

ABSTRACT

Globalization era has pushed people to do their daily activities practically, one of that activity being communication and exchanging news. In line with that purpose, smartphone use had spread wider. Samsung being one of the biggest smartphone producer in the world and in Indonesia has also been marketing their products in the Indonesian market with different types and styles of smartphones, for different market targets.

This research was conducted on Samsung Galaxy S users with 110 samples for the respondents. The data collection method used on this research is through questionnaires, with the method of non-probability sampling and purposive sampling technique. The analytical tool used is SEM (Structural Equation Modelling).

The result of this research showed that celebrity endorsement, country of origin and electronic word of mouth positively and significantly affected brand image, and celebrity endorsement, country of origin, electronic word of mouth and brand image significantly and positively affected purchase decision.

Keywords: celebrity endorsement, country of origin, electronic word of mouth, brand image, purchase decision