# Achieving of Country Image

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# Achieving of Country Image, Perceived Quality, and Brand Familiarity on Purchase Intention of Samsung Smartphone in Indonesia

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**Abstract-** *The purpose of the study aims to analyze the influence of country image, perceived quality, and brand familiarity on the purchase intention of the Samsung smartphone in Indonesia. The sampling method used was a purposive sampling technique. Data sampling was obtained using 100 respondents. The data was collected by using a questionnaire given directly to the respondents. The analysis technique in this study used the Partial Least Square (PLS) data analysis method with the help of Smart-PLS 3 software. The results of this study indicate that country image has a negative and insignificant influence, while the perceived quality and brand familiarity have positive and significant influence on purchase intention.*

**Keywords:** *Country image; perceived quality; brand familiarity; purchase intention*

## 1. INTRODUCTION

The recent growth of globalization and international trade make many companies explore opportunities for distributing their products around the world. Therefore, the companies are facing not only domestic but also overseas competitions. At the same time, consumers are exposed to a rising number of brands from foreign companies. Marketing researchers did notice and realized the importance of such an effect that can be called consumers' purchase decision-making process of place of origin. When considering a product domestically, the place of origin is a small geographical region, a town or a village. However, if it happens internationally, the country from which the product is exported becomes the place of origin or country of origin.

The increasing of global transactions will affect how consumers behave. Especially when a lot of foreign products are coming into Indonesia making the intention of buying those products. Purchase intention is an important factor for companies as the main booster on consumers to tend doing transaction that will end up with buying products or services (Mohmed *et al.* 2013)[13]. The bigger the purchase intention of someone, the bigger their availability to purchase that product.

Korea has improved its image in the past decade with an increasing rate of international tourists to Korea. The number of foreign visitors to Korea has increased from 15,346,879 foreign visitors in 2018 compared to 18,045,868 million people in 2019 (https://kto.visitkorea.kr). This is caused by the impact of Korean wave known in the Korean language as "Hallyu".

It has been contributing to Korean made goods and products' popularity among international consumers. The "Hallyu" refers to people in any parts of the world who are willing to adopt Korean cultural aspects through Korean music, dramas, food, language, makeup and fashion. By making promotional campaigns and advertisements with internationally famous K-pop or K-drama celebrities, Korean firms leverage the positive value of "Hallyu" in their branding (Kim and Chao 2018)[8]. In Indonesia, "Hallyu" has encouraged Indonesian consumers to take an interest in Korea and try everything from lifestyle to Korean products (Tjoe and Kim 2016)[15].

The Samsung Company is a multinational Seoul, South Korea based company. It runs in sector of apparel, automotives, electronics, and telecommunication equipments. Samsung Company entered Indonesia in 1983 and has succeeded in becoming the number one brand. It is due to innovation and quality that Samsung Company offers consumers that make them able to compete in Indonesia market.

In international trade, one of many factors that influence purchase intention is country of origin. Study conducted by Yunus and Rashid (2016)[21], examined country of origin influence on purchase intention using variables such as country image, perceived quality, and brand familiarity. These factors are chosen because past research did not include country image and brand familiarity in examining the country of origin effect (Lew and Sulaiman 2014)[11].

Country image has shown an impact on purchase intention. Some countries with positive images can give

an advantage to brands coming from those countries. But if a country has a negative image, brand managers must come up with a strategy to counter the poor perception (Lee and Robb 2016)[10]. Besides, perceived quality has shown an influence on purchase intention. Products from economically developed countries are perceived as having fine workmanship, interesting appearance, and are considered as technologically the best. Brand familiarity, also have shown influence on purchase intention as a consumer who is familiar with a brand is inclined to develop more favorable assessments towards purchase intentions of that brand (Yunus and Rashid 2016)[21].

## 2. LITERATURE REVIEW AND HYPHOTESES

### 2.1 Purchase Intention

Purchase intention is consumers' actions on a certain brand of what they think they will buy (Tran 2018)[16]. Das (2015)[4] defined purchase intention as an individual's intention to purchase a product or service that able lead to actual purchase. Another definition comes from Lee and Robb (2016)[10] stated purchase intention is the possibility consumers will be willing to purchase a certain product or service in the future. It can be concluded that purchase intention is consumers' awareness to make an attempt to buy a certain product or service that lead to an actual purchase in the future.

