

The Role of Brand Image Mediate the Influence Country of Origin on Purchasing Decisions on OPPO Smartphones in Denpasar City

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Abstract: The rapid development of telecommunication and information technology and telephone usage have been dominated by smartphones. The higher growth rate of smartphone users also increases the demand for smartphones. The purpose of this study was to explain the effect of country of origin on brand image, to explain the influence of country of origin on purchasing decisions, and the influence of brand image on purchasing decisions, and explain the role of brand image in mediating the effect of country of origin on purchasing decisions on OPPO smartphones in Denpasar City. This research was conducted in Denpasar City and the population in this study were people who had bought and used OPPO smartphone products in the city of Denpasar. The sample in this study consisted of 100 respondents. This study uses a method of determining non-probability sampling techniques that are selected by purposive sampling. Data were analyzed using path analysis techniques.

The results showed that the country of origin had a positive and significant effect on the brand image of OPPO smartphones in Denpasar City. Country of origin has a positive and significant effect on purchasing decisions on OPPO smartphones in Denpasar City. Brand image has a positive and significant effect on purchasing decisions on OPPO smartphones in Denpasar City. Brand image positively and significantly mediates the influence of country of origin on purchasing decisions on OPPO smartphones in Denpasar City.

Keywords: Country of Origin, Brand Image, Purchasing Decisions, Smartphone, Oppo.

I. INTRODUCTION

The progress of telecommunication technology that is growing from time to time makes the products offered by smartphone manufacturers increasingly diverse and have the advantages of each of each product. The number of products offered by smartphone manufacturers makes consumers have to be more careful and selective in choosing and determining purchasing decisions on a product. The decision to buy a product is one of the most important consumer behavior and must be learned by the company so that its products become the main choice for consumers. According to Sari (2013) purchasing decisions are a way for individuals, groups, and organizations to choose, buy and use goods or services to satisfy their needs.

Consumer purchasing decisions are very important to be studied by business people who will be used as a reference in developing their products. Purchasing decisions can also be used as a basis in developing a good product (Putri, 2013). Purchasing decisions made by consumers are generally based on the quality and price of these products, along with the development of time there are other factors such as country of origin in making purchasing decisions (Abdi 2014).

According to Kotler and Keller (2009: 338) country of origin is a process of interaction about a country of origin based on mental trust. Country of origin is extrinsic information that can be used by consumers in evaluating a product (Tati and Suharyono 2015). Suria *et al.* (2016) defines the country of origin with regard to the image of a country and also can lead to consumer perceptions of a country. Country of origin on a product plays an important role in consumer perceptions of brands and products of a country (Yanti and Jatra 2015).

Not only the country of origin can determine consumer purchasing decisions, but the brand image is also one of the factors used by consumers in making purchasing decisions (Putri, 2013). The definition of brand image according to Kotler and Keller (2015) is when consumers first hear the slogan of a product that is remembered and stored in the minds of consumers. Consumers are usually confused when finding similar products on the market. Short time in finding information about a product makes consumers have limited information as a basis for choosing products (Tulipa and Muljani, 2015). Positive perceptions and consumer trust in a brand will create a good brand image. Based on this, smartphone manufacturers must be able to create attractive and unique brand images in order to describe the benefits of products that are in accordance with the wishes of consumers, so that consumers have a positive perception of the brand.

According to Saraswati (2017) brand image is a representation of the overall consumer perception of a brand that is formed from information and past experiences. A good brand image can lead to emotional values from consumers, so companies need to improve their brand image. This emotional value will trigger a positive perception of a product (Moksaoka, 2013).

