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Beyond Country Labels: How Brand Equity and Social Status Shape Purchase Intention

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ABSTRACT:

The rapid development of information technology has made smartphones one of the important tools in supporting one's needs. Understanding how smartphone products influence consumers' purchase intention in their country of origin can help technology companies in Indonesia develop more effective strategies for marketing their products in the Indonesian market. Therefore, this study aims to discuss and examine the influence of Country of Origin (COO) on Purchase Intention through Brand Equity and Social Status. The method used in this study is quantitative research with a descriptive exploratory research type. Data were collected by distributing questionnaires, and data were obtained from 200 respondents. Data were analyzed using descriptive statistical analysis and inferential statistics using Partial Least Square (PLS). The results of the study indicate that COO directly influences Purchase Intention, Brand Equity, and Social Status positively and significantly. In addition, it was also found that COO indirectly influences Purchase Intention positively and significantly through Brand Equity and Social Status. Based on these findings, it can be said that COO can influence Purchase Intention both directly and indirectly. Therefore, business actors should leverage favorable country-of-origin associations to increase Purchase Intention.

Keywords:
Country of Origin, Purchase Intention, Brand Equity, Social Status

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1. INTRODUCTION

The rapid development of information technology has made smartphones a crucial tool for supporting a variety of individual needs. Smartphones are mobile phones equipped with enhanced usability and functionality, including resolution, features, and computing capabilities, including mobile systems (Daeng, Mewengkang, and Kalesaran 2017). With the rapid advancement of information technology and the availability of internet access, smartphones can provide convenience, especially in communication and accessing information (Wibowo 2022). Indonesia, the fourth most populous country in the world, with an estimated population of 279.36 million (Bayu 2022), is a potential market for the smartphone industry. In 2022, Indonesia ranked fourth in the world for smartphone users, after China, India, and the United States, with 249.29 million users (Sadya 2023).

One global smartphone brand has been marketing its products in Indonesia since 2009. The brand has attracted consumers' attention through its sophisticated technology and premium design (Annisa and Pahlawan 2017). By 2023, the brand controlled 11.79% of the Indonesian smartphone market share and ranked sixth among other smartphone manufacturers (Statcounter 2023). Furthermore, the brand was also listed as the second most valuable brand in the world in 2023 (Faria 2023). Furthermore, various other smartphone brands have also entered the Indonesian market. The large number of available brand choices can certainly influence the consumer evaluation process in making product purchases, making it increasingly complex.

Various factors can influence a person's decision to purchase a product. One variable that can attract consumer interest is the country of origin (COO) of a brand (Trinh, Corsi, and Lockshin 2019). Country of origin (COO), also commonly referred to as country of origin, is the mental association and belief triggered by a country (Kotler and Keller 2008). In previous research, Kim and Chao (2018) stated that consumers in developing countries like Indonesia are considered highly sensitive to the country-of-origin (COO) effect, especially when it comes to specific product categories like smartphones.

In their research, Hanaysha and Hilman (2015) concluded that country of origin (COO) has a significant influence on the dimensions of brand equity. Furthermore, Saydan (2013) also stated that consumers' perceptions of country-of-origin (COO) image can influence purchasing decisions through brand equity. In addition to these studies, there is also research that does not support the influence of country of origin (COO) on brand equity and purchase intention. In research conducted by Berlianto (2019), it was stated that country of origin (COO) does not affect brand equity and purchase intention, and brand equity does not affect purchase intention.

In their research, Eastman, Goldsmith, and Flynn (1999) defined status as a motivational process where individuals seek to enhance their social status through conspicuous consumption, or status consumption, by purchasing products that reflect their status, both to themselves and to those around them. Furthermore, consumers often place weight on the "made in" label when purchasing certain products, as it is perceived to reflect their social status (Kumar and Gautam, 2021). Research conducted by Shi et al. (2016) found that perceived social status associated with a product's origin significantly influences consumer purchase intention. Therefore, it can be concluded that country of origin (COO) influences consumers' perceived social status, which in turn influences consumer purchase intention.

This study is significant since it provides perspective on how customer perceptions about a product's country of origin affect their intention to buy. Country of Origin may have a direct impact on consumers' assessments of a product in a cutthroat smartphone market like

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Indonesia, but it may also have an impact on how consumers view the brand and the social value of possessing the device. In order to provide a more thorough understanding of the mechanism through which Country of Origin influences Purchase Intention, it is crucial to look at Brand Equity and Social Status as mediating variables.

Understanding the influence of country of origin for a technology product on consumer purchase intentions in Indonesia is considered beneficial for the company in marketing its products in the future, particularly in Indonesia. Furthermore, differences in results from several previous studies, as well as the under-researched social status variable related to smartphone purchase intentions, particularly in Indonesia, distinguish this study from previous research. The purpose of this study is to discuss and examine the influence of country of origin (COO) on purchase intentions through brand equity and social status, both directly and indirectly.

2. LITERATURE REVIEW

2.1 Country of Origin (COO)

Country of origin, also commonly referred to as country of origin, is a relationship of association or mental belief triggered by a country (Kotler and Keller 2008). Marketers use positive perceptions of country of origin to attract consumer attention and help improve the image of the product being sold. Because marketers believe that consumers have attitudes and beliefs about brands or products from various countries, consumer perceptions of country of origin can influence consumer decisions directly or indirectly. Perceptions of country of origin can be included as attributes in decision-making or influence other attributes in the process. According to Listiana (2012), country of origin has three indications, including country beliefs, people affect, and desire interaction.

