

ABSTRAK

Made in China' yang biasanya ada pada suatu produk dapat kita lihat dimana-mana baik di pasar lokal ataupun internasional, yang mana tulisan tersebut menandakan tempat dimana suatu produk tersebut dibuat. Produk yang dihasilkan oleh China masih dinilai kurang begitu positif dimata konsumen. Di Indonesia sendiri, banyak sekali bertebaran produk-produk asal China, salah satunya adalah *smartphone*. Penelitian ini menguji pengaruh informasi produk, kualitas produk, harga, *product involvement*, *electronic word of mouth*, dan *country of origin* terhadap niat membeli produk *smartphone* Xiaomi.

Analisis Regresi Linier Berganda dengan program statistik SPSS digunakan sebagai metode penelitian dengan pendekatan kuantitatif, 100 data responden yang digunakan terkumpul melalui kuesioner dengan cara penyebaran langsung kuesioner tersebut kepada masyarakat.

Hasil dari penelitian ini adalah bahwa informasi produk tidak berpengaruh signifikan terhadap niat beli. Kualitas produk berpengaruh signifikan terhadap niat beli. Harga berpengaruh signifikan terhadap niat beli. *Product involment* tidak berpengaruh signifikan terhadap niat beli, EWOM berpengaruh signifikan terhadap niat beli. Dan yang terakhir *Country of Origin* berpengaruh signifikan terhadap niat beli.

Kata Kunci: Informasi Produk, Kualitas Produk, Harga, *Product Involvement*, EWOM, *Country of Origin*, Niat Beli.

ABSTRACT

Made in China 'which is usually available on a product we can see everywhere both in local and international markets, where the writing signifies the place where a product is made. Products produced by China are still considered less positive in the eyes of consumers. In Indonesia, there are a lot of products from China, one of which is a smartphone. This study aims to determine the effect of product information, product quality, price, product involvement, electronic word of mouth, and country of origin on the intention to buy Xiaomi smartphone products.

Multiple Linear Regression Analysis with the SPSS statistical program used as a research method with a quantitative approach, 100 respondents' data used were collected through a questionnaire by distributing the questionnaire directly to the public.

The results of this study are that product information has no significant effect on purchase intention. Product quality has a significant effect on purchase intention. Price has a significant effect on purchase intention. Product involvement does not have a significant effect on purchase intention, EWOM has a significant effect on purchase intention. And finally the Country of Origin has a significant effect on purchase intention.

Keywords: Product Information, Product Quality, Price, Product Involvement, EWOM, Country of Origin, Purchase Intention.