TABLE 1: LIST OF SMARTPHONE IN THE WORLD MARKET SHARE WITH COUNTRIES OF ORIGIN

No	Smartphone Merk	Country Of Origin	Market Share (%)
1	Samsung	Korea	21,9
2	Apple	Amerika Serikat	15,2
3	HUAWEI	China	10,8
4	OPPO	China	7,6
5	Vivo	China	6,6
6	Xiaomi	China	6,4
7	Advan	Indonesia	5,5
8	Lainnya		26
Total			100

Source: *Trend Force Ranging of Market Share Smartphone*

In Table 1 it is known that Samsung, which is a brand originating from South Korea as the first rank and Apple is a brand originating from the United States, ranked second. The third to sixth place is occupied by smartphones from China such as Huawei, OPPO, Vivo and Xiaomi having a market share of 31.4 percent of the total. Most of the Indonesian people look at the products from China. Products from China are considered cheap, like imitating well-known products. Most products labeled made in China have become home countries' nightmares contributing to sales growth (Akdeniz Ar *et al.*, 2014). This shows that the community has begun to trust products originating from China as evidenced by the 31.4 percent market share obtained by smartphones originating from China. One smartphone from China is OPPO is a smartphone created by a company called OPPO Electronics Corp., Ltd. OPPO Electronics Corp., Ltd. is a fairly new company, where the company was founded in 2004 but only entered the market in 2008 (www.oppo.com). In 2013 OPPO Electronics Corp., Ltd. officially entered the smartphone market in Indonesia.

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

The Influence of Country of Origin on Brand Image:

Keegan and Green (2013) it is clear that country of origin is a part of brand image and contributes to brand value, the theory only applies to several types of products, one of which is a smartphone. Permana (2013) states that country of origin has a positive and significant relationship to brand image supported by research by Suria *et al.* (2016) and Moksaoka (2016) who argue that the country of origin has a positive and significant impact on the brand image.

The brand of a product can have a positive impact on the country of origin, with the assumption that the brand image has a role in influencing the country of origin in a product. Based on the theoretical logic and previous research on the country of origin of the brand image, the following hypotheses can be taken:

H1: Country of origin has a positive and significant effect on brand image

The Influence Of Country Of Origin On Purchasing Decisions

Research conducted by Shirin and Kambiz (2011) suggests that when a country carries a positive country of origin to consumers, consumers will have a positive perception and increase their intention to buy, and find the results of research

that the country of origin has significant influence and effect on buying decision. In addition, other studies conducted by Hendra and Aprillia (2013) also suggested that the country of origin had a positive effect on purchasing decisions. Suria *et al.*, (2016) also found that country of origin had a significant influence and effect on purchasing decisions. Based on theoretical logic and prior research on country of origin and purchasing decisions, the following hypotheses can be taken:

H2: Country of origin has a positive and significant effect on purchasing decisions

The Influence Of Brand Image On Purchasing Decisions

The image of the brand relates to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand will be more likely to make a purchase. whereas in other studies conducted by Musay (2013) it was found that brand image and promotion mix had a significant influence on consumer purchasing decisions. Research conducted by Supriyadi *et al.* (2016) also found that brand image has a significant influence on consumer purchasing decisions. In addition, research conducted by Wijaya (2017) also shows that brand image has a significant effect on the decision to purchase a Toyota Avansa car in Surabaya. Based on theoretical logic and previous research regarding brand image and purchasing decisions, the following hypotheses can be taken:

H3: Brand image has a positive and significant effect on purchasing decisions

The Role Of Brand Image In Mediate The Influence Of Country Of Origin On Purchasing Decisions

Diamantopoulos *et al.* (2011) suggested that the country of origin had an indirect impact on buying intentions and in its influence was fully mediated by the brand image. Bhakar *et al.* (2013) stated that the country of origin will have a non-significant impact on purchase intention if the relationship occurs directly. However, if the country of origin and brand image are applied simultaneously to purchase intention, the results will be significantly positive. In the study of Purnama and Muwarningsih (2015), there was a positive and significant indirect effect on consumer purchasing decisions through brand image as a mediator for Jamu Nyonya Meneer products in East Semarang. Based on previous research, regarding the role of brand image in mediating the country of origin against purchasing decisions, the following hypotheses can be taken:

H4: The brand image mediates positively and significantly the influence of country of origin on purchasing decisions