Purchase intention has become a crucial section in the business as it is difficult to find clear explanation about the consumer's particular purchase. Tran (2018) [16]found an increase in the consumer's purchase intention will increase the future purchasing possibility. Hence, companies need to know what triggers a consumer to buy a product. Purchasing intentions are widely used as a method for sales forecasting of current products and services.

### 2.2 Country Image

Lee and Robb (2016)[10] defined country image as consumer idea about the reputation, stereotype, and particular picture of products from a specific country. Country image can be thought as overall attractiveness of a country including its products and citizens, governs a country's ability to produce globally competitive products, and is an information cue affecting consumers perceptions (Li *et al*. 2012)[12]. Wang *et al*. (2012)[19] stated country image is a belief that someone has of a country consisting of economic development, technological development, social and political systems.

Most major worldwide brands can be closely tied to the country images. Some countries that have positive images will give brands an advantage. Zhukov *et al*. (2015) [22] stated a positive country image implies a positive evaluation of products, while a negative country image implies a negative evaluation of products and often becomes a barrier to the products penetration in foreign markets. Country image can be measured using scales such as economically well developed, advanced technology, good standard of life, friendly, and high quality (Wang *et al*. 2012)[19].

### 2.3 Perceived Quality

Konuk (2018)[9] stated perceived quality is product's overall superiority that consumer's judge. Abdelkader (2015)[1] defined perceived quality as judgment by consumers about a product's superiority based on subjective perceptions. Hazlin *et al*. (2016)[5] stated perceived quality is a consumer's evaluation of a brand's overall excellence based on intrinsic and extrinsic cues. And therefore, it can be concluded that perceived quality is consumers' thoughts on a product based on tangible and intangible assessment that leads to purchasing.

Consumers in the former socialist countries of Eastern and Central Europe and also in the developing countries of Africa, Latin America and Asia are sensitive to a product's brand by having questions like what the brand offers and how the brand meets their needs (*Hazlin et al*. 2016)[5]. The perception of quality varies depending on certain factors, such as the place it is purchased, enjoyed, or even the time the consumers buy and consume a product. Perceived quality can be measured using scales such as ease of use, functionality, service ability, durability, and performance (Viddy *et al*. 2019)[17].

### 2.4 Brand Familiarity

Chinomona and Maziriri (2017)[3] defined brand familiarity as what consumers have had and related with direct and indirect experiences with the products or services. According to (Yang *et al*. 2015)[20], brand familiarity is the understanding degree about the brand accumulated in the memory of consumers after experiencing the brand. Brand familiarity is consumer's prior knowledge about the brand (Huang 2016)[6]. Therefore, it can be inferred that brand familiarity is consumer's awareness of a brand after experiencing before.

Das (2015)[4] argued that a consumer who is familiar with a brand tends to develop more favorable assessments toward purchase intention of that brand. With new brands, the lack of prior knowledge influences how consumers process information by relying on source reputation to shape their attitudes towards brands compared to familiar brands where attitudes have already been established by previous encounters (Huang 2016)[6]. That is, the more experience with the brand, the higher the brand familiarity because of their known expectations. Brand familiarity can be measured using scales such as familiar, recognize, had heard of before (Vo and Nguyen 2015)[18], knowledgeable, and experience (Viddy *et al*. 2019)[17].

## 3. HYPOTHESES DEVELOPMENTS

### 3.1 Country Image on Purchase Intention

When productions of products are done in developed countries, products are considered better because countries with good country image are considered to produce products with sophisticated technology, interesting appearance, and hygiene process. While developing countries are perceived to have unsophisticated technology and cannot produce good quality products (Hazlin *et al.* 2016)[5]. Abdelkader (2015)[1] suggested consumers brand perceptions decreased from developed countries to developing countries.

The previous studies of the country of origin have shown how country image has a positive direct significant influence on purchase intention (Li *et al.* 2012[12]; Yunus and Rashid 2016[21]; Lee and Robb 2016[10].

