

RESEARCH ARTICLE

The Influence Of Country Of Origin And Quality Perceptions On Purchase Intention (Study At Xiaomi Sales Center - Pekanbaru)

Aravind Girish*¹, Wahyudi Pangabea¹, Madhav Abhijit Shashank¹,

¹ Retail Management Department, chitkara university, Chandigarh-Punjab, India.

* Corresponding author: Aravind.gr@gmail.com
Tel.: +81-72-867-1686; fax: +81-72-867-1658 [Tel./fax of the corresponding author]
Received: Sep 12, 2023; Accepted: Mar 22, 2024.
DOI: 10.25299/jgeet.2024.9.1.19196

Abstract

The purpose of this study was to examine the effect of Country of Origin and Perceived Quality on Purchase Intention for Xiaomi Smartphone Products (study conducted at the Xiaomi-Pekanbaru Sales Center). Country of Origin refers to a person's perception of a product based on its country of origin. Perceived Quality is an opinion or evaluation of something's quality. Purchase intent can be influenced by the country of origin and perceived quality. The product is from the country of origin and has a perceived quality, therefore consumer buying interest increases. This survey was performed at the Xiaomi Center Pekanbaru and included 91 persons as respondents.

A questionnaire was used to collect data. The questionnaire data were then analyzed statistically, including simple linear analysis, multiple linear analysis, determination analysis, and significance testing using the t-test (partial) and F-test (simultaneous).

First, the results of assessing the t-test hypothesis revealed that on the effect of country of origin on purchase intention, $t\text{-count} (15,815) > t\text{-table} (1,780)$. These findings suggest that the country of origin has a major impact on purchasing intent. Second, perceived quality on purchase intention has $t\text{-count} (9,982) > t\text{-table} (1,780)$, indicating that perceived quality has a considerable influence on customer purchase intention. The results of the F country of origin test and perceived quality of purchase intention are $F\text{-count} (123,673) > F\text{-table} (3,097)$. This finding means that the country of origin and perceived quality simultaneously have a significant effect on consumer purchase intentions.

Keywords: Country of Origin, Perceived Quality, Purchase Intention

1. Introduction

According to Kotler and Keller (2009), consumer perceptions of a product's COO can influence consumer choice-making either directly or indirectly. Indonesia, the world's fourth most populated country, is a potential market for foreign products. It is hardly unexpected that Indonesia is the target market for most foreign products, given the consumptive nature of Indonesian consumers. Electronic devices, particularly cell phones, are among the foreign products that many Indonesians are interested in. Indonesia's enormous population makes it an attractive market, particularly for smartphone devices. Smartphones have grown in popularity in recent years, thanks to the advancement of increasingly powerful technologies. Because of the convenience of use, smartphone users all around the world are rapidly increasing.

Table 1. Target and Realization of Xiaomi Mobile Sales Amount at Xiaomi Center Pekanbaru

Year	Sale Target (Unit)	Realization (Unit)	Percentage (%)
2014	1000	752	75,2
2015	1200	978	81,5
2016	1500	981	65,4
2017	1800	1002	55,66
2018	2000	1437	71,85
2019	2500	1920	76,8
2020	3000	2356	78,53

Source: Xiaomi Center Pekanbaru, 2020

The enormous number of Xiaomi users in Indonesia has piqued the interest of researchers in determining whether the nation of origin of a Xiaomi device is a key concern for prospective consumers in altering perceptions of quality and

purchase intention. The object under investigation in this study is a Xiaomi-branded device with a Chinese COO identity. The researcher selected the Xiaomi gadget research object because Xiaomi has a relatively big market share in Indonesia, namely 42.01%. A fairly large market share indicates that Xiaomi products are quite in demand in Indonesia.

According to the data in Table 1. about the percentage of actual sales of Xiaomi brand mobile phones at the Xiaomi Center Pekanbaru, there has been a considerable change in sales figures between 2014 and 2020. In 2014, Xiaomi's sales amounted to 752 units, with a sales target of 1000 units, implying that 75.2% of the target was met. After exceeding its aim of more than 50% in 2014, the Xiaomi Center boosted its sales target to 1200 units in 2015, and sales grew by 978 units, as planned. This implies that 81.5% of the target was met. Along with the high percentage of realization achieved in 2015, which was more than 50%, and the many promotions promised by the Xiaomi company itself, such as various types of merchandise that will be received by the Xiaomi Center Pekanbaru, promotions, and various targeting bonuses, the Xiaomi Center increased its sales target by 1500 units in 2016. However, the target set was not met as predicted, with sales of only 981 units, implying that in 2016, Xiaomi's mobile phone sales numbers at the Xiaomi Center Pekanbaru amounted to 65.4%. Then, in 2017, Xiaomi raised its sales target to 1800, but just 1002 devices were sold by the end of the year. Xiaomi increased its sales target to 2000 in 2018 and achieved a realization rate of 71.85%. Xiaomi has boldly boosted its sales target for 2019 to 2500, and 1920 units were realized, resulting in a larger percentage than the previous year, which was 76.8%. Xiaomi increased its sales target to 3000 due to a percentage increase and obtained a percentage of 78.53% with 2356 units realized

from the 3000 units intended in 2020.

