

ABSTRACT

In this globalisation era, technology will continue to advance in all aspects of daily lives including smartphones. Mobile communication has become a crucial part of every individual's daily activities which significantly influences the growth of mobile phones to become smarter. Many types of smartphones from different countries have begun to rapidly enter the Indonesian market which gives customers several options to choose from. Several factors can influence a customer's decision to purchase a smartphone. This study aims to analyse the effect of several variables including Perceived Product Value, Country-of-Origin Image and E-WOM on Smartphone Purchase Decision by using Trust as the moderating variable. The main focus is on Gen Z which are the major users of smartphones.

To analyse the correlation between Perceived Product Value, Country-of-Origin Image and E-WOM toward Customer Purchase Decision, a quantitative research study was developed based on the Theory of Buyer Behavior. A sample of 115 respondents aged 12-27 who live in Indonesia were used for this research study. The data analysis technique used Confirmatory Factor Analysis (CFA) and structural analysis of data through the Structural Equation Modelling (SEM) method.

The results indicate that Perceived Product Value, Country-of-Origin Image and E-WOM significantly and positively affect Customer Purchase Decision. Trust has also been shown to significantly moderate and strengthen the correlation between Perceived Product Value, Country-of-Origin Image and E-WOM toward Customer Purchase Decision. All of the hypotheses in this research study were accepted.

Keywords : Perceived Product Value, Country-of-Origin Image, E-WOM, Trust, Customer Purchase Decision