**Hypothesis 1: Country image has influence on purchase intention.**

### 3.2 Perceived Quality on Purchase Intention

Perceived quality is an important issue for both producers and consumers as it provides value to consumers by providing them with a reason to buy and by differentiating the brand from the competition. Purchase intention is strongly motivated by products meeting or exceeding customers' quality expectations (Tran 2018)[16]. According to (Yunus and Rashid 2016)[21], the higher the perceived quality, the higher the chance of purchasing. Therefore, the company must pay attention to the product's quality they offer because it affects consumers' intention.

Further knowledge and perception of perceived quality must be owned by companies in order to be successful in the market because it affects the purchase intention and will in turn contribute to the purchasing decision, as demonstrated by previous studies that perceived quality has a positive direct influence on purchase intention (Li *et al.* 2012[12]; Vo and Nguyen 2015[18]; Das 2015[4]Yunus and Rashid 2016)[21].

**Hypothesis 2: Perceived quality has influence on purchase intention**.

### 3.3 Brand Familiarity on Purchase Intention

A well-known brand is normally a source of competitive advantage as familiar brands are highly prominent in the minds of consumers, so it has the ability to distinguish itself in competition. Brand can be familiar due to various reasons such as prior exposure, brand usage, brand association, advertisement, and word of mouth (Bapat 2017)[2]. And, according to Sheau-fen *et al.* (2012)[14], familiarity is the most significant determinant affecting consumer purchase intention.

Vo and Nguyen (2015)[18], Das (2015)[4], and Yunus and Rashid (2016)[21] found brand familiarity has positive significant influence on purchase intention due to consumers can judge a product by depending on their recent experience of use.

**Hypothesis 3: Brand familiarity has influence on purchase intention.**

## 4. RESEARCH METHOD

The research method is quantitative that uses explanatory research to explain the causal relationships between research variables through hypothesis testing. This research has exogenous variables, namely country image quality, perceived quality, brand familiarity and endogenous variable purchase intention. The research concept is explained in Figure 1
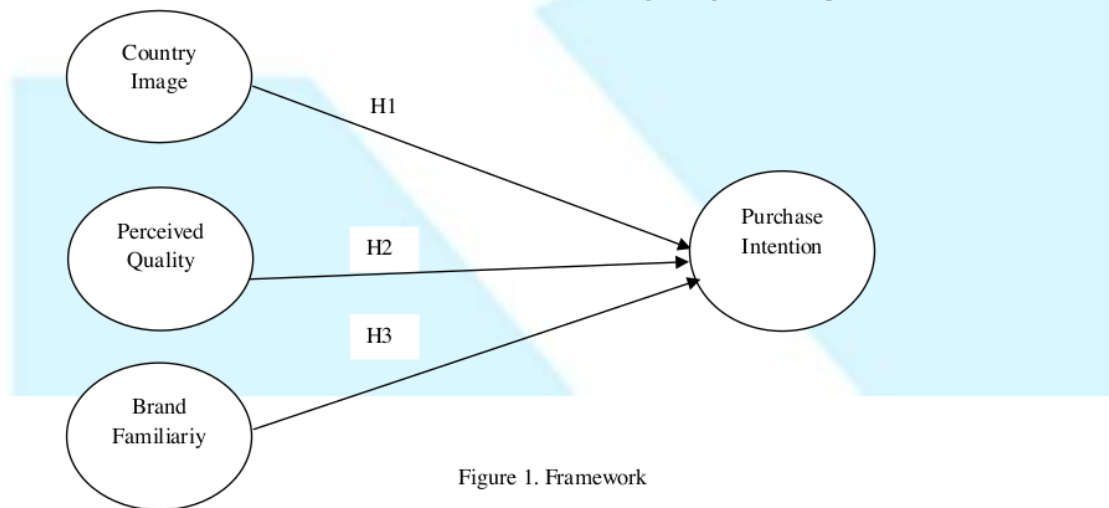


Figure 1. Framework

From the research model above this paper consist of three hypotheses, they are:

H1: country image influences purchase intention
H2: perceived quality influences purchase intention
H3: brand familiarity influences purchase intention

## 4.1 Population and Sample

The unit analysis is individual, the sample is respondents who have never used or purchased Samsung Smartphone before. The choice of Samsung Smartphone is because of the data obtained that the market share of Samsung Smartphone in Indonesia has decreased since 2017. Purposive sampling method was used to determine the sample which was taken because of certain considerations by the researchers themselves. As for the considerations for determining sample members are people who live in Samarinda, Indonesia, never use or buy a Samsung Smartphone, and aged at least 18 years old. According to Ferdinand (2014:173), the number of samples used in research using Partial Least Square-SEM analysis is at least the 5 times the indicator numbers or as many as 5 x 20 = 100 respondents

The type of data used in this research is quantitative data which is data in the form of numbers or data from questionnaire scoring. And data sources in this research are primary data which is original data obtained from online questionnaires (Google forms) that were filled out by respondents. Data collection was during period between July – August 2020

## 4.2 Data Analysis

Partial Least Square-SEM is an analysis used to develop or predict an existing theory. Descriptive method is used to obtain a complete and precise picture of the research objectives. In this case, 1 - 10 scale is used. This study uses a PLS structural model analysis assisted by using the SmartPLS 3.0 software.

## 4.3 Research Respondent Characteristic

The results of the characteristics of the 100 customers who are respondents in this study are the number of male respondents is more than female respondents. The number of male respondents was 56 people (56%) and women as many as 44 people (44%). Most of the respondents were 18-25 years old, as many as 34 people (34%). The respondents are high school graduates as many as 55 people (55%). The numbers of respondents are mostly work in government as 24 people (24%).

## 4.4 Country image

Table 1. Distribution of Respondents' Answers on Country Image

| Country Image Indicator | Respondent's answer on Country Image | | | | | | | | | | EV Index | Category |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| *Economically Well Developed* | - | - | 2 | 3 | 2 | 5 | 17 | 33 | 18 | 20 | 81.2 | High |
| *Advanced Technology* | 1 | - | 1 | - | 3 | 7 | 20 | 28 | 18 | 13 | 79.8 | High |
| *Good Standard of Life* | - | - | 2 | 1 | 2 | 8 | 12 | 34 | 22 | 19 | 81.2 | High |
| *Friendly* | - | - | 2 | 1 | 4 | 8 | 12 | 27 | 23 | 23 | 81.2 | High |
| *High Quality* | 1 | - | 1 | 1 | 4 | 6 | 13 | 30 | 23 | 21 | 81.2 | High |
| **Mean** | | | | | | | | | | | **80.92** | **High** |

Based on the table 1 above, it shows that Economically Well Developed, Good Standard of Life, Friendly, and High Quality have an average index of 81.2 from the 10- 100 range. Then followed by the Advanced Technology as the last indicator.

## 4.5 Perceived Quality

Table 2. Distribution of Respondents' Answers on Perceived Quality

| Perceived Quality Indicator | Respondent's answer on Perceived Quality | | | | | | | | | | EV Index | Category |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| *Ease of Use* | - | 1 | 1 | 1 | 5 | 5 | 18 | 31 | 14 | 24 | 80.4 | High |
| *Functionality* | - | - | 1 | 2 | 2 | 4 | 9 | 21 | 22 | 39 | 86.4 | High |
| *Serviceability* | - | - | - | - | 2 | 7 | 6 | 30 | 26 | 29 | 85.8 | High |
| *Durability* | - | 2 | - | 2 | 2 | 7 | 7 | 28 | 22 | 30 | 94.5 | High |
| *Performance* | - | 2 | 1 | 3 | 8 | 12 | 16 | 24 | 19 | 15 | 75.6 | High |
| **Mean** | | | | | | | | | | | **84.54** | **High** |

Based on the table 2 above, it shows that Durability has an average index of 87.3 from the 10-100 range, which

means that the Durability level is the highest. Then followed by Functionality, Serviceability, Ease of Use, and the last one is Performance indicator.

