

The Influence Of Country Of Origin On Indonesian's Gen-Z Consumer's Purchase Decision: American's Apple Electronic Product

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ABSTRACT

This study examines the influence of Country of Origin (COO) on the purchase decisions of Indonesian Generation Z consumers toward Apple electronic products. The concept of COO suggests that consumers' perceptions of a product's originating country significantly shape their evaluations, attitudes, and purchasing behavior. Indonesian Gen Z consumers are increasingly aware of product origin and often associate it with quality, innovation, reputation, and ethical standards. Apple, as an iconic American technology brand, represents a relevant case for investigating this phenomenon due to its strong global reputation and premium brand positioning. The company's association with the United States, widely recognized as a leader in technological innovation, is expected to strengthen positive consumer perceptions and encourage purchase decisions. This study aims to analyze how the American country-of-origin image influences Indonesian Gen Z consumers' purchasing decisions regarding Apple electronic products. The findings are expected to contribute to the literature on consumer behavior and country-of-origin effects while providing practical insights for international technology brands seeking to strengthen their marketing strategies in emerging markets, particularly among Generation Z consumers in Indonesia

INTRODUCTION

Consumers adopt a comprehensive perspective, attentively considering product attributes and origin. This phenomenon has been corroborated by research conducted by (Blanco-Encomienda et al., 2024). Understanding the intricate dynamics of Gen Z's consumer behavior and the impact of the Country of Origin Effect is essential for businesses aiming to capture this

market segment. This research aims to provide a comprehensive analysis of how Gen Z's unique characteristics and their perceptions of product origins shape their engagement with brands and their overall impact on the market.

Apple Inc., a flagship American brand, provides a compelling case for examining this relationship. Apple's strong brand image is closely tied to its American identity, symbolizing innovation, quality, and advanced technology. In Indonesia, Apple is perceived as a premium and aspirational brand by many Gen Z consumers. The association of Apple with the United States, a country commonly viewed as a leader in technology and ethical innovation reinforces the notion that COO can significantly influence both brand attitude and consumer behavior. According to recent statistics, Apple's user base in Indonesia has grown consistently, further underscoring the brand's increasing market influence among younger demographics.

Indonesian Gen Z perceive Apple as a high-quality, aspirational brand due to its American roots and global reputation. The association with America as a hub of technological advancement and innovation can enhance Apple's appeal to Indonesian Gen Z, who prioritize product quality and the brand's ethical practices. This connection underscores the importance of country-of-origin effects in shaping Gen Z's engagement with brands and their overall impact on the market.

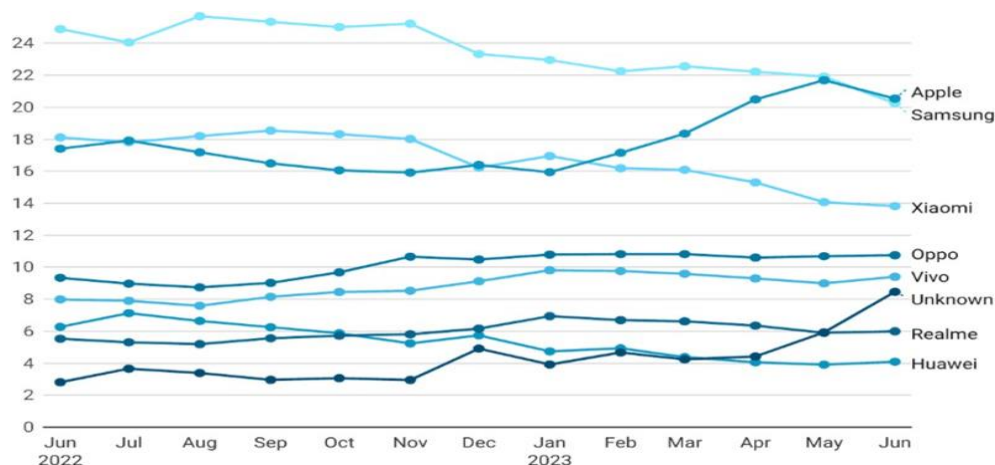


Figure 1. Chart of Total Buyer of Iphone in Indonesia

Source: <https://scoop.market.us/iphone-users-statistics/>

In the context of the study focusing on COO's impact on consumer attitudes and purchase decisions among Indonesian Gen Z consumers, the chart provides a critical data point. The significant increase in Apple's market share validates the hypothesis that COO plays a crucial role in shaping consumer behavior. It emphasizes the need for marketers to consider the COO when targeting Gen Z consumers in Indonesia, as their preferences are significantly influenced by the origins and perceived quality of the brands they choose.