2.2 Purchase Intention

Purchase intention is an effective tool for predicting the purchasing process. When consumers decide to buy a product, they are indirectly guided by their desires or interests (Limantara 2017). Purchasing behavior is often initiated and influenced by numerous external stimuli, both marketing and environmental. This means that purchase intention is the actions and social relationships undertaken by individual consumers, groups, and organizations to evaluate, acquire, and use goods or services through an exchange or purchase process that begins with the decision-making process that determines that action (Ariszani, Suharyono, and Kumadji 2015).

Purchase intention is generally influenced by many factors, such as consumer behavior, consumer perception of the brand or product itself, or the consumer's own lifestyle (Saputro et al. 2018). Purchase intention toward a product can also arise from the influence of others whom the consumer trusts. Consumers are sometimes very interested in various information about the product obtained through advertising, the experiences of people who have used it, and the urgent need for a product (Fauziah and Mubarok 2019). There are two indicators of purchase intention according to (Shareef et al. 2019), namely transactional and preferential.

2.3 Brand Equity

Brand equity is the added value provided to products and services. Brand equity can be reflected in how consumers think, feel, and act in relation to the brand, as well as the price,

market sh are, and profitability that the brand provides to the company (Kotler and Keller 2008). According to Tjiptono (2010), brand equity is a series of brand assets and liabilities associated with a brand, its name, and its symbol, which add or subtract from the value provided by a product or service to the company and/or its customers. According to Shamami and Kheiry (2019), who adapted Aaker's theory, brand equity has four indicators, including brand awareness, perceived quality, brand association, and brand loyalty.

2.4 Social Status

In their research, Eastman, Goldsmith, and Flynn (1999) defined status as a motivational process in which individuals seek to enhance their social standing through conspicuous consumption, or status consumption, by purchasing products that convey and symbolize status, both for the individual and for those around them. Status consumption leads to displays of wealth and evokes feelings of respect, envy, and consideration, leading to increased social status (Narang 2016).

Status is used as a synonym for honor or prestige, while social status indicates a person's relative position in the social hierarchy (Kumar and Gautam 2021). According to Eastman et al. (1999), social status has two indicators: interest in status consumption, which involves the desire for status, and conspicuous consumption. The desire for status involves interest in status and status products. Meanwhile, conspicuous consumption involves purchasing higher-priced products to enhance one's ego.

2.5 Country of Origin (COO) and Brand Equity

Country competence is considered as a country's industrialization and national quality standards (Srikatanyoo and Gnoth, 2002). It is reasonable to believe that the higher the competence, the more capable the country is of producing quality goods (Ashill and Sinha., 2004; Parkvithee and Miranda., 2012). Therefore, products from developed countries are often perceived to produce higher quality products. This impact of country of origin on brand equity occurs when consumers perceive differences between countries in terms of their product's country-category associations. In this regard, Pappu et al. (2006) argue that marketing managers operating in an international context must identify the sources of brand equity and understand the importance of incorporating country of origin into their brand equity measurements.

H_1: Country of origin (COO) has a positive and significant effect on brand equity.

2.6 Country of Origin (COO) and Social Status

Products from developed countries tend to be more attractive to most consumers. This is not only seen in terms of product quality but also social status. Similarly, Schultz et al. (1994) in (Kumar and Gautam, 2021) surveyed Vietnamese consumers and found that country of origin (COO) not only acts as an indicator of quality but also as a symbolic representation and status enhancement. Research conducted by Kumar and Gautam (2021) also found that country of origin (COO) influences social status.

H_2: Country of origin (COO) has a positive and significant effect on social status.

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2.7 Country of Origin (COO) and Purchase Intention

Country of origin perception is the mental association and belief triggered by a country (Kotler and Keller 2008). Marketers leverage positive country-of-origin perceptions to attract consumer attention and help enhance the image of the product being sold. In international markets, it's undeniable that a brand's country of origin (COO) that continues to grow positively can attract consumer attention. This, in turn, leads to continued consumer purchase interest.

H_3: Country of origin (COO) has a positive and significant effect on purchase intention.

2.8 Brand Equity and Purchase Intention

Brand equity is the perceived value of a brand in the eyes of consumers. It is a signaling phenomenon that can indicate superior product quality (Hazée et al., 2017) as cited in (Husain, Ahmad, and Khan, 2022). Positive brand development leads to consumer purchase intention and a tendency to pay a premium price (Islam and Hussain, 2021). Therefore, it can be seen that a product's brand equity can significantly influence consumer purchase intention.

H_4: Brand equity has a positive and significant effect on purchase intention.

2.9 Social Status and Purchase Intention

Some segments of society tend to purchase products based on social status. They tend to associate global brands with their social status and feel that these brands add value and differentiate them from others (Kumar and Gautam, 2021). Research by Wong and Ahuvia (1998) found that increasing social status is increasingly becoming an important reason for consumers to purchase products from a particular country. Therefore, it can be concluded that social status influences purchase intention.

H_5: Social Status has a positive and significant effect on purchase intention.

