

ABSTRAK

Agus Sakti, 2019; Pengaruh *Country of Origin* dan *Word of Mouth Communication* terhadap *Purchase Intention* Produk Proton di Wilayah DKI Jakarta. Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Setyo Ferry Wibowo, SE, M.Si & Andrian Haro, S.Si, MM.

Tujuan dari penelitian ini adalah: 1) Mengetahui apakah *Country of Origin* berpengaruh terhadap *Purchase Intention* produk Proton di Jakarta. 2) Mengetahui apakah *word of mouth* berpengaruh terhadap *purchase intention* produk Proton di Jakarta.

Metode pengumpulan data menggunakan metode survey dengan instrumen berupa kuesioner. Objek penelitian ini adalah 200 responden pengguna mobil dan yang mengetahui produk Proton di Jakarta. Penelitian ini menggunakan analisis regresi berganda dengan program SPSS versi 23 sebagai alat untuk mengolah dan menganalisa hasil penelitian. Teknik *Sampling* yang digunakan pada penelitian adalah *purposive sampling*. Hasil dari penelitian ini adalah *Country of Origin* berpengaruh terhadap *Purchase Intention*, *Word of Mouth* berpengaruh terhadap *Purchase Intention*.

Kata kunci: *Country of Origin*, *Word of Mouth*, *Purchase Intention*, Proton

ABSTRACT

Agus Sakti, 2019; *The Influence of Country of Origin and Word of Mouth Communication to Purchase Intention Proton Product in DKI Jakarta. Skripsi, Jakarta: S-1 Management Study Program, Faculty of Economics, State University of Jakarta. Advisory: Setyo Ferry Wibowo, SE, M.Si & Andrian Haro, S.Si, MM.*

The purpose of this research are: 1) To know whether the Country of Origin has an effect on the Purchase Intention of Proton products in Jakarta. 2) To know whether word of mouth has an effect on the Purchase intention of Proton products in Jakarta.

Methods of collecting data using survey methods with instruments in the form of questionnaires. The object of this research is 200 respondents of car users and those who know Proton products in Jakarta. This study uses multiple regression analysis with the SPSS version 23 program as a tool to process and analyze research results. The sampling technique used in the study was purposive sampling. The results of this study are that the Country of Origin has an effect on Purchase Intention, Word of Mouth has an effect on Purchase Intention.

Keywords: Country of Origin, Word of Mouth, Purchase Intention, Proton