

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *country of origin*, *brand image*, dan *perceived quality* terhadap minat beli mobil Toyota di Yogyakarta. Pengambilan sample dengan menggunakan teknik *purposive sampling* dan diperoleh jumlah sampel sebanyak 85 responden, yang berdomisili di Yogyakarta. Analisis data yang digunakan teknik analisis kuantitatif dengan regresi linier berganda.

Hasil analisis menunjukkan *country of origin* berpengaruh secara positif terhadap minat beli. *Brand image* berpengaruh secara positif terhadap minat beli. Dan *perceived quality* berpengaruh secara positif terhadap minat beli.

Kata kunci: *Country Of Origin*, *Brand Image*, *Perceived Quality* dan Minat Beli.

## **ABSTRACT**

*This study aims to test the influence of country of origin, brand image, and perceived quality of willingness to buy car Toyota in Yogyakarta. A sample of using purposive sampling and to find the number of samples as much as 85 respondent. That was domiciled in Yogyakarta. Analysis used data technique quantitative. Analysis with regression linear doubled.*

*Analysis result shows country of origin influential in positive toward willingness to buy. Brand image influential in positive toward willingness to buy. And perceived quality influential in positive toward willingness to buy.*

*Keywords : Country Of Origin, Brand Image, Perceived Quality, and Willingness To Buy*