## 4.6    Brand Familiarity

Table 3. Distribution of Respondents' Answers on Brand Familiarity

| Brand Familiarity Indicator | Respondent's answer on Brand Familiarity | | | | | | | | | | EV Index | Category |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| *Familiar* | - | - | 1 | 1 | 2 | 5 | 22 | 23 | 23 | 23 | 82.2 | High |
| *Recognized* | - | - | 1 | 2 | 3 | 2 | 13 | 35 | 23 | 21 | 82.6 | High |
| *Had Heard of Before* | - | - | 1 | 1 | 6 | 3 | 9 | 27 | 27 | 26 | 83.7 | High |
| *Knowledgeable* | - | - | - | 2 | 1 | 11 | 18 | 27 | 21 | 20 | 81 | High |
| *Experience* | - | 1 | - | 3 | 4 | 5 | 20 | 31 | 19 | 17 | 79.3 | High |
| Mean | | | | | | | | | | | 81.76 | High |

Based on the table 3 above, it shows that Had Heard of Before has an average index of 83.7 from the 10-100 range, which means that the Had Heard of Before level is the highest. Then followed by the Recognized, Familiar, Knowledgeable, and the last one is Experience indicator.

## 4.7    Purchase Intention

Table 4. Distribution of Respondents' Answers on Purchase Intention

| Purchase Intention Indicator | Respondent's answer on Purchase Intention | | | | | | | | | | EV Index | Category |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| *Search Information* | - | - | 1 | 1 | 2 | 8 | 33 | 28 | 19 | 8 | 79.6 | High |
| *Consider* | - | - | - | 1 | 2 | 4 | 20 | 40 | 26 | 7 | 76.4 | High |
| *Will Know* | - | - | 1 | 1 | 3 | 24 | 26 | 24 | 13 | 8 | 70.8 | High |
| *Interest* | - | - | 1 | - | 2 | 6 | 8 | 25 | 35 | 23 | 64.8 | High |
| *Will have* | - | - | 1 | - | 1 | 2 | 8 | 25 | 24 | 39 | 86.4 | High |
| **Mean** | | | | | | | | | | | **75.6** | **High** |

Based on the table 4 above, it shows that Will Have has an average index of 86.4 from the 10-100 range, which means that the Will Have level is the highest. Then followed by Search Information, Consider, Will Know, and the last one is Interest indicator.

## 5.   RESULT

### 5.1    Validity and reliability of the instrument

In testing the outer model, it aims to see the validity and reliability of the model. The analysis of this test will be seen from the effect of the factor loading, variable variance extending (AVE), and discriminant validity, as well as composite reliability. Convergent Validity Factor loading is the initial stage in testing the validity of a model. The condition for the loading factor is that it must be> 0.7, so that the indicator is said to be valid. If it is not valid, it must be removed from the model (Hussein 2015)[7]. Discriminant Validity can also be able to be done by the AVE square root that must be greater than the correlation with all other variables then the discriminant validity is fulfilled. AVE values are above the minimum loading value. This means that each latent variable has a measure that is highly correlated with other constructs. In this study, the expected AVE value is 0.5, and then when looked at from the latent variable constructs, all constructs have to value above 0.5 (or greater than 0.5). For more details the AVE results can be seen in Table 5 below:

Table 5. Results of validity and reliability construct

| Variables | Cronbach α | CR | AVE | |
|---|---|---|---|---|
| *Country of image* | 0.917 | 0.763 | 0.753 | |
| Economically Well Developed | | | | 0.825 |
| Advanced Technology | | | | 0.914 |
| Good Standard of Life | | | | 0.920 |
| Friendly | | | | 0.863 |
| High Quality | | | | 0.810 |
| *Perceived Quality* | 0.859 | 0.806 | 0.638 | |
| Ease of Use | | | | 0.813 |

