

ABSTRACT

This study aims to determine the effect of the country of origin of the product (X1), brand image (X2), product knowledge (X3) partially to the perception of quality (Y) to employees who have a Toshiba laptop or notebook in Bandar Lampung, and to determine the effect of country of origin of the product (X1), brand image (X2), product knowledge (X3) simultaneously to the perception of quality (Y) to the employees who have a Toshiba laptop or notebook in Bandar Lampung in several districts. After reviewing the literature and formulation of hypotheses, data were collected by distributing questionnaires to 60 employees who have a Toshiba laptop or notebook with multiple linear regression analysis using SPSS 16.0 with computer media.

This type of research is an explanatory. The population used is an employee who has a laptop or notebook Toshiba in Bandar Lampung. Hypothesis testing results show that there is no significant effect on the country of origin of the product and brand image on perceived quality. While knowledge of the products significantly influence the perception of quality.

Keywords: Country of Origin, Brand Image, Product Knowledge and Perception of Quality.