

ABSTRACT

The purpose of this research is to examine and analyze the influence of country of origin, brand awareness, and perceived price on the purchase decision of CHINT MCB products, with perceived quality as a mediating variable. The data used in this study were collected through questionnaires distributed directly in March - April 2023. Sampling was conducted using the purposive sampling method, where the researcher established specific criteria. There were 149 respondents in this study. The research analysis method employed PLS-SEM with the assistance of SMART PLS. Perceived Quality partially mediates the influence of Country of Origin on Purchase Decision (Partial Mediation). Perceived Quality does not mediate the influence of Brand Awareness on Purchase Decision (No Mediation). Perceived Quality fully mediates the influence of Perceived Price on Purchase Decision (Full Mediation).

Keywords:

Country of Origin, Brand Awareness, Purchase Decision, Perceived Price, Perceived Quality



ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh *country of origin*, *brand awareness*, dan *perceived price* terhadap *purchase decision* produk MCB CHINT dengan *perceived quality* sebagai variable mediasi. Data yang digunakan dalam penelitian ini adalah hasil kuesioner yang disebarakan langsung pada bulan Maret - April 2023. Pengambilan sampel dilakukan melalui metode purposive sampling, di mana peneliti telah menetapkan beberapa kriteria. Terdapat 149 responden dalam penelitian ini. Metode analisis penelitian ini menggunakan PLS-SEM dengan bantuan SMART PLS. *Perceived Quality* memediasi pengaruh *Country of Origin* terhadap *Purchase Decision* secara parsial (*Partial Mediation*). *Perceived Quality* tidak memediasi pengaruh *Brand Awareness* terhadap *Purchase Decision* (*No Mediation*) *Perceived Quality* memediasi secara penuh pengaruh *Perceived Price* terhadap *Purchase Decision* (*Full Mediation*).

Kata kunci:

Country of Origin, *Brand Awareness*, *Purchase Decision*, *Perceived Price*, *Perceived Quality*



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