While the Country of Origin (COO) effect has been widely examined in consumer behavior literature, most prior research focuses on broad populations or traditional market segments, leaving Generation Z in emerging markets like Indonesia relatively understudied.

Studies such as (Javed et al., 2013) and (Chairiena et al., 2022) have affirmed the significant role of COO in shaping purchase decisions, but they primarily concentrate on general consumer cohorts or specific product categories like apparel and cosmetics. Similarly, (Marsha et al., 2019) found that COO and brand image significantly influence purchasing behavior in the cosmetics industry, yet do not address digital-native and tech-oriented consumers such as Gen Z.

Hypothesis Development

The Relationship Between Country of Origin and Purchase Decision

The country in which a product is produced or associated with significantly influences consumer perceptions, trust, and eventually, purchasing decisions. The concept of Country of Origin (COO) acts as a powerful extrinsic cue, especially in situations where consumers lack direct knowledge about the product. According to (Javed et al., 2013), COO plays a central role in shaping consumers' beliefs regarding product quality, technological advancement, and brand integrity, all of which are critical factors in decision-making. This is especially relevant in high-involvement products such as electronics, where the reputation of the originating country often serves as a proxy for expected performance and reliability. Additionally, (Boncinelli et al., 2024) demonstrated that consumers are willing to pay a premium for products with favorable COO reputations, which are perceived as more authentic or higher in quality. These findings highlight that COO is not just a geographic label but a bundle of perceptions tied to national values, standards, and image.

In the context of Generation Z in Indonesia who are highly connected to global digital content and sensitive to social values COO influences may be even stronger. According to (Blanco-Encomienda et al., 2024), the COO not only shapes perceived product legitimacy but also consumer willingness to engage with a brand. Indonesian Gen Z, in particular, tends to associate American-origin products such as Apple with innovation, sophistication, and cutting-edge design. The strong national branding of the United States reinforces Apple's status as a premium and desirable brand in the eyes of this generation. As such, Gen Z's trust in a brand's origin may directly affect their purchasing decision, making COO a decisive factor for brands that aim to grow in emerging youth markets. Based on these considerations, the hypothesis proposed is:

H1: Country of Origin has a significant and positive influence on Purchase Decision.

The Relationship Between Country of Origin and Consumer Attitude

Consumer attitude refers to a psychological tendency expressed by evaluating a particular product or brand with some degree of favor or disfavor. These evaluations are often influenced by external cues such as brand image, price, packaging, and more notably, the Country of Origin (COO). As (Tiyasiningsih et al., 2023) explain, COO can shape consumer attitudes through both macro-level information such as political stability, economic strength, and cultural affinity and micro-level cues, such as product design, national branding, and past experiences with

products from the same country. The result is the formation of a mental image or belief system that becomes part of the consumer's evaluative framework toward foreign products.

In the context of global brands like Apple, COO significantly contributes to how Generation Z consumers in Indonesia perceive the brand's authenticity, innovation, and ethical standards. Research by (Kinawy, 2025) shows that consumer ethnocentrism and domestic country bias influence attitudes toward foreign goods, but this can be countered by strong brand trust and positive COO perceptions. Furthermore, (Kasuma et al., 2022) found that consumers associate American-origin products with technological leadership and high quality, reinforcing favorable attitudes. Indonesian Gen Z, being globally exposed yet locally rooted, tend to form their attitudes based on this combination of COO perception and brand experience. Therefore, COO plays an important role in shaping the emotional and cognitive components of consumer attitudes. Based on the discussion above, the hypothesis is:

H2: Country of Origin has a significant and positive influence on Consumer Attitude.

The Relationship Between Consumer Attitude and Purchase Decision

Attitudes are central to consumer behavior and are considered reliable predictors of actual decision-making. According to (Robbins & Judge, 2017), attitude is a learned predisposition to respond in a consistently favorable or unfavorable manner toward a given object. This aligns with the Theory of Planned Behavior, which posits that attitudes directly influence behavioral intentions, and ultimately, purchase decisions. (Ramli & Maysari, 2020) emphasize that a consumer's purchase decision is the culmination of evaluations, preferences, and beliefs, often built over time through exposure to product information, experience, and social influences.