2.10 Country of Origin (COO), Brand Equity, and Purchase Intention

Country of Origin (COO) is an important consideration for consumers when choosing a product. For certain products, consumers prefer to purchase products from countries with a better reputation and positive image. This is further supported by research (Setiani, Najib, and Purnamasari., 2022) findings indicating that a good image image of country will have positive effects for the country, and vice versa. Therefore, the country of origin (COO) can provide unique value to a product. Consumers may associate a favorable country image with better product quality, which can strengthen the perceived value of the brand, known as Brand Equity. Brand equity is the perceived value of a brand in the eyes of consumers. This is a signaling phenomenon that indicates superior product quality (Hazée et al., 2017) in (Husain et al., 2022). Thus, a favorable perception of COO may strengthen Brand Equity, which in turn can increase consumers' Purchase Intention. Therefore, Brand Equity may mediate the relationship between COO and Purchase Intention.

H_6: Country of origin (COO) has a positive and significant effect on purchase intention through brand equity.

2.11 Country of Origin (COO), Social Status, and Purchase Intention

Brands with a positive country of origin (COO) can be a strength and advantage compared to other brands. Consumers may associate products from a favorable country of origin with prestige and higher social status. Customers may perceive that continued consumption can provide higher social status (Kumar and Gautam, 2021). This, in turn, increases consumer interest in making purchases. Research conducted by Kumar and Gautam (2021) demonstrated both direct and indirect influences between the three variables in this study.

H_7: Country of origin (COO) has a positive and significant effect on purchase intention through social status.

3. METHODS

3.1 Conceptual Framework

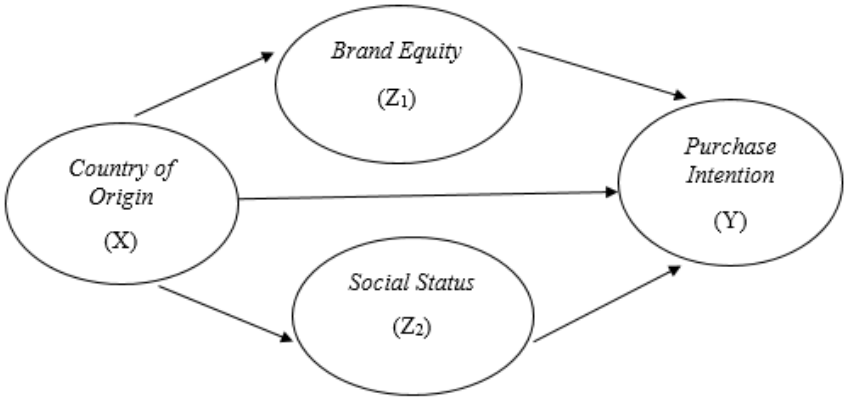

Figure 1. Demonstrates the Conceptual Framework

In this study, a conceptual framework is developed that shows brand equity and social status as mediating roles in the relationship between country of origin and purchase intention.

3.2 Sampling and Data Collection

This study uses a quantitative approach with exploratory research to examine the relationship and influence between variables. The independent variable is Country of Origin, the dependent variable is Purchase Intention, and the mediating variables are Brand Equity and Social Status. The population consists of followers of an Instagram account of an Official Reseller of technology products who are familiar with the company's products and have considered purchasing them, which is categorized as an infinite population. Sampling was carried out using non-probability sampling with a purposive sampling technique, selecting respondents based on certain criteria, namely followers of an Instagram account of an official reseller of technology products who are interested in purchasing the company's products.

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The minimum sample size was determined based on the rule of thumb suggested by Hair et al. (2014), which recommends a sample size of 5–10 times the number of indicators. The study employed 11 indicators; therefore, using the upper bound of the recommended range, the minimum sample size was calculated as 11 × 10 = 110 respondents. Data were collected over a two-month period through an online questionnaire distributed via social media platforms and various online groups. A total of 200 respondents were obtained and included in the analysis. The data collected were analyzed using descriptive statistics and inferential statistics using Partial Least Squares (PLS).

3.3 Research Instrument and Measurement

The construct measurements used in this study were adapted from previous research and have therefore been validated. These measurements include four variables: Country of Origin (exogenous variable), purchase intention (endogenous variable), brand equity, and social status (mediating variable). Country of origin (COO) in this study refers to consumers' perceptions of the country associated with the focal brand, rather than differences in the country of origin across brands. Although all respondents evaluated the same brand, their perceptions of its country of origin may differ.

Table 1. Operational Definitions of Variables and Measurement Instruments

Variable	Indicator	Items
Country of Origin (Islam Hussain dan 2012)	Country Beliefs	This country is known for producing high-quality, high-tech products.
		This country has a high level of education.
		This country has a good reputation.
		This country has a good reputation for product design.
		This country is a developed country
	People Affect	This country is a nation with a high-quality workforce.
		This country is a nation with a creative workforce.
	Desired Interaction	This country has high product standards
		Want to buy products from this country
Purchase Intention (Shareef et al. 2019) and (Narang 2016)	Transactional	Feel happy to buy this product
		When available, I always buy this product.
		If possible, I will always buy this product.
	Preferential	Feel inclined to purchase this product
		Will continue to purchase this product in the future
Brand Equity (Shamami and Kheiry 2019) and (Kim and Chao 2018)	Brand Awareness	Recognizing this brand
		Knowing the brand's logo
	Brand Asociation	The attributes of this product have distinctive characteristics.
		This product suits my lifestyle.
	Perceived Quality	This product comes in various types.
		The products released are of good quality.
	Brand Loyalty	Satisfied with this brand's products
		Loyal to purchasing this brand's products
		Recommends this brand
Social Status (Eastman, Goldsmith, and Flynn 1999) and (Narang 2016)	Interest in Consumption	Would purchase the product because it carries a certain status.
	Status (Desire for Status)	Interested in new products that carry status.
		Impressed by products from this country because they carry status.
		A product's status is relevant to me.