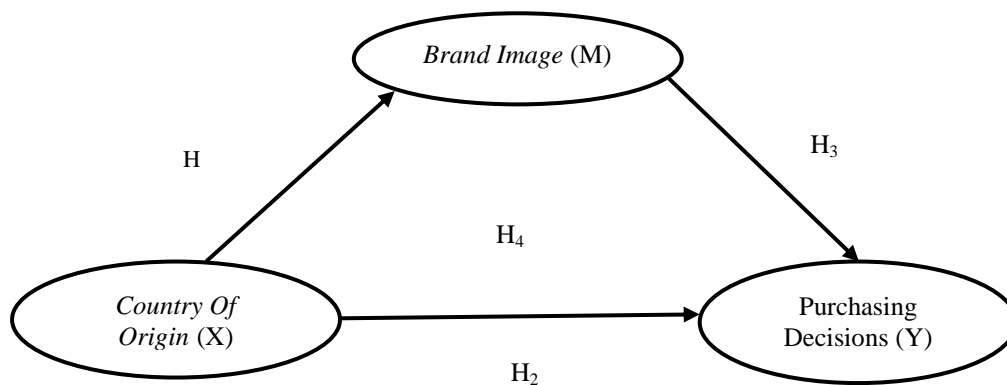


Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

This study uses a quantitative approach in the form of associative, namely discussing the role of brand image that strengthens the influence of country of origin on purchasing decisions on OPPO smartphone consumers in the city of Denpasar. The population in this study were people who had bought and used OPPO smartphone products in the city of Denpasar. The sample in the study of 100 respondents with criteria residing in the city of Denpasar, aged at least 18 years, had already bought and used an OPPO smartphone. the method of determining the sample used is the non-probability sampling technique chosen is purposive sampling, namely the technique of determining the sample with certain considerations. Data collection methods used in this study were non-behavioral observations and questionnaires as measured by the Likert scale.

TABLE 2: RESEARCH VARIABLE INDICATORS

Variable	Indicator	Reference
Country Of Origin (X)	1) Country Beliefs	Moksaoka (2016)
	2) People Affect	
	3) Desired Interaction	
Brand Image (M)	1) Strengthness	Keller in Setianingsih (2017)
	2) Uniqueness	
	3) Favorable	
Purchasing Decisions (Y)	1) Stability on a product	Tati and Suharyono (2015)
	2) Habits in buying products	
	3) Providing information to others	
	4) Make a repeat purchase	

Source: previous research study

IV. RESEARCH FINDING AND DISCUSSION

Based on the results of research on 100 respondents, the characteristics of respondents in this study can be seen based on gender, age, education level, type of work and income or monthly allowance. In detail, can be seen in Table 3 below

TABLE 3: CHARACTERISTICS OF RESPONDENT DEMOGRAPHY

No	Characteristics	Classification	Respondent	%
1	Gender	Male	20	20
		Female	80	80
Total			100	100
2	Age	18-27	75	75
		28-37	15	15
		38-47	5	5
		> 47	5	5
		Total	100	100
3	Education Level	High School	78	78
		Diploma	10	10
		Bachelor	8	8
		Postgraduate	4	4
		Others	0	0
		Total	100	100
4	Occupation	Student	6	6
		College Student	64	64
		Private Employee	5	5
		Civil Servant	10	10
		Entrepreneur	8	8
		Others	7	7
Total			100	100
5	Income	< Rp 2.000.000	35	35
		Rp. 2.000.000 – 4.000.000	50	50
		> Rp. 4.000.000	15	15
		Total	100	100

Source: Data processed, 2018

Table 3 shows the characteristics of respondents can be gender dominated by women by 80 percent. Characteristics based on age, showed that the majority of respondents were aged in the age range of 18-27 years. The majority of respondents work as students with a percentage of 64 percent. The income of respondents is dominated by respondents who earn 2,000,000 - Rp. 4,000,000 / month with a percentage of 50 percent.

Questionnaires are declared valid if the statement contained in the questionnaire can measure what the researcher wants to measure. The minimum requirement for a questionnaire to fulfill validity is if r is greater than 0.30. In this study all the statement indicators in the variable country of origin, brand image, purchasing decisions have a pearson correlation that is greater than 0.3 so that it can be concluded that the statement in the questionnaire has met the data validity requirements.