Xiaomi was thought to have a sales imbalance in 2016 as a result of its uncompetitive marketing strategies. This disparity is thought to have affected Xiaomi's market share in 2016. (Source: www.tekno.compas.com). According to the International Data Corporation (IDC), many mobile phone suppliers competed to sell their goods in Indonesia in the first quarter of 2016, therefore Xiaomi must work hard to compete with these increasingly many competitors. This occurrence also clarifies and confirms the idea that causal factors are causing Xiaomi to experience a sales fall in 2016, especially at the Xiaomi Center Pekanbaru. (www.technologie.id).

Based on the above description of the phenomenon, as well as the theory presented and the results published by previous researchers, it can be seen that consumers are now becoming increasingly critical in achieving a level of interest in purchasing a specific product, particularly mobile phone products. In addition, we can observe that competition in the current market is fierce, as evidenced by the numerous other smartphone goods that are beginning to spread their wings. Xiaomi must build a good quality perception with support from the country of origin considerations for consumers to continue purchasing Xiaomi brand smartphone products.

2. Literature review

According to Kotler (2009), marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products that are of value to others.

Sigit (2002) stated that marketing is all business activities needed to result in the transfer of ownership of goods or services and to organize their physical distribution from the initial producer to the final consumer.

Initially, marketing was related to product offerings for consumption, often known as consumer products/goods. Marketing now encompasses not only consumer product marketing but also product marketing for industrial/organizational purposes, as well as service product marketing and others, each with its marketing approach. Because each marketed product has unique qualities that necessitate a unique marketing strategy, marketing methods are frequently classified as consumer product marketing, industrial marketing, service marketing, international marketing, and non-profit marketing.

The country of origin of a product is referred to as the nation of Origin, and it is typically considered to be one of the product's features (Cordell, 1992 in Permana, 2014). Meanwhile, the Country of Origin, according to Jaffe and Nebenzahl (2001), is a mental image or image of a product and a country. As a result, the nation of Origin can be defined as the shadow or picture of a product that is caused by the product's nation of origin. The following are the additional important notions of state image connected to COO proposed by Lee and Ganesh (1999) in Listiana (2013): 1. The first perspective, is the country's image at the product level. In this example, the country's image is defined as the general perception of a country's product quality. This concept defines a country's image as an element formed by the whole of a country's products, brands, and various specific organizations. This is a one-Dimensional definition that focuses on the general sense of product quality. According to this viewpoint, the elements influencing customers' development of a country's image are more important than product features in general. 2. The second perspective is a state-by-state representation of the country. In this situation, the country's image is defined from the standpoint of the country's image in

general, as opposed to the definition of the country's image that concentrates on the product level.

In the case of items from other nations (Kumara and Canhua, 2010), country of origin is considered an important notion that influences customers' purchases of foreign products. When purchasing foreign products, consumers have the desirable expectations measured across four aspects, namely:

1. Economic, namely the economic features of a product as evidenced by an inexpensive price, the factor of ease of acquiring service, security, the convenience of use, and product longevity.
2. Information is the aspect of information about a product that includes consumer interest in the product, a wide range of consumer selections, and modern or up-to-date products. Conviviality refers to the features of prestige that emerge in consumers when they buy and use things.
3. Personality, specifically the rise in customer personality when they buy and use items, whether these products can raise social class, image, and personality, and whether these products are well known.

Perceived quality is defined as the consumer's view of a product's or service's overall quality or superiority in comparison to what the customer expects. One thing to keep in mind is that perceived quality is the perception of customers, and hence perceived quality cannot be determined objectively. Furthermore, because each client has varied interests in a product or service, customer perception will include what is significant to them (Aaker, 1997 in Permana, 2014).

Customer repurchase intention is strongly connected to perceived quality across five quality factors (Li and Lee, 2001). According to Permadi (2011), there is a direct association between perceived quality and repurchase intention, as proposed by Parasuraman, Zeithaml, and Berry (1985). Perceived quality felt by consumers will affect the willingness of these consumers to buy a product. This suggests that the higher the perceived value by consumers, the greater the consumer's propensity to purchase.

According to Dodds (1991) in Puspitasari (2006), the worth of the thing being appraised influences purchasing interest. A comparison of value between quality and sacrifice in obtaining a product or service. Customers who have a high perceived quality will want to use the same service again (Li and Lee, 2001). Quality must begin with customer demands and finish with customer perceptions. And, in general, brands with foreign names serve to increase the quality of those brands. Consumers base their quality judgments on the perceived quality of international brands. For example, low quality plays a negative role in the brand perception of the brand. Conversely, if customers view the brand to be of high quality, perceived quality will play a positive effect on the brand's overall perception. Consumers who have had a great experience with a brand are likely to have positive behavioral intentions toward that brand. Consumers evaluate quality perception based on the brand name, global image, packaging, brand image, shop image, and country of origin (Kotler, 2009).