Variable	Indicator	Items
	Conspicuous consumption (Consumption status)	Willing to pay more for a product if it carries a certain status. Purchasing and using brands from this country reflects a progressive and modern outlook. A product is considered more valuable if it possesses aspects that one can boast about.

Source: Data processed by author (2025)

In this study, COO captures consumers' perceptions of the country associated with the brand, whereas Brand Equity reflects consumers' overall value and associations toward the brand. Thus, the two constructs represent different objects of evaluation despite their conceptual relationship. Country of Origin was measured using three indicators: country beliefs, people affect, and desire interaction, adapted from Islam and Hussain (2021) and Listiana (2012). Purchase intention was measured using two indicators: transactional and preferential, adapted from Shareef et al. (2019) and Narang (2016). Brand equity was measured using four indicators: brand awareness, brand association, perceived quality, and brand loyalty adapted from Shamami and Kheiry (2019) and Kim and Chao (2018). Social status was measured using two indicators: intention to consume status and conspicuous consumption or status consumption, adapted from Eastman et al. (1999) and Narang (2016).

A research questionnaire was used as a data collection instrument. Questionnaire items were evaluated using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This Likert scale facilitates the capture of nuanced responses, allows for a more detailed understanding of participants' perceptions, and enables robust statistical analysis to draw meaningful conclusions from the collected data. The four variables measured in this study are reflective in nature. This is because all variables in this study are measured through items or indicators. The operationalization is presented in Table 1.

3.4 Sampling and Data Collection

Partial Least Squares (PLS) was used to test and analyze the direct and indirect effects of the independent variable, country of origin (COO), on the dependent variable, purchase intention, through the mediating variables of brand equity and social status. Model evaluation in PLS can be performed using the outer and inner models.

4. RESULTS AND DISCUSSION

4.1 Result

This study involved 200 respondents, were predominantly female (68.5%), with the majority aged 17–25 years (69%). This indicates that the sample was largely composed of young consumers, who represent an important consumer group for technology products and are generally familiar with digital and social media platforms. In terms of education, half of the respondents (50%) held a bachelor's degree, while the largest expenditure group consisted of respondents spending IDR 1,000,000–IDR 2,000,000 per month (38%). These characteristics provide an overview of the consumer profile represented in this study.

Table 2. Respondent's Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	63	31,5
	Female	137	68,5
Age	17-25 years	138	69
	26-35 years	52	26
	36-45 years	6	3
	>45 years	4	2
Education Level	High School/ Vocational	87	43,5
	Diploma	5	2,5
	Bachelor's Degree (S1)	100	50
	Postgraduate (S2/S3)	8	4
Expenditure	<Rp1.000.000	45	22,5
	Rp1.000.000 – Rp2.000.000	76	38
	Rp2.000.001 – Rp3.000.000	40	20
	Rp3.000.001 – Rp4.000.000	19	9,5
	Rp4.000.001 – Rp5.000.000	6	3
	>Rp5.000.000	14	7

Source: Data processed by author (2025)

Table 3. Descriptive Statistics

Item	N	Min	Max	Mean	SD
COO1	200	1	5	4.320	0.811
COO2	200	1	5	4.270	0.841
COO3	200	1	5	3.910	0.918
COO4	200	1	5	4.180	0.841
COO5	200	1	5	4.525	0.734
COO6	200	1	5	4.190	0.764
COO7	200	1	5	4.175	0.731
COO8	200	1	5	4.330	0.837
COO9	200	2	5	4.070	0.897
PI1	200	1	5	4.455	0.691
PI2	200	1	5	3.855	0.891
PI3	200	1	5	4.015	0.886
PI4	200	1	5	4.465	0.720
PI5	200	1	5	3.905	0.814
BE1	200	1	5	4.665	0.619
BE2	200	1	5	4.650	0.638
BE3	200	1	5	4.565	0.697
BE4	200	1	5	3.880	0.886
BE5	200	1	5	4.385	0.766
BE6	200	1	5	4.505	0.678
BE7	200	1	5	4.360	0.755
BE8	200	1	5	3.860	0.917
BE9	200	1	5	4.225	0.874
SS1	200	1	5	3.660	1.046
SS2	200	1	5	3.580	1.150
SS3	200	1	5	3.750	1.126
SS4	200	1	5	3.530	1.086
SS5	200	1	5	3.315	1.227
SS6	200	1	5	3.645	1.161
SS7	200	1	5	3.540	1.311

Source: Data processed by author (2025)

Descriptive statistics for the 30 measurement items are presented in Table 2. Overall, respondents demonstrated a relatively high level of agreement across all constructs; Country of Origin (COO) items recorded the highest mean scores (3.910–4.525), followed by Purchase Intention (PI; 3.855–4.465) and Brand Equity (BE; 3.860–4.665), while Social Status (SS) items ranged from 3.315 to 3.750 with the highest standard deviations (up to 1.311), indicating slightly greater variance in respondents' assessments of social status.