Questionnaires are declared reliable if the results of Cronbach Alpha produce alpha values above 0.6, then the instruments used are said to be reliable. In this study all statement indicators in the country of origin, brand image, purchasing decisions variables have Cronbach Alpha which is greater than 0.6 so it can be concluded that all variable indicators in this study are reliable, so that they can be used as research instruments.

Path analysis aims to determine the relationship and influence of independent variables on dependent variables. Path analysis is an extension of multiple linear regression analysis to test the causality relationship between two or more variables. The results of the analysis are as follows:

TABLE 4: RESULT OF PATH ANALYSIS STRUCTURE 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.710	0,353		4.843	0,000
	Country Of Origin	0,584	0,87	0,563	6.749	0,000
R1 ² : 0,317						
F statistik: 45.550						
Sig. F : 0,000						

Source: Data processed, 2018

Based on the results of the regression equation 1 path analysis as presented in 4, the structural equations are as follows:

$$M = \beta_1 X + e_1$$

$$M = 0.563X$$

The value of β_1 is a number of 0.563 having a country of origin has a positive effect on brand image, this indicates that if the country of origin variable increases then the OPPO smartphone brand image in Denpasar City will increase by 0.563. The magnitude of the influence of independent variables on the dependent variable indicated by the value of determination of total (R square) of 0.317 means that 31.7 percent of the variation in brand image is influenced by variations in country of origin, while the remaining 68.3 percent is explained by other factors that are not entered into the model.

TABLE 5: RESULT OF PATH ANALYSIS STRUCTURE 2

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-445	0,352		-1.259	0,211
	Country Of Origin	0,726	0,094	0,582	7.710	0,000
	Brand Image	0,359	0,091	0,298	3,956	0,000
R2 ² : 0,623						
F statistik: 80.160						
Sig. F : 0,000						

Source: Data processed, 2018

Based on the results of the regression equation 2 path analysis as presented in Table 5. The structural equation is obtained as follows

$$Y = \beta_2 X + \beta_3 M + e_2$$

$$Y = 0.582X + 0.298M$$

Based on these equations, it can be concluded that: The β_2 value of 0.582 means that the country of origin has a positive effect on the purchasing decision, if the country of origin variable increases, it increases the variable OPPO smartphone purchase decision in Denpasar City by 0.582. The β_3 value of 0.298 means that the brand image has a positive effect on purchasing decisions, this means that if the brand image variable increases, the variable decision to purchase OPPO smartphones in Denpasar City will increase by 0.298. The magnitude of the influence of the independent variable on the dependent variable indicated by the value of total determination (R square) of 0.623 means that 62.3 percent of the variation in purchasing decisions is influenced by variations in country of origin and brand image, while the remaining 37.7 percent is explained by factors another into the model.

Before compiling the final path diagram model, the standard error value is calculated as follows.

$$Pe_i = \sqrt{1-R_i^2}$$

$$Pe_1 = \sqrt{1-R_1^2} = \sqrt{1-0,317} = \sqrt{0,683} = 0,826$$

$$Pe_2 = \sqrt{1-R_2^2} = \sqrt{1-0,623} = \sqrt{0,377} = 0,614$$

Based on the calculation of the effect of error (Pei), the result of the effect of error (Pei) obtained is 0.826 and the effect of error (Pe2) is 0.614. After analyzing e1 and e2, the calculation of the total determination coefficient is obtained as follows:

$$\begin{aligned} R^2_m &= 1 - (Pe_1)^2 - (Pe_2)^2 \\ &= 1 - (0,826)^2 - (0,614)^2 \\ &= 1 - 0,682 - 0,376 \\ &= 0,744 \end{aligned}$$

The total determination value of 0.744 means that 74.4 percent of purchasing decision variables are influenced by country of origin and brand image variables, the remaining 25.6 percent is explained by other factors outside the model formed.