Perceived quality is the customer's perception of the overall quality or superiority of a product or service (Zeithaml, 1988 in Permana, 2014). Marketers across all product and service sectors are becoming more aware of the relevance of perceived quality in brand decisions (Yassin, Noor, and Mohammad, 2007). According to Permana (2014), the aspects of perceived quality are separated into five categories to measure: Performance, durability, features, product service, and conformance with specifications.

According to Lin and Kao (2004), the Country of Origin creates a perspective of their goods, which can be favorable or negative, until the next stage of positive perception encourages the formation of actual purchases. According to the findings of a study conducted by Dinata and Hidayat (2015) titled "Country of Origin and Its Influence on Perceived Quality and Purchase Intentions," Country of Origin has a significantly positive effect on the purchase intention of potential consumers in Indonesia who want to buy an iPad. Based on the expert opinions presented above, it is possible to conclude that the Country of Origin has a variety of effects on one's thinking, one of which is the effect in evaluating a product that is used to obtain additional information on the product. These effects might generate buying interest based on one's internal factors, which are each individual's perceptions (in [Wahyuni Setianingsih: 2016](#)).

According to previous research by Krisyatmoko (2016), perceived quality is an essential determinant of consumer satisfaction. The better the consumer's perceived quality, the more likely they are to purchase. According to Ningsih (2017), there is a causal relationship model in which customer purchase intention is determined by perceived value, and perceived value is determined by perceived quality, hence an increase in perceived quality enhances consumer buy intention. According to Pujasara (2013), perceived quality influences perceived value, and perceived value influences purchase intention. According to Luthfiani (2016), when a product's perceived quality is high, so is its perceived worth, and so is to purchase intention. Alfred (2013) also demonstrated that perceived quality and buy intention is directly positively associated, implying that perceived quality can be utilized to predict purchase intention.

3. Research Methodology

3.1 Population and Sample

The Xiaomi Center Pekanbaru users in 2016 comprise the study's population target of 1002 people. The random sampling technique was used in the field, which is a sampling strategy in which all persons in the population, whether individually or collectively, are given the equal possibility to be picked as members of the sample ([Sugiyono, 2004](#)).

According to Sugiyono (2009), the appropriate size of the study is 30 to 500 people. Due to the researchers' restricted time and resources, the sample size in this study is 91 Xiaomi Center Pekanbaru customers. Respondents are Xiaomi Center Pekanbaru customers who have purchased or used products or services within the last year. To determine the size of the sample size, the following Slovin formula can be used (Husein Umar, 2011):

$$n = \frac{N}{1 + N \cdot e^2}$$

where:

n = Sample Size

N = Population Size

e = Percentage of inaccuracy due to sampling errors that can still be tolerated or desired in this study, (10% or 0.01 was used in this study).

Thus, the number of samples in this study is:

$$n = \frac{N}{1 + N \cdot e^2}$$

$$n = \frac{1002}{1 + 1002 \times 0.01}$$

$$n = \frac{1002}{11,02}$$

$$n = 90,9$$

$$n = 91 \text{ (rounded up to 91)}$$

3.2 Data Types and Sources

3.2.1 Primary Data

Primary data is data gained directly from the object or study subject, i.e. from sources (rather than through intermediaries) and gathered by researchers to answer research questions. The key data for this study were gathered through a questionnaire distributed to Xiaomi Center Pekanbaru customers.

3.2.2 Secondary Data

Secondary data is a source of research data obtained through intermediary media or indirectly in the form of books, notes, existing evidence, or archives, both published and not published in general ([Sugiyono, 2012](#)). Secondary data in this study were mobile phone data for newcomers in the top five rankings, data on a list of mobile phone product brands and the country of origin of the manufacturer, target data, and actual sales of Xiaomi mobile phones, obtained from the website and the Xiaomi Center in Pekanbaru.

3.3 Data Collection Techniques

In this study, data were obtained using a questionnaire. With the process of distributing and collecting questionnaires given to Xiaomi Center Pekanbaru consumers at the location of the research object, it is expected to save time, effort, and costs. The number of questionnaires that will be distributed to respondents is adjusted to the number of samples selected.

3.4 Methods of Data Analysis

Quantitative analysis is an analysis related to statistical calculations. Quantitative analysis with statistical calculations was sought with the SPSS program.

Descriptive analysis is an analysis that is proposed on the development and growth of a situation and only provides an overview of certain conditions by describing the characteristics of the research object. In this study, researchers analyzed the effect of country of origin and perceived quality on purchase intention.