Recent studies have highlighted the importance of emotional and cognitive components in consumer attitudes. (Yuceer et al., 2024) revealed that digital content and social media engagement significantly influence attitude formation, particularly in Gen Z consumers who are constantly exposed to brand narratives. Additionally, (Rehman et al., 2023) found that perceived enjoyment and interactivity positively affect impulsive buying behavior, mediated by attitude. This supports the idea that consumer attitude is not merely a passive reflection of brand knowledge but a dynamic mediator that drives decisions. When Indonesian Gen Z consumers develop positive attitudes toward a brand especially one with strong COO cues like Apple, they are more likely to translate those attitudes into purchase intentions. Based on this reasoning, the hypothesis proposed is:

H3: Consumer Attitude has a significant and positive influence on Purchase Decision.

The Mediating Role of Consumer Attitude between Country of Origin and Purchase Decision

While COO has a direct impact on purchase decisions, several studies suggest that its influence is often mediated by consumer attitude, particularly when the purchasing process involves high involvement and personal preference. The mediation effect implies that COO shapes how consumers feel and think about a product, and these internalized evaluations

attitudes are what ultimately guide behavior. Research by (Jalalzadeh & Momeni, 2024) supports this claim, demonstrating that consumers' beliefs about a country's capability, honesty, and benevolence (as part of COO perception) shape brand trust and attitude, which then drive purchase intention.

Moreover, (Rehman et al., 2023) emphasized that experiential and emotional responses strongly affect Gen Z's behavior, further reinforcing the mediating role of attitude. The process from COO → Attitude → Decision is particularly relevant for tech-based brands like Apple, where product origin, reputation, and symbolism interact with consumer values. Indonesian Gen Z consumers are not only influenced by where a product comes from but also by how that origin aligns with their personal beliefs, lifestyle aspirations, and digital engagement. Therefore, it is essential to investigate whether consumer attitude mediates the relationship between COO and purchase decision. From this rationale, the following hypothesis is developed:

H4: Consumer Attitude significantly mediates the relationship between Country of Origin and Purchase Decision.

RESEARCH METHODS

The target population for this research consists of Samarinda Gen-Z individuals who are active users of Apple products such as iPhones, iPads, or MacBooks. Research data was collected using a questionnaire, and data analysis used Structural Equation Modeling (SEM) PLS and respondents were selected using a purposive sampling technique.

Sampling Technique

The population in this study consists of Generation Z individuals in Indonesia who are active users of Apple products such as iPhones, iPads, or MacBooks. The sampling technique used is purposive sampling, where the selection of respondents is based on specific characteristics that align with the research objectives. The criteria for selecting respondents include:

- Belonging to the Generation Z cohort (born between 1997–2012),
- Currently resident in Samarinda, Indonesia,
- Have experience using Apple products,
- Have made or influenced a purchasing decision regarding an Apple product.

To determine the minimum sample size, this study refers to the formula provided by (Hair Jr et al., 2021), which suggests multiplying the number of observed indicators by 5 to 10. In this study, there are 15 indicators distributed across three variables (Country of Origin, Consumer Attitude, and Purchase Decision). Using the upper bound multiplier (10), the minimum sample size is: $n = 15 \times 10 = 150$ respondents. This number is considered adequate for performing PLS-SEM analysis.

Types and Data Sources

This study uses quantitative data and structured questionnaires as the primary data source. These questionnaires are designed to collect relevant information directly from respondents, ensuring accuracy and reliability. This method facilitates a robust analysis and valid conclusions. The data needed in this study include how often consumer updating their Apple product and user experience in relating to the country of origin, attitude and consumer's purchase decision.

Data Collection Methods

This research is using distributing online questionnaires by Google form to several people who active in using e-commerce platform. A questionnaire is a research instrument consisting of a structured set of questions designed to gather information from respondents. It can be used to collect both qualitative and quantitative data and is often employed in various research contexts, including surveys, interviews, and studies.

Data Analysis Technique

The research instrument (questionnaire) was adapted and refined based on relevant constructs identified from previous studies in the field. Before large-scale distribution, a pilot test was conducted to assess the clarity and reliability of the questionnaire items (Creswell & Creswell, 2017). Prior to its distribution, the researcher must ensure that the instrument is tailored to the respondents' specific circumstances by conducting trials to gather empirical evidence (Sugiyono, 2022). Following a pilot test with one respondent, several items were adjusted to better suit the respondents' conditions. The revised questionnaire was then distributed to 30 respondents who shared similar characteristics with those in the pilot test.

The research instrument must also undergo validity and reliability testing. A valid instrument accurately measures what it is intended to, while a reliable instrument consistently produces the same results when measuring the same object. The instrument was found to be valid, as the total significance value for all variable items was less than 0.05 or 0.10. It was also considered reliable, with Cronbach's Alpha values for all variables exceeding 0.60.