| | Original Sample Estimate (O) | Samples of Mean (M) | Standard Deviation (STDEV) | T-Statistics (|O/STERR|) | P Values |
|---|---|---|---|---|---|
| Functionality | | | | | 0.806 |
| Serviceability | | | | | 0.769 |
| Durability | | | | | 0.808 |
| Performance | | | | | 0.799 |
| *Brand Familiarity* | 0.917 | 0.695 | 0.750 | | |
| Familiar | | | | | 0.916 |
| Recognized | | | | | 0.877 |
| Had Heard of Before | | | | | 0.846 |
| Knowledgeable | | | | | 0.859 |
| Experience | | | | | 0.831 |
| Familiar | | | | | |
| *Purchase Intention* | 0.909 | 0.841 | 0.786 | | |
| Search Information | | | | | 0.902 |
| Consider | | | | | 0.902 |
| Will Know | | | | | 0.930 |
| Interest | | | | | 0.808 |
| R Square → 0.732 26.8% (100% - 73.2%). | | | | | |
| Q2 = 1 - (1 - 0.732) = 0.732 > 0 The model is quite good and predictive relevance value. | | | | | |

Note: AVE ≥0.50*, Composite reliability ≥0.70**, Cronbach alpha ≥0.60***.

The table above shows that all constructs have the above composite reliability values of 0.6. Therefore, there is no problem of unidimensionality of the effect of country image, perceived quality, and brand familiarity on buying interest in Samsung smartphones in Samarinda.

## 6. HYPOTHESIS TESTING

Test the hypothesis in SEM-PLS, it can be done by using the t value to compared to the t table value (tα). The t-table value with a significance of 5 percent and degree of freedom (DF) = the amount of data (n) — 2, namely 100 — 2 = 98 is 1.984 (t table) below will be displayed.

Table 6. Hyphoteses Testing

| | Original Sample Estimate (O) | Samples of Mean (M) | Standard Deviation (STDEV) | T-Statistics (|O/STERR|) | P Values | Description |
|---|---|---|---|---|---|---|
| X1->Y | -0.033 | -0.024 | 0.119 | 0.281 | 0.779 | Insignificant |
| X2->Y | 0.550 | 0.545 | 0.142 | 3.882 | 0.000 | Significant |
| X3->Y | 0.373 | 0.369 | 0.130 | 2.887 | 0.004 | Significant |

The t-statistic value of the effect of country image on purchase intention is 0.281 < t table 1.984, this shows the negative insignificant effect of country image on purchase intention of Samsung Smartphone in Samarinda. The t-statistic value of perceived quality on purchase intention is 3.882 > t table 1.984, this shows that the perceived quality has a significant effect on purchase intention of Samsung Smartphone in Samarinda. The t-statistic value of brand familiarity on purchase intention is 2.887 > t table 1.984, this shows that brand familiarity has positive significant effect on purchase intention of Samsung Smartphone. **First** Country image has negative and insignificant influence on purchase intention. This shows that there is no relationship between country image and purchase intention on Samsung Smartphone in Samarinda. This is because of potential consumers thought that South Korea as the origins of Samsung Smartphone is not economically well developed, advanced technology, and friendly. **Second** Perceived quality has positive and significant influence on purchase intention. This shows that perceived quality owned by Samsung Smartphone is able to build a good perception on potential customers, so that if it gives a good perception of quality to potential consumers, it will result in increasing buying intention in Samsung Smartphone. In other word potential consumers have obtained the quality of Samsung Smartphone as expected. **Third** Brand familiarity has positive and significant influence on

purchase intention. This shows that potential customers will not be able to reach the stage of having the intention to buy if they do not previously feel the familiarity of the product. This means that if they are familiar with Samsung Smartphone, potential consumers in Samarinda also express their intention to buy.

## 7. CONCLUSIONS

The purpose of this study is to build an understanding of the influence of country image, perceived quality, brand familiar on purchase intention in Indonesia. The results of the study show that country image insignificantly influences purchase intention, meaning that the level of country image of will not affect the level of purchase intention. Perceived quality significantly influences purchase intention, meaning that the high and low perceived quality of customers will affect the level of purchase intention. In other words, the higher the perceived quality given will lead to the purchase intention. Brand familiar has a significant effect on purchase intention. That means brand familiarity give affects to purchase intention. $R^2$ will be filled by the other variables with ethnocentricity (Li *et al.* 2012)[12], self congruity Das (2015)[4], country familiarity (Lee and Robb 2016)[10].

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