3.4.1 Test Instruments

A. Validity Test

A validity test is used to measure the validity or invalidity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire. To test the validity of the questionnaire used the following formula:

Formula:

$$r = \frac{n(\sum XY) - (\sum X \sum Y)}{\sqrt{\{(n \sum X^2 - (\sum X)^2)\} \{(n \sum Y^2 - (\sum Y)^2)\}}}$$

Where:

r = correlation coefficient value

$\sum X$ = number of observations of variable X

$\sum Y$ = number of observations of variable Y

$\sum XY$ = the sum of the multiplication results of the variables X and Y

$(\sum X^2)$ = the sum of the squares of the observations of variable X

$(\sum X)^2$ = the sum of the squares of the number of variable observations

$(\sum Y^2)$ = the sum of the squares of the observations of variable Y

$(\sum Y)^2$ = the sum of the squares of the number of observations variable Y

N = sample

3.4.2 Reliability Test

The reliability test is a measure of the stability and consistency of the respondents in answering questions related to the constructs of the questions which are the Dimensions of a variable and the arrangement in a questionnaire form. The reliability test was carried out by using the Cronbach alpha test. Determining whether a research instrument is reliable or not can be seen from the value of the alpha and r tables. If the Cronbach alpha value > r table, the research instrument is said to be reliable, meaning that the measuring instrument used is correct. Reliability testing can be calculated using the Cronbach alpha formula

3.4.3 Data Analysis Test

A. Simple Linear Regression Analysis

Simple linear regression is based on a functional or causal relationship of one independent variable with one dependent variable (Sugiono, 2007). The general equation for simple linear regression is as follows:

$$Y = a + bX$$

where:

Y1 = Dependent variable

X = Independent variable

a = Price Y if X=0 (constant price)

b = Directional number or regression coefficient

B. Multiple Linear Regression Analysis

Multiple regression analysis is used to predict how the situation (rising and falling) of the dependent variable (criterion) is if two or more independent variables as predictor factors are manipulated (the value is increased or decreased) (Sugiyono, 2013). To find the equation, we can use the following formula:

$$Y = a + b_1X_1 + b_2X_2 + \dots$$

To find the regression coefficients a, b₁, and b₂, the following simultaneous equations are used:

Where:

Y = The dependent variable, which is Purchase Interest

A = Constants from the multiple regression equation

b₁ = The variable regression coefficient between X₁ and Y

X₁ = Country of Origin variable

b₂ = The variable regression coefficient between X₂ and Y

X₂ = Quality Perceived Variable

3.4.4 Regression Coefficient Hypothesis Testing

A. Coefficient of Determination Testing (R²)

The coefficient of determination (R²) is a measure of how well the model explains the dependent variable. The coefficient

Table 1. Respondents' Responses to Perceived Quality in Smartphone Products at the Xiaomi Center Pekanbaru Based on Performance Indicators

No	Statement	Respondents' Statement					Total
		SS	S	KS	TS	STS	
1	Day Xiaomi Product has excellent Performance in daily usage	23	22	30	12	4	91
		26%	24%	33%	13%	4%	
2	This smartphone can cover the need of all ages	20	29	23	14	5	91
		22%	32%	26%	15%	5%	
Total		43	51	53	26	9	182
Score		215	204	159	52	9	639
Category		Agree					

Source : Processed Research Data, 2020

Based on the respondents' responses in the table above regarding the implementation of quality perceptions on smartphone products at the Xiaomi Center Pekanbaru, 23 respondents showed that they strongly agreed, and 22 others showed that they agreed, that the Xiaomi product items have a qualified Performance in daily use. Additionally, 30

of determination (R²) has a range between 0 to (0<R²<1). The greater the value of R² (close to 1) then the effect of the independent variables is simultaneously strengthened and if the r square is close to 0 (zero) then the effect of the independent variables on the dependent variable

B. Individual Significance Testing (t-test)

This statistical test is used to prove whether or not the independent variable has a significant effect on the dependent variable individually with a 95% confidence level and a 5% error rate (Natawiria and Riduwan, 2010).

Formula:

$$t = \frac{r \sqrt{(n-2)}}{\sqrt{(1-r^2)}}$$

Where:

n = Number of samples

r = Correlation coefficient

r² = Coefficient of Determination

The hypothesis to be tested with α = 0.05 is as follows:

H₀: β = 0, meaning that there is no partially significant effect between the independent variables on the dependent variable H_a: β ≠ 0, there is a partially significant effect between the independent variables on the dependent variable. If t_{count} ≤ t_{table} or Sig > then H₀ is accepted. This means that the independent variable partially does not influence the dependent variable, otherwise if t_{count} > t_{table} or Sig < α or -t_{count} < -t_{table} then H₀ is rejected. This means that the independent variable partially influences the dependent variable.

C. Simultaneous Significance Test (F Test)

The F statistical test shows whether all the independent variables included in the model have a joint or simultaneous effect on the dependent variable (Sarwono, 2007).

The F_{count} value is determined using the following formula:

$$F_{hitung} = \frac{R^2/k}{(1-R^2)/(n-k-1)}$$

R² = Coefficient of Multiple Determination

n = Number of Samples/data

k = Number of Parameters (independent variable)

4. Results and Discussion

A. Descriptive Analysis of Quality Perception on Smartphone Products at the Xiaomi Center Pekanbaru.

1. Performance Indicator

Performance is the quality of technological Performance offered by a product to support user satisfaction.

respondents gave slightly disagreeing responses. Furthermore, 12 respondents said they disagreed, and 4 said they strongly disagreed. This is because some responders have demonstrated that Xiaomi is a product with sophisticated features. However, a small percentage of customers believe Xiaomi is a standard product. Xiaomi is required to further improve the quality of its

products to become a leading brand and outperform its competition.

