Indonesia yang berminat melakukan pembelian produk *smartphone* Oppo. Jenis penelitian ini merupakan penelitian kuantitatif. Metode pengambilan sampel adalah purposive sampling dengan jumlah responden sebanyak 100 orang.

Penelitian ini dianalisis menggunakan rumus analisa Uji Validitas, Uji Reliability, Uji Asumsi Klasik, Analisis Linier Berganda, Korelasi Berganda, Uji Hipotesa, serta Uji Koefisien Determinasi dengan bantuan software *SPSS* versi 15.0 *for windows*. Hasil Penelitian menunjukkan bahwa ketiga variabel negara asal, citra merek dan promosi berpengaruh positif dan signifikan terhadap minat beli produk *smartphone* Oppo. Besarnya pengaruh ketiga variabel bebas tersebut terhadap minat beli ditunjukkan dengan nilai *Adjusted R<sup>2</sup>* yaitu 0,665 atau sebesar 66,5% variabel minat beli oleh negara asal, citra merek dan promosi sedangkan sisanya 33,5 dijelaskan oleh variabel lain yang tidak termasuk dalam penelitian.

**Kata Kunci : Negara Asal, Citra Merek, dan Promosi Terhadap Minat Beli Produk *Smartphone* Oppo.**

## **ABSTRACT**

### **Effect of Country of Origin, Brand Image, and Promotion of Interest in Buying Oppo Smartphone Products**

This study aims to determine whether the country of origin, brand image, and promotion variables have a positive and significant effect on buying interest in Oppo smartphone products and find out which variables have the dominant influence among the three variables. The method used in this research is observation by distributing questionnaires. The population in this study are consumers of CV Ensell Indonesia who are interested in purchasing Oppo smartphone products. This type of research is quantitative research. The sampling method is purposive sampling with the number of respondents as many as 100 people.

This study was analyzed using the analysis formula Validity Test, Reability Test, Classical Assumption Test, Multiple Linear Analysis, Multiple Correlation, Hypothesis Test, and Determination Coefficient Test with the help of SPSS software version 15.0 for windows. The results showed that the three country of origin variables, brand image and promotion had a positive and significant effect on buying interest of Oppo smartphones. The magnitude of the influence of the three independent variables on buying interest is indicated by the Adjusted R<sup>2</sup> value of 0.665 or 66.5% of the purchase interest variable by the country of origin, brand image and promotion while the remaining 33.5 is explained by other variables not included in the study.

**Keywords: Country of Origin, Brand Image, and Promotion of Interest in Buying Oppo Smartphone Products.**