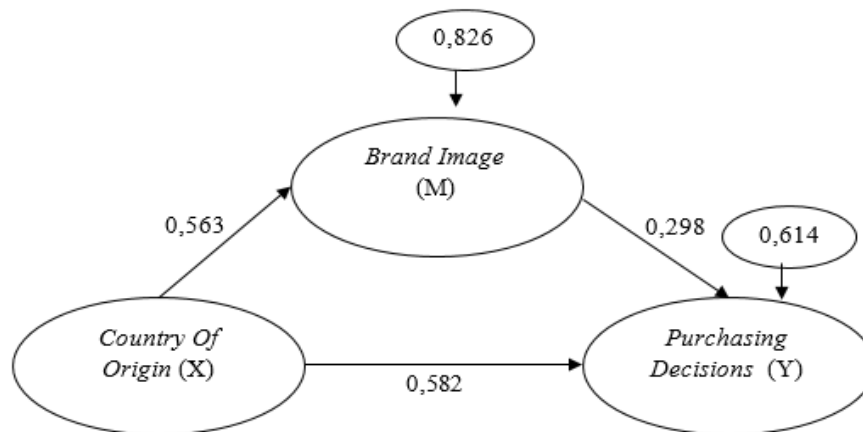


Figure 2: Final Path Diagram Model

TABLE 6 : DIRECT EFFECTS AND INDIRECT EFFECTS

Relationship Between Variables	Direct Effect	Indirect Effect	Total Effect
The Influence of Country of Origin on Brand Image	0,563	-	0,563
The Influence of Country of Origin on Purchasing Decisions	0,582	0,167	0,625
The Influence of Brand Image on Purchasing Decisions	0,298	-	0,298

Source: Data processed, 2018

The data shows that the country of origin has a direct effect on purchasing decisions of 58.2 percent, mediated by brand image variables, and there is an indirect effect of 16.7 percent, and a total influence of 62.5 percent. These results indicate that brand image mediates the influence of country of origin on purchasing decisions partially.

The sobel test is an analysis tool to test the significance of the indirect relationship between independent variables and the dependent variable mediated by mediator variables. If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediator variable is assessed to significantly mediate the relationship between the dependent variable and the independent variable.

TABLE 7: THE RESULTS OF THE SOBEL TEST

Nilai Z	Sig
2,8945	0,0038

Source: *Data processed, 2018*

Based on the results of the sobel test in table 4.16, it shows that the Z value is $2.8945 > 1.96$ with a significance value of $0.0038 < 0.05$, which means that brand image is a variable that mediates the influence of country of origin on purchasing decisions on OPPO smartphones in City of Denpasar or in other words the country of origin indirectly affects purchasing decisions through a brand image.

The Influence Of Country Of Origin On Brand Image:

Based on the analysis of the country of origin of the brand image, the significance value of 0,000 was obtained with a beta coefficient of 0.563 with a t value of 6.749. A significance value of $0,000 < 0.05$ indicates that H0 is rejected and H1 is accepted. The results in this study mean that the country of origin has a positive and significant effect on the brand image, where consumers believe the OPPO smartphone origin country has a creative and high-quality workforce. This shows the better country of origin image from the OPPO smartphone so it will increase the brand image of the OPPO smartphone itself. The results of this study are in accordance with previous research conducted by Permana (2013) which states that country of origin has a positive and significant relationship to brand image. The results of research from Permana (2013) are also supported by research conducted by Suria *et al.* (2016) and Moksaoka (2016) which state that the country of origin has a positive and significant impact on the brand image.

The Influence Of Country Of Origin On Purchasing Decisions:

Based on the analysis of country of origin on purchasing decisions obtained a significance value of 0,000 with a beta coefficient of 0.582 with a t value of 7.710. Significance values of $0,000 < 0.05$ indicated that H0 was rejected and H2 was accepted. The results in this study mean that the country of origin has a positive and significant effect on purchasing decisions, where consumers see China as an OPPO smartphone country as a developed country that has a good reputation, is innovative and is able to design smartphones well. This shows that consumers' views on country of origin images influence consumer purchasing decisions on OPPO smartphone products in Denpasar City. The results of this study are consistent with the research conducted by Shirin and Kambiz (2011) which states that country of origin has a significant effect and effect on purchasing decisions, the results of this study are also in line with research conducted by Hendra and Aprillia (2013) and Suria *et al.* (2016) which states that the country of origin has a positive effect on purchasing decisions.