Respondents' responses to the item that this smartphone can meet the needs of all ages are 20 respondents answering strongly agree and 29 respondents answering agree. However, as many as 23 respondents gave slightly disagree responses, 14 respondents gave disagree responses, and 5 respondents stated strongly disagree. This is because consumers think that this Xiaomi smartphone is suitable for use by all ages.

Overall, respondents mainly agreed on the adoption of quality perceptions based on Performance indicators on Xiaomi smartphone products at the Xiaomi Center Pekanbaru. This is demonstrated by the score of 639, which corresponds to the huge number of respondents who offered positive replies to the Performance of the Xiaomi brand smartphone at the Xiaomi Center Pekanbaru.

2. Durability Indicator

Durability is the ability of a product in the use and supply of the assumed period.

Table 2. Respondents' Responses to Perceived Quality in Xiaomi Smartphone Products at the Pekanbaru Xiaomi Center Based on Durability Indicators

No	Statement	SS	Respondents' Statement				Total
			S	KS	TS	STS	
1	Xiaomi Smartphone can survive for a long time with normal usage	21	20	28	17	5	91
		23%	22%	31%	19%	5%	100%
2	With good hardware material, Xiaomi will not easily damaged	22	27	21	17	4	91
		24%	30%	23%	19%	4%	100%
Total		43	47	49	34	9	182
Score		215	235	147	68	9	679
Category							Agree

Source : Processed Research Data, 2020

According to the table above, which presents respondents' responses regarding the implementation of quality perceptions on Xiaomi smartphone products at the Xiaomi Center Pekanbaru reviewed based on indicators of durability on Xiaomi Smartphone items that can last for a long time with normal use, 21 respondents strongly agreed and 20 respondents agreed. Furthermore, 28 respondents said they slightly disagreed, 17 said they disagreed, and 5 said they strongly disagreed. This is because some Xiaomi smartphone users have experienced good durability in their products.

Respondents' responses regarding the item that with good hardware, Xiaomi will not be easily damaged are 22 respondents answered strongly agree and 27 respondents answered that they agreed. Meanwhile, 21 respondents gave slightly disagree

responses, 17 respondents disagreed and 4 respondents strongly disagreed. This is because some consumers have experienced minor damage but have an effect on product Performance.

Overall, the respondents' responses to the implementation of quality perceptions in terms of indicators of resilience on Xiaomi smartphone products at the Xiaomi Center Pekanbaru mostly agreed as evidenced by a score of 679. From this value, it can be concluded that the number of respondents who gave good responses to the resilience provided by the product Xiaomi smartphones at the Xiaomi Center Pekanbaru.

3. Feature Indicator

Features are an excess of capabilities that are assumed to be used by users of a product.

Table 3. Respondents' Responses to Perceived Quality in Xiaomi Smartphone Products at the Xiaomi Center Pekanbaru Based on Feature Indicators

No	Statement	SS	Respondents' Statement				Total
			S	KS	TS	STS	
1	The feature offered by Xiaomi is quite large and varied	19	24	29	14	5	91
		21%	27%	32%	15%	5%	100%
2	Equipped with the program made by Xiaomi namely MUI smartphone is an excellent and quite complete feature	20	29	22	14	6	91
		22%	32%	24%	15%	7%	100%
Total		39	53	51	28	11	182
Score		195	212	153	56	11	627
Category							Agree

Source : Processed Research Data, 2020

Based on the table above regarding respondents' responses regarding the influence of perceived quality on Xiaomi smartphone products at the Xiaomi Center Pekanbaru in terms of the item that the features offered by Xiaomi are quite broad and varied, 19 respondents who answered strongly agreed and 24 respondents answered that they agreed. Furthermore, 29 respondents gave slightly disagree responses, 14 respondents gave disagree responses and 5 respondents gave strongly disagree responses. This response indicates that the majority of respondents or Xiaomi smartphone users at the Xiaomi Center Pekanbaru have personally encountered this product's superior product features.

Respondents' replies to items containing that this smartphone excels in features that are pretty complete because it is equipped with a program created by Xiaomi in the form of a MUI, 20 respondents highly agreed and 29 respondents agreed.

Table 4. Respondents' Responses to Perceived Quality in Xiaomi Smartphone Products at the Pekanbaru Xiaomi Center Based on Product Service Indicators

Meanwhile, 22 respondents said they slightly disagreed, 14 said they disagreed, and 6 said they strongly disagreed. Consumers provided this response because the majority of Xiaomi users at the Xiaomi Center Pekanbaru already comprehend and enjoy the complex features of the default Xiaomi smartphone.