Analysis Tools

This study uses Partial Least Squares – Structural Equation Modeling (PLS-SEM) for data analysis, with the assistance of SmartPLS 4.0 software. This method is chosen because it is suitable for testing complex models that involve multiple latent variables and observed indicators (Sarstedt et al., 2020). PLS-SEM is also appropriate for exploratory research with a relatively small to moderate sample size and non-normal data distribution.

RESULTS AND DISCUSSION

Result

Outer Model/Measurement Model

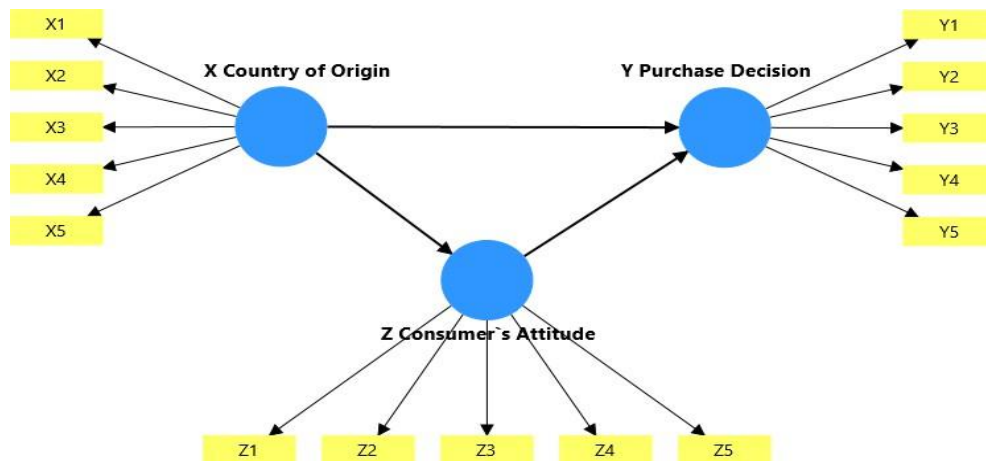


Figure 2. Basic Model Framework

Source: Processed Data, (2026).

The outer model evaluation was conducted to assess the convergent validity, discriminant validity, and construct reliability of the measurement model. The assessment was performed by examining outer loadings, Average Variance Extracted (AVE), cross-loadings, the Fornell–Larcker criterion, Composite Reliability (CR), and Cronbach’s Alpha. The results indicate that all indicators generally meet the recommended criteria.

Convergent Validity Test

Convergent validity was assessed using outer loading values and Average Variance Extracted (AVE). According to Hair et al. (2022), the recommended threshold for outer loadings is ≥ 0.70 . Factor loading values show the extent to which each indicator is able to represent the construct it forms. The higher the loading value, the stronger the indicator is in explaining the latent variables being measured. The results of the convergent validity test are presented below:

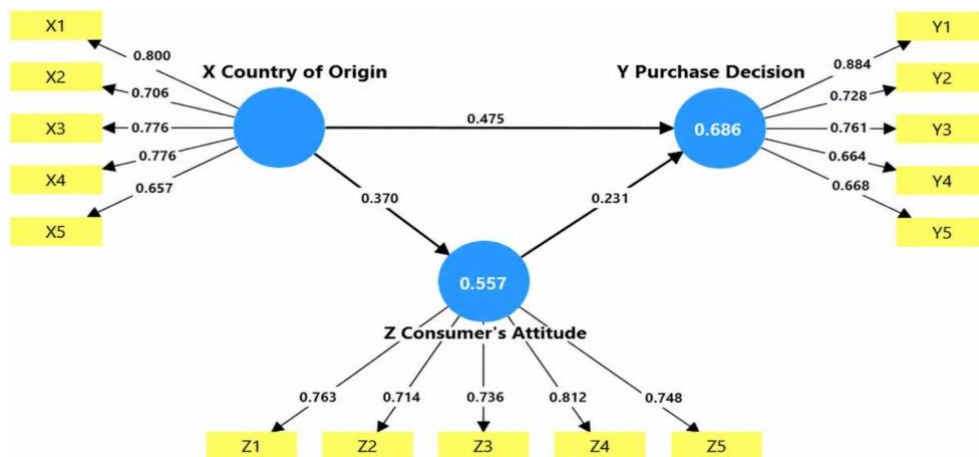


Figure 3. First Model of Loading Factors

Source: Processed Data, (2026).