The results of the data analysis are presented to provide an overview of the evaluation process and the findings obtained from the research model. This study employed Partial Least Squares (PLS) analysis using SmartPLS 3.0. The PLS evaluation consists of the outer model and inner model, which are used to assess the measurement model and the relationships among the constructs, respectively. The overall results of the PLS analysis are presented in Figure 2.

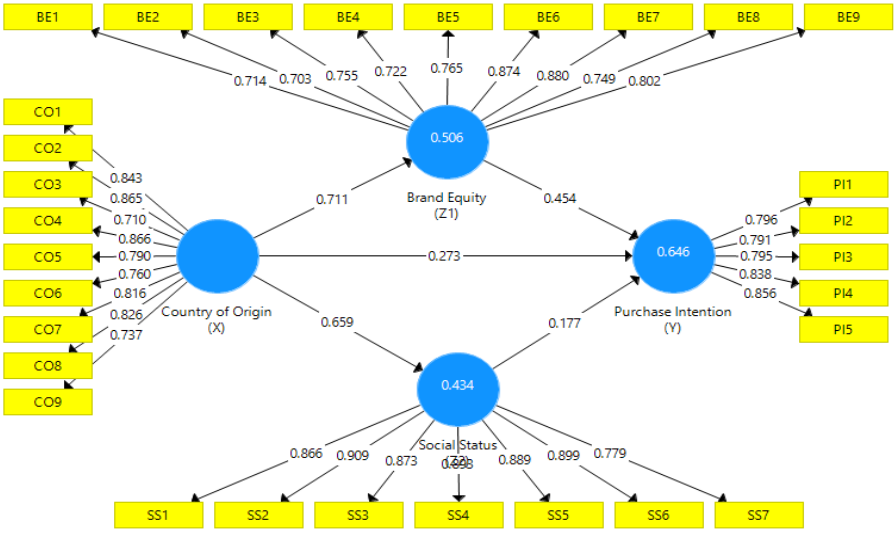

Figure 2. Outer Model

The outer model was evaluated to assess the validity and reliability of the measurement model. The results of the outer model evaluation are discussed based on the outer loading and cross-loading values. Meanwhile, the inner model was evaluated based on the coefficient of determination (R^2) and the path coefficients to examine the relationships among the constructs.

Table 4. Average Variance Extracted (AVE)

Variable	AVE
Country of Origin_(X)	0.645
Purchase Intention_(Y)	0.665
Brand Equity_(Z_1)	0.602
Social Status_(Z_2)	0.763

Source: SmartPLS 3.0 data processing (2025)

Convergent validity is measured by the loading factor value, which must be >0.70 (Hardisman 2021). The research results obtained loading factor values for all items and all variables >0.70, thus confirming that all items and variables are valid. Furthermore, convergent validity can also be measured through the AVE value; a valid value is determined

if the AVE is >0.50. As shown in Table 4, all variables have an AVE value >0.50 and are considered valid. Validity can also be assessed by assessing discriminant validity using the cross-loading and HTMT value.

Table 5. Cross Loading

	Country of Origin	*Purchase Intention*	*Brand Equity*	*Social Status*
COO1	**0.843**	0.630	0.603	0.595
COO2	**0.865**	0.555	0.645	0.612
COO3	**0.710**	0.538	0.528	0.527
COO4	**0.866**	0.607	0.600	0.539
COO5	**0.790**	0.544	0.460	0.400
COO6	**0.760**	0.509	0.524	0.406
COO7	**0.816**	0.579	0.554	0.517
COO8	**0.826**	0.605	0.583	0.504
COO9	**0.737**	0.567	0.609	0.610
PI1	0.605	**0.796**	0.680	0.498
PI2	0.501	**0.791**	0.536	0.525
PI3	0.516	**0.795**	0.499	0.492
PI4	0.669	**0.838**	0.690	0.525
PI5	0.588	**0.856**	0.625	0.496
BE1	0.522	0.508	**0.714**	0.392
BE2	0.504	0.493	**0.703**	0.353
BE3	0.460	0.491	**0.755**	0.332
BE4	0.480	0.588	**0.722**	0.494
BE5	0.566	0.491	**0.765**	0.476
BE6	0.597	0.609	**0.874**	0.473
BE7	0.664	0.675	**0.880**	0.503
BE8	0.521	0.661	**0.749**	0.511
BE9	0.615	0.678	**0.802**	0.496
SS1	0.599	0.596	0.519	**0.866**
SS2	0.593	0.568	0.522	**0.909**
SS3	0.603	0.539	0.535	**0.873**
SS4	0.614	0.577	0.550	**0.893**
SS5	0.543	0.513	0.487	**0.889**
SS6	0.577	0.498	0.478	**0.899**
SS7	0.481	0.493	0.457	**0.779**

Source: SmartPLS 3.0 data processing (2025)

Cross-loading can be considered valid if its value is greater than that of other variables. Table 5 shows that the cross-loading value of the latent variable is significantly greater than that of other variables. Therefore, it can be concluded that the discriminant validity of the latent variable is quite good. In addition to validity testing, reliability testing is also necessary to ensure the consistency, precision, and certainty of the instrument when calculating the construct. Besides that, HTMT is a recommended alternative method for assessing discriminant validity. This method utilizes the multitrait-multimethod matrix as the basis for measurement. The HTMT value must be less than 0.9 to establish discriminant validity

between two reflective constructs. The following are the HTMT analysis results for this Partial Least Squares (PLS-SEM).

