

**THE EFFECT OF COUNTRY OF DESIGN IMAGE AND COUNTRY OF  
MANUFACTURE IMAGE TOWARD PERCEIVED QUALITY OF NOKIA (CASE  
STUDY STUDENTS OF UNIVERSITAS BAKRIE)**

**Raden Aryo Febrian**

**ABSTRACT**

The purpose of this study was to determine the effect of country of design image and country of manufacture image toward perceived quality of Nokia. This study gives an overview of the parties relating to the Nokia perceived quality in order to better understand how to maximize their potential to promote their products that are being marketed. To analyze the country of design and manufacture, four elements namely Perceived Technology Level, Image as advanced Country, Quality of Education, and Perceived Reputation. Meanwhile for analyzing perceived quality, also four indicator are used, namely Perceived benefit than perceived sacrifices, Product Durability, Perceived Reliability, and Product Feature. The samples in this study were 107 students at the University of Bakrie. To meet the standards of good research, test reliability and validity of the data obtained. and then Structured equation modeling is used to look for relationships between variables using AMOS Graphics. The test of H1 stated that Country of Design Image (X1) and Perceived quality (Y) is positively correlated and significant, seen from the regression weight of 0.911 and Probability of 0,01. The test of H2 stated that Country of Manufacture Image (X1) and Perceived quality (Y) is negatively correlated and not significant, seen from the regression weight of -0.113 and Probability of 0,01. This means that statistically Hypothesis 1 (H1) is not acceptable

Key Words : Country of Manufacture Image, Country of Design Image, Perceived Quality