Table 1. Loading Factor

Construct	Indicator	Loading Factor	Description
Country of Origin (X)	X1	0.800	Good
	X2	0.706	Good
	X3	0.776	Good
	X4	0.776	Good
	X5	0.657	Acceptable
Purchase Decision (Y)	Y1	0.884	High
	Y2	0.728	Good
	Y3	0.761	Good
	Y4	0.664	Acceptable
	Y5	0.668	Acceptable
Consumer Attitude (Z)	Z1	0.763	Good
	Z2	0.714	Good
	Z3	0.736	Good
	Z4	0.812	High
	Z5	0.748	Good

Source: Processed Data, (2026).

The results show that all indicators have outer loading values greater than 0.65, with most exceeding the recommended threshold of 0.70, indicating that convergent validity has been satisfactorily achieved for all constructs.

Discriminant Validity Test

Discriminant validity indicates the extent to which a latent variable is able to distinguish itself from other latent variables in the research model. A latent variable is considered to have a good ability to represent indicators if the correlation between each indicator (manifest variable) and the latent variable it measures is higher than the correlation of that indicator with other latent variables. This condition indicates that the indicator better reflects the intended

construct than other constructs in the model. In addition to comparing correlation values between constructs, discriminant validity can also be evaluated by comparing the square root of the Average Variance Extracted (AVE) with the correlation between latent variables. Discriminant validity is considered to be fulfilled if the square root of the AVE of a latent variable is greater than the correlation of that latent variable with other latent variables. According to Ghazali and Latan (2020), the Average Variance Extracted (AVE) value is set > 0.50 or the value set must be greater than 0.50 for confirmatory and exploratory research. The results of the discriminant validity evaluation are presented in the table below.

Table 2. Average Variance Extracted (AVE)

Construct	AVE
Country of Origin (X)	0.683
Purchase Decision (Y)	0.630
Consumer Attitude (Z)	0.643

Source: Processed Data, (2026).

Composite Reliability

According to Ghazali and Latan (2020), composite reliability to measure internal consistency in research, if the research is confirmatory the value set on composite reliability is > 0.7 or the composite reliability value must be above 0.7, while for exploratory research with a composite reliability value of 0.6 - 0.7 is acceptable. The composite reliability test results can be seen in the table below.

Table 3. Composite Reliability and Cronbach's Alpha

Construct	Cronbach's Alpha	Composite Reliability
Country of Origin (X)	0.884	0.915
Purchase Decision (Y)	0.842	0.894
Consumer Attitude (Z)	0.856	0.895

Source: Processed Data, (2026).

The results indicate that all constructs have Composite Reliability values exceeding 0.70 and Cronbach's Alpha values above 0.80, demonstrating strong internal consistency and high reliability. Therefore, all constructs in this study meet the reliability criteria recommended in PLS-SEM analysis (Hair et al., 2021; Sarstedt et al., 2020).

The Fornell-Larcker

The Fornell-Larcker Criterion test was conducted to evaluate discriminant validity in the measurement model. Discriminant validity aims to ensure that each construct in the study is empirically distinct from the other constructs. A construct is considered to have good discriminant validity if the square root of the Average Variance Extracted (AVE) value is higher than the correlation values between constructs. The results of the Fornell-Larcker Criterion test are presented in Table below.

Table 4. The Fornell-Larcker Criterion

Variables	X Country of Origin	Y Purchase Decision	Z Consumer's Attitude
X Country of Origin	0.826		
Y Purchase Decision	0.723	0.802	
Z Consumer's Attitude	0.370	0.378	0.794

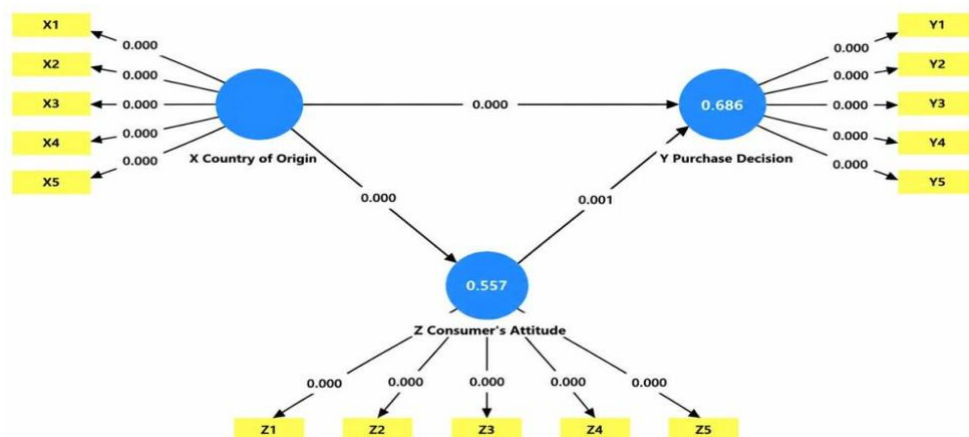
Source: Processed Data, (2026).