Table 6. HTMT

	Country of Origin	Brand Equity	Social Status	Purchase Intention
Country of Origin				
Brand Equity	0,762			
Social Status	0,693	0,619		
Purchase Intention	0,781	0,823	0,680	

Source: SmartPLS 3.0 data processing (2025)

The HTMT table above shows that all HTMT values are below 0.9. Therefore, it can be concluded that all constructs demonstrate discriminant validity based on the HTMT calculations. Composite reliability and Cronbach's alpha are considered reliable if their values are >0.70.

Table 7. Composite Reliability and Cronbach's Alpha

Variabel	Composite Reliability	Cronbach's Alpha
Country of Origin (X)	0.942	0.931
Purchase Intention (Y)	0.909	0.875
Brand Equity (Z_1)	0.931	0.917
Social Status_(Z_2)	0.957	0.948

Source: SmartPLS 3.0 data processing (2025)

Table 7 shows that the composite reliability values for the country of origin (COO), purchase intention, brand equity, and social status variables are >0.70, indicating that these variables meet the composite reliability criteria. The data analysis also shows that the Cronbach's alpha value for each variable is >0.70, indicating that the Cronbach's alpha value has been met. Therefore, all constructs have high reliability. In addition to using the outer model, analysis also requires an inner model to demonstrate the relationship between each latent variable. In this study, the inner model can be assessed using R-Square, effect size, and bootstrapping. To explain the extent of the influence of exogenous variables on endogenous variables, an R-Square test can be performed.

Table 8. R-Square

Variabel	R-Square
Purchase Intention	0.646
Brand Equity	0.506
Social Status	0.434

Source: SmartPLS 3.0 data processing (2025)

According to Hair et al. (2011), the coefficient of determination R-Square can be interpreted based on the following criteria: $\geq$ 0,75 indicates substantial explanatory power, $\geq$ 0,50 – 0,75 indicates moderate explanatory power, and $\geq$ 0,25-0,50 indicates weak explanatory power. Based on the test results in Table 8, the purchase intention variable has an R-Square value of 0.646 or 64.6%. This shows that 64.6% of the variance in purchase intention can be explained by country of origin (COO), brand equity, and social status, and the rest is explained by other variables; this value is included in the moderate classification. For

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the brand equity variable, the R-Square value is at 0.506 or 50.6%, which means 50.6% of the variance in brand equity can be explained by that country of origin (COO) and the rest is influenced by other variables; this value is included in the moderate classification. Furthermore, 43.4% in social status can be explained by country of origin (COO), meaning this influence is weak classification.

Table 9. F-Square

	Country of Origin	Purchase Intention	Brand Equity	Social Status
Country of Origin		0.085	1.024	0.766
Purchase Intention				
Brand Equity		0.274		
Social Status		0.048		

Source: SmartPLS 3.0 data processing (2025)

F-Square is used to determine the proportion of variance of a particular exogenous variable to the endogenous variable and is then calculated using the effect size. If the f-square value <0.02 can be interpreted that there is no effect. The f-square value of 0.02 - <0.15 has a small effect, the f-square value of 0.15 - <0.35 has a moderate effect and the f-square value ≥ 0.35 has a high effect. In Table 9, the f-square result of the country of origin (COO) on purchase intention is 0.085 which is considered small. Furthermore, the f-square of the country of origin (COO) variable on the brand equity variable is 1.024 which is considered a large effect. The country of origin (COO) variable on social status gets an f-square value of 0.766 which is considered high. The f-square value in the brand equity variable on purchase intention is 0.274. So, it can be said to have a moderate effect. Then the f-square value in the social status variable on purchase intention is 0.048 which is considered a small effect. In addition to assessing the effect size of the predictor constructs, the structural model was also evaluated for potential collinearity issues using the inner VIF values.

Table 10. Collinearity Statistics (VIF)

	Country of Origin	Brand Equity	Social Status	Purchase Intention
Country of Origin		1.000	1.000	2.477
Brand Equity				2.122
Social Status				1.851
Purchase Intention				

Source: SmartPLS 3.0 data processing (2025)

Collinearity was assessed using the inner VIF values of the structural model. The results indicate that Country of Origin has a VIF value of 1.000 when predicting Brand Equity and 1.000 when predicting Social Status. For Purchase Intention, the VIF values of Country of Origin, Brand Equity, and Social Status are 2.477, 2.122, and 1.851, respectively. Since all VIF values are below 5.00, the results indicate that the structural model does not suffer from critical collinearity issues. Next, the bootstrapping test was conducted using 5,000 bootstrap subsamples with a 95% confidence interval to assess the significance of the hypothesized relationships and the stability of the estimates. The bootstrapping method was used to identify the influence between variables, particularly the direct and indirect effects.