The Influence Of Brand Image On Purchasing Decisions:

Based on the results of testing the third hypothesis H3 obtained a probability value (sig) of 0,000 with a beta coefficient of 0.298 and a t value of 3.956. Significance value $0,000 < 0,05$, this means that H0 is rejected and H3 is accepted. This result means that brand image has a positive and significant effect on purchasing decisions, where OPPO smartphones always keep up with the latest developments in technology, products that innovate and have distinctive features. This shows that consumers' views on brand image influence consumer purchasing decisions on OPPO smartphone products in Denpasar City. The results of this study are consistent with the research conducted by Evelina *et al.* (2012) which states that stating that brand image has a significant influence on consumer purchasing decisions, this is also supported by other research conducted by Musay (2013) which suggests that brand image and promotion mix have a significant influence on consumer purchasing decisions and research another conducted by Supriyadi *et al.* (2016) who found that brand image has a significant influence on consumer purchasing decisions.

Brand Image Mediates The Influence Of Country Of Origin On Purchasing Decisions:

Based on the results of testing the fourth hypothesis H4 obtained the results of the Z value of 2.8945 which is greater than the Z table value of 1.96, this indicates that H4 can be accepted, so it can be interpreted that the brand image is able to mediate the influence of country of origin on purchasing decisions with in other words, the country of origin indirectly affects purchasing decisions through brand image. The results of this study are incompatible with the research conducted by Diamantopoulos *et al.* (2011) which states that the country of origin has an indirect impact on buying intention and in its influence is fully mediated by the brand image. But the results of research conducted by Bhakar *et al.* (2013) stated that the country of origin and brand image applied simultaneously to purchase intention, the results would be significantly positive.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the discussion of the research that has been conducted, it can be concluded that:

- 1) The results of this study indicate that the country of origin has a positive and significant effect on the brand image, meaning that if there is a change in the image of the country of origin, the OPPO smartphone will affect the brand image of the smartphone. The influence of the relationship shows a positive value, which means that the better the country of origin image from the OPPO smartphone will increase the brand image of the OPPO smartphone itself.
- 2) The results of this study indicate that the country of origin has a positive and significant effect on purchasing decisions, meaning that if there is a change in the image of the country of origin of the OPPO smartphone it will affect consumer purchasing decisions. The influence of this relationship shows a positive value that consumers' views on the country of origin image influence consumer purchasing decisions on OPPO smartphone products in Denpasar City.
- 3) The results of this study indicate that brand image has a positive and significant effect on purchasing decisions. meaning that if there is a change in the brand image it will affect consumer purchasing decisions. The influence of this relationship shows a positive value, which means that the higher the brand image of the OPPO smartphone will increase the OPPO smartphone consumer purchasing decisions in Denpasar City.
- 4) Brand image is able to mediate the influence of country of origin on purchasing decisions. This illustrates that the influence of country of origin variables on purchasing decisions has increased with the presence of brand image variables.

Based on the results of the analysis and conclusions, the suggestions that can be given are as follows.

- 1) OPPO should pay attention to the image of the country of origin and improve the image of the country of origin by providing good product quality, so that it will create a perception of the home country that is good in the minds of consumers, which will affect the interest of prospective consumers to buy OPPO smartphone products and increase loyalty from consumers who already use OPPO smartphone products.
- 2) It is better for OPPO to pay attention to the brand image of the company and improve the technology of the OPPO smartphone, so that it can create a prestige of its own for potential customers. This will have an impact on increasing the purchasing decisions of prospective consumers and the loyalty of consumers who have used OPPO smartphone products.
- 3) It is better for OPPO to further increase the promotion and advertising of OPPO smartphones, so that consumers can find information more easily and decide to buy the OPPO smartphone.
- 4) The results of this study are expected to be an additional reference and to strengthen the results of studies relating to country of origin variables on purchasing decisions through brand image as a mediating variable on OPPO smartphones in Denpasar City.

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