Based on the results of the Fornell-Larcker Criterion test, all constructs in this study meet the discriminant validity requirements. The Country of Origin construct has a square root AVE value of 0.826, which is higher than its correlations with Purchase Decision (0.723) and Consumer's Attitude (0.370). Similarly, the Purchase Decision construct has a square root AVE value of 0.802, which is higher than its correlation with Consumer's Attitude (0.378). In addition, the Consumer's Attitude construct has a square root AVE value of 0.794, which is also higher than its correlations with the other constructs. These results indicate that each construct is distinct and able to measure its respective concept properly, confirming that the model has good discriminant validity.

According to Ghozali and Latan (2020), composite reliability to measure internal consistency in research, if the research is confirmatory the value set on composite reliability is > 0.7 or the based on the results of convergent validity, discriminant validity, The Fornell-Larcker and reliability testing, it can be concluded that all measurement indicators and constructs in this study are valid and reliable. Thus, the measurement model satisfies the requirements for further evaluation of the inner model and hypothesis testing.

Inner Model/Structural Model

The bootstrapping results presented in Figure 1. illustrate the significance of the relationships among the research variables in the structural model. The figure displays the p-values for each structural relationship as well as the R-Square (R^2) values for the endogenous variables.

**Figure 4. Bootstrapping Results**

Source: Processed Data, (2026).

Based on the bootstrapping results, all structural relationships in this study are significant because each path has a p-value below 0.05. In addition, the Purchase Decision variable obtained an R-Square value of 0.686, indicating that Country of Origin and Consumer's Attitude are able to explain 68.6% of the variance in Purchase Decision. Meanwhile, Consumer's Attitude obtained an R-Square value of 0.557, which indicates that Country of Origin explains 55.7% of the variance in Consumer's Attitude. Overall, these results show that the structural model has good explanatory power and supports all proposed hypotheses in this study.

According to Ghazali & Latan (2012), the inner model is used to examine and predict causal relationships among latent variables in a research model. The evaluation of the inner model in this study is conducted by analyzing R-square (R^2), effect size (f-square), and path coefficients, along with hypothesis testing using the bootstrapping procedure.

Multicollinearity Assessment

Multicollinearity assessment is conducted to ensure that the predictor constructs in the structural model do not exhibit high intercorrelations that could bias the estimation results. In PLS-SEM, multicollinearity is evaluated using the Variance Inflation Factor (VIF). According to Ghazali & Latan (2015), a VIF value below 5.00 indicates that multicollinearity is not a critical issue, while a more conservative threshold suggests that VIF values should be below 3.30. The VIF values for the structural paths are presented in the table below:

Table 5. Variance Inflation Factor (VIF)

Structural Relationship	VIF	Interpretation
Country of Origin → Purchase Decision	1.158	No multicollinearity
Country of Origin → Consumer's Attitude	1.000	No multicollinearity
Structural Relationship	VIF	Interpretation
Consumer's Attitude → Purchase Decision	1.158	No multicollinearity

Source: Processed Data, (2026).

All VIF values are well below the recommended threshold of 5.00, indicating that no multicollinearity problem exists in the inner model. Therefore, the structural model is free from collinearity issues and suitable for hypothesis testing.

Coefficient of Determination (R-Square)

The coefficient of determination (R^2) indicates the proportion of variance in the endogenous variables that can be explained by the exogenous variables in the model. According to Ghazali & Latan (2020), an R^2 value of 0.75 or higher indicates substantial explanatory power, a value around 0.50 indicates moderate explanatory power, and a value of 0.25 indicates weak explanatory power. The results of the R-square analysis are presented as follows:

Table 6. Coefficient of Determination

Endogenous Variable	R-square	R-square Adjusted	Interpretation
Purchase Decision	0.686	0.680	Substantial
Consumer's Attitude	0.557	0.551	Moderate

Source: Processed Data, (2026).

The R-square value of 0.686 indicates that Country of Origin and Consumer's Attitude jointly explain 68.6% of the variance in Purchase Decision, which falls into the moderate to substantial category. Meanwhile, the R-square value of 0.557 shows that Country of Origin explains 55.7% of the variance in Consumer's Attitude, categorized as moderate. These results indicate that the structural model has good explanatory power.