Overall, respondents' responses to the implementation of quality perceptions seen from feature indicators on Xiaomi smartphone products at the Xiaomi Center Pekanbaru can be agreed upon, as seen from a score of 627. This value is related to the large number of respondents who gave good responses to the features provided by Xiaomi smartphones. on the Xiaomi Center Pekanbaru.

4. Product Service Indicator

Product service is anything that can be offered to a market for use to satisfy a want or need.

No	Statement	Respondents' Statement					Total
		SS	S	KS	TS	STS	
1	The service offered by Xiaomi is quite large	23 25%	23 25%	26 29%	14 16%	5 5%	91 100%
2	With the service owned by Xiaomi, the users are eased in the usage of this smartphone	26 29%	25 27%	18 20%	17 19%	5 5%	91 100%
	Total	49	48	44	31	10	182
	Score	245	192	132	62	10	641
	Category	Agree					

Source : Processed Research Data, 2020

According to the table above, 19 respondents strongly agreed and 24 respondents agreed regarding the influence of perceived quality on Xiaomi smartphone products at the Xiaomi Center Pekanbaru in terms of the item that the features offered by Xiaomi are quite broad and varied. Furthermore, 29 respondents indicated a slight disagreement, 14 indicated a disagreement, and 5 indicated a strong disagreement. This result implies that the vast majority of responders or Xiaomi smartphone users at the Xiaomi Center Pekanbaru have personally experienced the excellent product characteristics of this smartphone.

Respondents' responses to the item that Xiaomi's services make it easier for users to use this smartphone are 26

respondents answered strongly agree and 25 respondents answered agree, while 18 respondents gave slightly disagree responses, 17 respondents gave disagree responses and 5 respondents gave strongly disagree responses. Consumers gave this feedback because the majority of Xiaomi users at the Xiaomi Center Pekanbaru had used the product services provided to them.

Overall, a score of 641 indicates that respondents' responses to the quality perceptions seen from product service indicators on Xiaomi smartphone products at the Xiaomi Center Pekanbaru are mainly in agreement. The reason for this is that many respondents were pleased with the product services offered by Xiaomi smartphones at the Xiaomi Center Pekanbaru.

Table 5. Recapitulation of Respondents' Responses to Quality Perceptions of Xiaomi Center Pekanbaru Smartphone Products

No	Sub Variable	Score	Category
1	Performance	639	Agree
2	Endurance	679	Agree
3	Feature	627	Agree
4	Product Service	641	Agree
	Total	2586	Agree

Source: Processed Research Data, 2020

Table 6. Validity Test Results on 91 Respondents

Dimension	Variable X1 (country of origin)		R table	Conclusion
	Indicator	R count		
Economic	Item1	0,725	0,206.	Valid
	Item 2	0,619	0,206.	Valid
Information	Item 3	0,585	0,206.	Valid
	Item 4	0,717	0,206.	Valid
Conviviality	Item 5	0,550	0,206.	valid
	Item 6	0,516	0,206.	valid
Personality	Item 7	0,406	0,206.	valid
	Item 8	0,544	0,206.	valid
Variable X2 (Quality Perception)				
Dimension	Indicator	R count	R table	Conclusion
Performance	Item1	0,549	0,206.	Valid
	Item 2	0,638	0,206.	Valid
Endurance	Item 3	0,423	0,206.	Valid
	Item 4	0,579	0,206.	Valid
Feature	Item 5	0,606	0,206.	Valid
	Item 6	0,636	0,206.	Valid
Product Service	Item 7	0,535	0,206.	Valid
	Item 8	0,666	0,206.	Valid
Variable Y (Purchase Interest)				
Dimension	Indicator	R count	R table	Conclusion
Transactional	Item1	0,607	0,206.	Valid
	Item 2	0,535	0,206.	Valid
Referential	Item 3	0,673	0,206.	Valid
	Item 4	0,583	0,206.	Valid
Preferential	Item 5	0,608	0,206.	Valid
	Item 6	0,708	0,206.	Valid
Explorative	Item 7	0,604	0,206.	Valid
	Item 8	0,523	0,206.	Valid

The table above provides respondents' responses on the perceived quality of Xiaomi smartphone products at the Xiaomi Center Pekanbaru as a whole. Because many consumers recall Xiaomi smartphone items, the perceived quality of Xiaomi smartphone products at the Xiaomi Center Pekanbaru that is implemented is good. The total score for respondents' responses

to the whole questionnaire above was 2586 with the agreed category. As a result, the perception of the quality of Xiaomi smartphone items at the Xiaomi Center Pekanbaru needs to be improved. To attain the best results, it is essential to develop a new strategy to meet targets and accomplish the company's goals.

B. Validity and Reliability Test

Before investigating the effect of country of origin and perceived quality on purchasing an interest in Xiaomi smartphone products at the Xiaomi center in Pekanbaru, the questionnaires were subjected to validity and reliability tests. The goal of assessing the questionnaire's validity and reliability is to verify that the questionnaire generated will be very good at measuring symptoms and producing valid data.

1. Validity test

A validity test is used to measure whether a questionnaire is valid or not. The validity test is done by comparing the value of r_{count} with the r_{table} .