Table 11. Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (0/STDEV)	P Values	Findings
Country of Origin (X) - Brand Equity (Z_1)	0.711	0.717	0.046	15.627	0.000	Accepted
Brand Equity (Z_1) - Purchase Intention_(Y)	0.454	0.449	0.109	4.163	0.000	Accepted
Country of Origin (X) - Purchase Intention_(Y)	0.273	0.275	0.131	2.086	0.037	Accepted
Country of Origin (X) - Social Status (Z_2)	0.659	0.657	0.055	11.967	0.000	Accepted
Social Status (Z_2) - Purchase Intention (Y)	0.177	0.178	0.072	2.473	0.014	Accepted
Country of Origin (X) - Brand Equity (Z_1) - Purchase Intention (Y)	0.323	0.320	0.072	4.474	0.000	Partial Mediation
Country of Origin (X) - Social Status (Z_2) - Purchase Intention (Y)	0.117	0.118	0.051	2.283	0.023	Partial Mediation

Source: SmartPLS 3.0 data processing (2025)

The results of the bootstrapping test show that country of origin (COO) (X) directly influences brand equity (Z1), social status (Z2), and purchase intention (Y). Brand equity (Z1) and social status (Z2), as mediating variables, have a direct influence on purchase intention (Y). In addition, country of origin (COO) (X) also has an indirect influence on purchase intention (Y) through brand equity (Z1) and social status (Z2). In the bootstrapping test, if the p-value is <0.05, it can be stated that the hypothesis is accepted. Therefore, from the results in Table 8, it can be stated that the entire hypothesis is accepted.

4.2 Discussion

The Effect Of Country Of Origin (COO) On Brand Equity

The study showed that country of origin (COO) has a direct, positive, and significant influence on brand equity. This result is in line with Keller's (2013) theory, which states that COO can be a second leverage of brand associations to build brand equity. This finding may occur because consumers use country-of-origin information as an additional cue when evaluating a technology brand, particularly in terms of quality and technological competence. These results also indicate that the country of origin of a technology manufacturer can provide a fairly good perception in the minds of consumers, which can directly affect brand equity. This is in line with the opinion of Lusk et. al. (2006) in (Sharma and Kaur 2020), who stated that products originating from developed countries have better quality when compared to those from developing countries. In their research, Srikatanyoo and Gnoth (2002) argued that national competence is considered as a country's industrialization and national quality standards. It is reasonable to believe that the higher the competence, the more capable the country is of producing quality goods (Ashill and Sinha, 2004). Therefore, developed countries are often considered to be able to produce higher quality products because they are considered to have greater competence when compared to developing

countries. Countries with the title of developed are often more widely known than other countries. In this regard, Pappu et al. (2006) argue that marketing managers operating in an international context must identify the sources of brand equity and understand the importance of including country of origin in their brand equity measurements. This finding differs from Berlianto (2019), who found that COO did not influence brand equity. The difference may be related to differences in the research context and characteristics of the respondents.

The Effect Of Country Of Origin (COO) On Social Status

The research results show that country of origin (COO) directly, positively, and significantly influences social status. This may occur because consumers associate products from certain countries with prestige and status, making the country of origin a symbolic cue that can enhance their perceived social standing. This finding aligns with the thinking of research by Kumar and Gautam (2021), which states that consumers often place weight on the "made in" label, or a label stating that a product is made in a particular country, when purchasing a particular product, because it is considered to reflect their social status. In their research, Eastman, Goldsmith, and Flynn (1999) define status as a motivational process when someone seeks to improve their social status through conspicuous consumption or status consumption by purchasing products that can provide and reflect status for themselves and others around them. Products from developed countries tend to be more attractive to most consumers. This is not only seen in terms of product quality but also social status. In line with this, Schultz et al. (1994) in (Kumar and Gautam 2021) surveyed Vietnamese consumers and found that COO not only acts as an indicator of quality but also as a symbolic representation and status enhancement.

The Effect Of Country Of Origin (COO) On Purchase Intention

The results of the study show that country of origin (COO) has a direct, positive, and significant influence on purchase intention among followers of an Instagram account of an official reseller of a technology company. This may occur because a positive perception of the country of origin can strengthen consumers' trust and evaluation of the brand, thereby encouraging their purchase intention. These findings indicate that the United States, as the country of origin of the brand, has advantages that can increase purchasing interest in these products. In the international market, it is undeniable that a brand's country of origin (COO) that continues to grow positively can attract consumer attention. This will continue and lead to consumer purchasing interest. According to Trinh, Corsi, & Lockshin (2019), country of origin perception is a relationship of association or mental trust triggered by a country (Kotler and Keller 2008). Marketers use positive country of origin perceptions to attract consumer attention and help increase purchase intention of the products sold.

The Effect Of Brand Equity On Purchase Intention

After analyzing the data in this study, it can be concluded that brand equity has a direct, positive, and significant influence on purchase intention. This may occur because a strong brand provides consumers with greater confidence in the value and quality of the product, reducing uncertainty when making a purchase decision. Brand equity is the perceived value of a brand in the eyes of consumers. It is a signaling phenomenon that can indicate superior product quality (Hazée et al., 2017) in (Husain, Ahmad, and Khan 2022). This will then lead to increased purchase intention. Positive brand development will lead to consumer purchase interest and a tendency to pay premium prices (Islam and Hussain, 2021). The superiority of

a brand as a well-known brand can increase purchase intention, and it can be seen that a product's brand equity can influence purchase intention.

