

ABSTRACT

Title : *Effect of Country of Origin and Perception Quality on Purchasing Decisions on Mirrorless Sony Alpha Camera Users Through Buying Interest.*

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Study Program : Management

This study aims to determine the effect of Country Of Origin and Perceived Quality Influence on Purchasing Decisions on Mirrorless Sony Alpha Camera Users Through Purchase Interest. The independent variable consists of Country of Origin and Perceived Quality, the dependent variable is the Purchase Decision, and the Intervening variable is the Purchase Interest. This research was conducted on consumers who have bought and used Sony Alpha cameras. The sample used was 145 respondents with a sampling technique that is purposive sampling. This type of research is causal associative and the method used in this research is Path Analysis.

The results of this study indicate country of origin, perceived quality significantly influenced buying interest, and country of origin did not significantly influence purchasing decisions whereas perceived quality, buying interest significantly influenced purchasing decisions. Purchase interest has succeeded in becoming an intervening variable for country of origin because there is no direct influence between country of origin on purchasing decisions

Keyword : country of origin, perceived quality, buying interest, purchase decision Sony Alpha