- If $r_{count} \geq r_{table}$, then the question items are considered valid
- If $r_{count} < r_{table}$, then the question items are considered invalid.

The calculated r value in this test is in the correlations column, while the value of the r table is provided in the r table with the

equation $91-2 = 89 = 0.206$.

According to Table 4.6, the value of the country of origin validity test results, perceived quality, and purchase intention are all more than the value of the r_{table} (0.206). This signifies that the questionnaire question items can accurately measure the variables being assessed in this study.

2. Reliability Test

The reliability test was performed on all 91 respondents in the sample. Valid statement items were used in the reliability test. The Cronbach's alpha method is used to verify the instrument's reliability, and the variable will be verified reliable if the conditions are met.

- If the value is less than 0.6, it is considered not good.
- If the value is 0.7, then it is acceptable
- If the value is above 0.8, it is considered good.

Table 4.7 Questionnaire Reliability Test Results for All Variables on 91 Respondents

Indicator	Cronbach's Alpha	Critical Value	Conclusion
Country of origin	0,728	0,6	Reliable
Quality Perception	0,716	0,6	Reliable
Purchase Interest	0,755	0,6	Reliable

Source : Processed Research Data, 2020

Cronbach's alpha values for the variables Country of Origin (X_1), perceived quality (X_2), and purchase intention (Y) are all more than 0.6 in the table above. Cronbach's alpha for the variable country of origin (X_1) is 0.911, which is good, Cronbach's alpha for perceived quality (X_2) is 0.708, which is acceptable, and Cronbach's alpha for purchase intention (Y) is 0.872, which is good. This signifies that variables X_1 and X_2

have met the cutoff value requirements and can be certified reliable in relation to variable Y .

C. Multiple Regression Analysis

The Effect of Country of Origin (X_1) and Perceived Quality (X_2) on Purchase Intention (Y)

Table 4.8 Multiple Regression Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.451	1.627		2.735	.008
2 country of origin	.855	.101	.851	8.457	.000
3 Quality Perception	.010	.100	.010	.097	.923

a. Dependent Variable: Purchase Interest

$$Y = 2,621a + 0,696x_1 + 0,247x_2$$

This means that the constant value (a) is 4.451. If the country of origin and perceived quality are both zero, then customer interest is 4.45. The country of origin variable has a positive regression coefficient value of 0.855, which means that every unit increase in the country of origin increases purchase intention by 0.855. The regression coefficient for the variable of quality perception is positive, precisely 0.010. This result can be interpreted as

follows: for every unit increase in perceived quality, purchasing interest increases by 0.010.

C. Coefficient of Determination (R^2)

The coefficient of determination (R^2) aims to measure how well the independent variable's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one.

Table 4.9 Determination Test Results (R^2) Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.859 ^a	.738	.732	2.80577	1.882

a. Predictors: (Constant), Quality Perception, CountryOfOrigin

b. Dependent Variable: Purchase Interest

From the results of simultaneous testing, the calculated F value is 123.673 while the F table value is 3.097. This implies that $F_{count} > F_{table}$ with a significance value of $0.000 < \alpha$ 0.05. As a result, H_0 is rejected and H_a is accepted. That is, both the country of origin and perceived quality have a major impact on consumer purchasing intentions.

Furthermore, each Dimensionon in the country of origin variable, namely Economics, Information, Conviviality, and Personality, as well as each Dimensionon in the quality

perception variable, namely Performancence, durability, product features, and services, all influence the variable purchase intention with transactional, referential, preferential, and exploratory Dimensionons. This also demonstrates that the third hypothesis of this study is accepted.

5.1 Conclusion

1. According to the responses of the respondents, the Country of Origin variable on Xiaomi smartphone products in the

- Pekanbaru Xiaomi Center was good. However, to reach aims and fulfill the company's goals, it is vital to increase to acquire the greatest results.
2. According to the comments of the respondents, the overall purchasing interest in Xiaomi smartphone items at the Xiaomi Center Pekanbaru is quite high. This is because Xiaomi smartphone products are in high demand among consumers, and respondents evaluated them as good across the board.
 3. Based on the study's findings, it is possible to conclude that the country of origin has a considerable impact on purchase intention. This means that each Dimensionon in the country of origin variable, namely, Economic, Information, Conviviality, and Personality, affects the purchase intention variable, which has the Dimensionons transactional, referential, preferential, and explorative. It also demonstrates that the first hypothesis of this study can be accepted.
 4. Based on the study's findings, it is possible to conclude that perceived quality has a considerable influence on purchase intention, implying that each Dimensionon, namely Performancence, durability, features, and product, is included in the perceived quality variable. Purchase intention variables with transactional, referential, preferential, and exploratory Dimensionons are influenced by perceived quality. This also shows that the second hypothesis of this study is accepted.
 5. Based on the research conducted, the Country of Origin variable which has indicators and Perceived Quality along with its indicators has a significant influence on consumer buying interest.

