

ABSTRACT

Globalization at the moment has come a new trend in the business, the economy are turning to the global economy as well as the trend to do become popular. free trade agreement Globalization markets has menghasilkan opportunities are large enough to the domestic market and international. The development of the era of globalization when it eases the entrepreneurs to memasrkan their products with broad. Indonesia was one of the global, businessman because consumer behaviour indonesia with high levels of consumption in choosing or buying a product whether it is fashion, automotive maupn teknologi. teknologi now has been a very rapidly, the development will need a smartphone

This research is overwhelmed by issues concerning that consumer confidence is very high against the force of the country of origin or country of origin and the image of a brand is the important thing to focus on its company consumers tend to make the image of a brand as a reference before to buy a product or service. Country of origin is able to put a value potitif against. brand image Country of origin and the image of the brand into a few things that can be considered by a consumers before they commit acts of the process of. purchase decision This research aims to review the influence of country of origin of the image of brands and the impact on the decision of the purchase of a study of the user smastphone huawei in city of bandung.

This study uses a quantitative method with a type of descriptive and causal research. Sampling is done by non probability sampling method, with the number of respondents as many as 100 people. The data analysis technique uses descriptive analysis and path analysis. Based on the results of descriptive analysis The Country of Origin variable influences the Brand Image variable, the Variable Effect of the Brand Image on the Purchase Decision. The magnitude of the influence of the Country of Origin on Brand Image is 67.7%. The magnitude of the influence of the Country of Origin on Purchase Decisions amounted to 2.52%, and vice versa the influence of Brand Image on Purchase Decisions by 67.7%.

Keywords : *Country Of origin, Brand Image , purchase dicision*