The Effect Of Social Status On Purchase Intention

Test results indicate a direct, positive, and significant influence of social status on purchase intention. Some segments of society tend to purchase products based on social status. They tend to associate global brands with their social status and perceive these brands as providing added value and differentiating them from others (Kumar and Gautam, 2021). This association can create a sense of prestige and social recognition for consumers, which may strengthen their intention to purchase the product. This suggests that a product's status can provide a sense of satisfaction for buyers, leading to increased purchase intention. Therefore, it can be concluded that social status influences purchase intention.

The Effect Of Country Of Origin (COO) On Purchase Intention Through Brand Equity

Research has also shown that brand equity mediates the effect of country of origin (COO) on purchase intention in a positive and significant way. Country of origin (COO) is an important consideration for consumers when choosing between various products. For certain products, consumers prefer products from countries with a more positive image, and thus, country of origin (COO) can provide unique value to a product. Brand equity is the perceived value of a brand in the eyes of consumers. This is a signaling phenomenon that indicates superior product quality (Hazée et al., 2017) in (Husain et al., 2022). Positive brand development will lead to consumer purchase interest and a tendency to pay a premium price (Islam and Hussain, 2021). The superiority of a well-known brand can increase purchase interest, and it can be seen that a product's brand equity can influence purchase intention. In this context, a positive perception of the country of origin can strengthen consumers' perceptions of the brand's quality and value, which subsequently increases their purchase intention. Thus, Brand Equity serves as a mechanism through which COO influences Purchase Intention by strengthening the perceived value of the brand.

Therefore, COO influences Purchase Intention both directly and indirectly through Brand Equity. Since the direct effect of COO on Purchase Intention remains significant alongside the significant indirect effect through Brand Equity, Brand Equity acts as a partial mediator. This indicates that COO influences Purchase Intention not only by strengthening Brand Equity but also through other mechanisms independent of Brand Equity. The mediation effect through Brand Equity appears to be stronger than that through Social Status, suggesting that consumers' perceptions of brand value and quality may play a more prominent role in translating COO perceptions into Purchase Intention.

The Effect Of Country Of Origin (COO) On Purchase Intention Through Social Status

Test results indicate that social status mediates the influence of country of origin (COO). Research conducted by Wong and Ahuvia (1998) states that increasing social status is increasingly becoming a primary reason for consumers to purchase products from a particular country. Brands with a positive country of origin (COO) can be a strength and advantage compared to other brands. Consumers may associate products from a favorable country of origin with prestige and higher social status. On the other hand, customers perceive that continued consumption can provide a higher social status (Kumar and Gautam 2021). This perception can encourage consumers to purchase products as a way to maintain or enhance their social status, thereby increasing purchase intention. Thus, Social Status provides a mechanism through which COO can influence Purchase Intention. In a study by Kumar and

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Gautam (2021), they stated that there are direct and indirect influences between the three variables in this study: country of origin (COO), social status, and purchase intention. Since both the direct effect of COO on Purchase Intention and the indirect effect through Social Status are significant, Social Status acts as a partial mediator. However, compared with Brand Equity, the mediation through Social Status appears to be weaker, which may indicate that social status considerations play a less prominent role in translating the effect of COO into purchase intention.

5. CONCLUSION

This research found that country of origin (COO) has a direct impact on brand equity, social status, and purchase intention in the smartphone industry. In the smartphone market, brand equity and social status also have a direct and significant influence on purchase intention. Furthermore, country of origin (COO) also indirectly influences purchase intention through brand equity and social status in smartphone products. Therefore, it can be said that all hypotheses are accepted. However, this research has limitations in its scope, as the study was conducted on a single smartphone brand from one country. In addition, the sampling frame consisted of followers of an Instagram account belonging to an official reseller of the brand, who may already have a favorable perception of the brand. This condition may have influenced the observed effect of country of origin (COO) on purchase intention. Therefore, future research can be conducted with a wider scope, include various smartphone products, and use respondents from more diverse sources. Furthermore, it would be better for business actors to leverage favorable country-of-origin associations in their product positioning and marketing strategies to increase Purchase Intention.

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AUTHOR'S CONTRIBUTION

IPW: Conceptualization, data curation, formal analysis, software, validation, visualization, writing – original draft, writing – review and editing; SIS: Conceptualization, methodology, supervision, writing – review and editing; SAP: Formal analysis, Investigation, software, supervision, writing – review and editing; RAPP: Formal analysis, resources, supervision, writing – review and editing. AA: Formal analysis, resources, supervision, writing

ETHICS STATEMENT

Informed consent was obtained from all participants before data collection. Participation was voluntary, and respondents were informed of the study purpose, the confidential treatment of their responses, and their right to discontinue participation without penalty.

THE USE OF AI

During the preparation of this manuscript, the author(s) used ChatGPT (OpenAI) for language editing and grammar improvement. The author(s) reviewed and edited the output and took full responsibility for the accuracy, originality, and integrity of the published work.

CONFLICT OF INTERERST

The authors declare no conflict of interest.

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