References

- American Marketing Association/AMA. 2004. American Marketing Association Releases New Definition for Marketing. Orlando, Florida. *and Store Information on Buyers' Product Evaluations. Journal of*
- Anoraga, Pandji.2000. *Manajemen Bisnis*.Jakarta: Rineka Cipta.
- Assael, H. (1998). *Consumer Behavior and Marketing Action 6 The edition*.
- Ball, D L, et.al (2005). *The Role of Mathematics Instruction in Building a Socially Just and Diverse Democracy. The Mathematics Educators*. Vol.15.
- Boyd, Walker dan Larreche. 2000. *Manajemen Pemasaran : Suatu Pendekatan Strategis dengan Orientasi Global*, Edisi Kedua.Jakarta: Erlanga.
- Corder, Anthony. 1992. *Teknik Manajemen Pemeliharaan*. Jakarta: Erlangga.
- Dinata, Jovita S dkk. 2015. *Country Of Origin dan pengaruhnya terhadap Quality Perception dan Purchase Interest (survey pada calon konsumen yang berminat*
- Dodds, William, B., Kent, B, Monroe, and Dhruv Grewal., 1991, *Effects of Price, Brand, And Store Information on Buyers Product Evaluations*, Journal of Marketing Research, Vol. 28, pp. 307-19.A.
- Garvin, D. A. (1987). *Managing Quality. New York: The Free Press*. Augusty, Ferdinand.(2006). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gil, R.B.,Andres, E.F.and Salinas. E.M.,2007, *Family as Source of Consumer-Based Brand Equity*, Journal of Product & Brand Management 16 (3): 188-199.
- Husein, Umar. 2011. *Metode Penelitian Untuk Skripsi dan Tesis Bisnis* Edisi 11.
- Jaffe and Nebenzahl. (2001) *National Image & Competitive Advantage*. Denmark.
- Kamara, Samantha, dan Canhua, Kang. 2010. *Perceptions of Country of Origin An Approach to Identifying Expectations of Foreign Products*. Journal of Brand Management. 17, 343-353.
- Keegan, Warren J, (2007). *Manajemen Pemasaran Global*. Edisi Keenam Jilid 1Kumala, Octaviantika Benazir. 2012. *Pengaruh Word of Mouth Terhadap Purchase Interest Konsumen Pada Tune Hotels Kuta-Bali*. Jurnal Universitas Indonesia.
- Kusumaningtyas, Ghaita Damararum, Dkk., 2017, *Pengaruh Country Of Origin Lin, C., Dan Kao, D. T. (2004). The Impacts Of Country Of Origin On Brand Equity. The Journal Of American Academy Of Business*.
- Listiana, Erna, dan Sri Syabanita Elida. 2014. *Pengaruh Country Of Brand Dan Country Of Origin Terhadap Asosiasi Merek (Studi Pada Pelanggan Produk Elektronik)*. Media Ekonomi dan Manajemen, Vol. 29, No. 1,
- Listiana, Erna. 2013. *Pengaruh Country of Origin Terhadap Perceived Quality dengan Moderasi Etnosentris Konsumen*. Jurnal Administrasi Bisnis.
- McCarthy, Jerome, E.; Perreault, William D, 2003. *Dasar-dasar Pemasaran, Edisi kelima, alih Bahasa : Agus Darma. Jakarta : Erlangga. membeli ipad diIndonesia*). *Jurnal Administrasi Bisnis, Vol. 25 (1)*. New York : International Thomson Publishing. *Pengaruhnya Terhadap Quality Perception dan Purchase Interest(Survei pada calon konsumen yang berminat membeli iPad di Indonesia)*. *Jurnal Administrasi Bisnis* 25(1), 1-8.
- Rossiter and Percy, 2002, *Advertising Communications and Promotion Management, second edition*, Prentice Hal.
- Schiffman, Leon G. And Leslie L. Kanuk. 2000. *Consumer Behavior. Fifth Edition*, Prentice-Hall Inc. New Jersey.
- Sigit, Soehardi, 2002, *Pemasaran Praktis*, edisi ketiga, Yogyakarta, BPFE,Yogyakarta.
- Sugiyono, *metode penelitian administrasi bisnis*, Alfabeta, Bandung, 2009.
- Yasin, Norjaya Mohd., Mohd Nasser Noor dan Osman Mohamad. 2007. *Does Image Of Counry-Of-Origin Matter To Brand Equity?* Journal Of Product & Brand Management Vol. 16, No.1:38-48.
- Yoo, B., Donthu, N. dan Lee, S. (2000), "An examination of selected marketing mix elements and brand equity", Journal of the Academy of Marketing Science, Vol. 28 No. 2, pp. 195-211.
- Zeithaml, V. Parasuraman, A. and L. Berry L. 1985. "Problems and Strategies in Services Marketing". Journal of Marketing Vol. 49.



© 2024 Journal of Geoscience, Engineering, Environment and Technology. All rights reserved. This is an open access article distributed under the terms of the CC BY-SA License (<http://creativecommons.org/licenses/by-sa/4.0/>).