Effect Size (F-Square)

The effect size (f^2) is used to assess the relative impact of each exogenous construct on the endogenous construct by observing changes in the R^2 value when a particular predictor is omitted from the model. According to Ghazali & Latan (2015), f^2 values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively. The f-square results are summarized as follows:

Table 7. Effect Size (F-Square)

Structural Relationship	f-square (f^2)	Effect Size
Country of Origin → Purchase Decision	0.849	Large
Country of Origin → Consumer's Attitude	0.158	Medium
Consumer's Attitude → Purchase Decision	0.630	Large

Source: Processed Data, (2026).

The results indicate that Country of Origin has a strong effect on Purchase Decision, while its effect on Consumer's Attitude is categorized as medium. Additionally, Consumer's Attitude has a large effect on Purchase Decision, highlighting its important role in the structural model.

Path Coefficients

Path coefficients represent the magnitude and direction of the relationships between constructs in the structural model. These coefficients indicate how strongly an exogenous variable influences an endogenous variable, either directly or indirectly. To assess the significance of these relationships, hypothesis testing is conducted using the *t-statistic* and *p-values*. A relationship is considered statistically significant if the *t-statistic* exceeds 1.96 and the *p-value* is less than 0.05. Therefore, the path coefficients not only explain the strength of the relationships but also determine whether the proposed hypotheses are supported or rejected.

Table 8. Path Coefficient

Indicators	Original Sample (O)	Sample Mean (M)	Std. Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
X (COO) → Y (PD)	0.475	0.669	0.060	5.176	0.000	Significant
X (COO) → Z (CA)	0.370	0.378	0.085	4.328	0.000	Significant
Z (CA) → Y (PD)	0.231	0.133	0.067	3.967	0.001	Significant

Source: Processed Data, (2026).

The results show that Country of Origin has a strong positive direct effect on Purchase Decision with a path coefficient of 0.675, indicating that consumers' perceptions of a product's country of origin play a major role in shaping purchasing decisions. In addition, Country of Origin positively influences Consumer's Attitude with a coefficient of 0.370, suggesting that favorable country-of-origin perceptions contribute to more positive consumer attitudes.

Furthermore, Consumer's Attitude has a positive effect on Purchase Decision with a path coefficient of 0.231, confirming that consumer attitudes serve as an important behavioral driver in the purchasing process.

The indirect effect of Country of Origin on Purchase Decision through Consumer's Attitude is 0.107, indicating the presence of a mediating mechanism. This implies that part of the influence of Country of Origin on Purchase Decision is transmitted through changes in Consumer's Attitude.

Overall, the total effects demonstrate that Country of Origin remains a dominant factor influencing Purchase Decision, both directly and indirectly through Consumer's Attitude. The existence of indirect effects highlights the importance of Consumer's Attitude in strengthening the overall impact of Country of Origin on consumers' purchasing behavior.

Descriptive Statistics Analysis

Descriptive statistical analysis is a method used to describe and summarize research data based on the responses obtained from the sample without making generalizations beyond the observed data. This analysis aims to provide an overview of respondents' perceptions toward the research variables through the process of data collection, grouping, and presentation.

In this study, descriptive analysis was employed to examine respondents' perceptions of the variables Country of Origin (X), Purchase Decision (Y), and Consumer Attitude (Z). The data were obtained from questionnaires distributed to respondents and then processed using statistical measures such as minimum value, maximum value, mean, and standard deviation. The mean value was used as the primary basis for interpreting respondents' perceptions of each variable.

The mean score reflects the central tendency of respondents' answers, indicating the general level of agreement toward each statement. Meanwhile, the standard deviation describes the dispersion of responses, showing how varied the respondents' answers are from the average value. A lower standard deviation indicates more consistent responses among respondents. The data was analyzed using the mean or average score. Using the formula:

$$\begin{aligned}\text{Average} &= \frac{(1 \times 0 + 2 \times 0 + 3 \times 10 + 4 \times 60 + 5 \times 80)}{150} \\ &= \frac{(0+0+30+240+400)}{150} \\ &= \frac{670}{150} = 4.47 (\approx 4.41)\end{aligned}$$

To interpret the mean values, this study uses a Likert scale range of 1 to 5, which is categorized as follows:

- Very High, if the mean value is between 4.21 – 5.00
- High, if the mean value is between 3.41 – 4.20
- Moderate, if the mean value is between 2.61 – 3.40
- Low, if the mean value is between 1.81 – 2.60
- Very Low, if the mean value is between 1.00 – 1.80

The results of the descriptive statistical analysis for each research variable are presented in Table below:

Table 9. Distribution of Respondents' Answer on All Valid Indicators

Indicators	TOTAL SCORE					Total	Average	Rating
	1	2	3	4	5			
X1	0	0	10	60	80	150	4.47	Very High
X2	0	0	12	65	73	150	4.41	Very High
X3	0	5	15	70	60	150	4.30	Very High
X4	0	5	18	72	55	150	4.28	Very High
X5	0	6	20	75	49	150	4.23	Very High
Y1	0	0	8	50	92	150	4.56	Very High
Y2	2	5	20	65	58	150	4.28	Very High
Y3	2	5	18	67	58	150	4.33	Very High
Y4	2	6	20	70	52	150	4.27	Very High
Y5	2	6	20	70	52	150	4.27	Very High
Z1	0	0	10	55	85	150	4.50	Very High
Z2	0	0	8	50	92	150	4.56	Very High
Z3	0	5	15	60	70	150	4.30	Very High
Z4	0	0	12	55	83	150	4.47	Very High
Z5	0	0	8	52	90	150	4.55	Very High

Source: Processed Data, (2026).

Based on the descriptive statistical results, it can be concluded that respondents generally showed positive perceptions toward all research variables, as indicated by mean values above 4.00. The Consumer Attitude (Z) variable obtained the highest mean score, indicating a very favorable attitude toward Apple products. Meanwhile, Purchase Decision (Y) and Country of Origin (X) also demonstrated strong positive evaluations, suggesting that respondents highly consider both the country-of-origin image and their purchasing decisions regarding Apple products.

For the Country of Origin (X) variable, indicator X1 has the highest mean score of 4.413, indicating that respondents strongly believe that Apple products originate from a technologically advanced country. This highlights the importance of country image in shaping consumer perceptions.

For the Purchase Decision (Y) variable, indicator Y1 recorded the highest mean value of 4.567, suggesting that product quality is the most influential factor in respondents' purchasing decisions. This finding emphasizes the role of perceived quality in consumer behavior.

Meanwhile, for the Consumer Attitude (Z) variable, indicator Z5 obtained the highest mean score of 4.667, indicating that respondents have a very positive overall attitude toward Apple products. This reflects strong emotional attachment and satisfaction with the brand.

In general, the descriptive analysis confirms that respondents exhibit very positive perceptions across all indicators, reinforcing the conclusion that Apple products are highly regarded in terms of country of origin, consumer attitudes, and purchase decisions.

Hypothesis Testing

Hypothesis testing in this study was conducted to examine the significance of the causal relationships among latent variables in the structural model. The testing procedure was based on the bootstrapping method. A hypothesis is considered supported if the t-statistic is greater than 1.96 and the p-value is less than 0.05, at a 95% confidence level ($\alpha = 0.05$). The results of hypothesis testing are presented in Table 10 below.

Table 10. Results of Hypothesis Testing

Hypothesis	Structural Path	Path Coefficient	t-statistic	p-value	Decision
H1	Country of Origin → Purchase Decision	0.475	5.176	0.000	Accepted
H2	Country of Origin → Consumer's Attitude	0.370	4.328	0.000	Accepted
H3	Consumer's Attitude → Purchase Decision	0.231	3.967	0.001	Accepted

Source: Processed Data, (2026).

In PLS-SEM analysis, each hypothesis regarding the relationships between constructs is tested statistically using the bootstrapping method. The results of the hypothesis testing are presented as follows:

H1: Country of Origin Has an Influence on Purchase Decision

The results of the analysis show that the *t-statistic* value is 5.176 (>1.96) and the *p-value* is 0.000 (<0.05). This indicates that Country of Origin has a positive and significant effect on Purchase Decision. Therefore, the proposed hypothesis is accepted. These findings suggest that consumers' perceptions of the country of origin play an important role in influencing their decision to purchase Apple products.

H2: Country of Origin Has an Effect on Consumer's Attitude

The analysis results show that the *t-statistic* value is 4.328 (>1.96) with a *p-value* of 0.000 (<0.05). This indicates that Country of Origin has a positive and significant effect on Consumer's Attitude. Thus, the hypothesis is accepted. This finding implies that a positive perception of the country of origin can shape favorable consumer attitudes toward Apple products.

H3: Consumer's Attitude Has an Influence on Purchase Decision

The results indicate that the *t-statistic* value is 3.967 (>1.96) and the *p-value* is 0.001 (<0.05). This shows that Consumer's Attitude has a positive and significant effect on Purchase Decision. Therefore, the hypothesis is accepted. These results suggest that a more positive consumer attitude will increase the likelihood of making a purchase decision.

Discussion

The Influence of Country of Origin on Purchase Decision

The findings of this study indicate that Country of Origin has a positive and statistically significant effect on Purchase Decision among Indonesian Gen-Z consumers of Apple electronic products. This relationship is demonstrated by a path coefficient of 0.475, supported by a *t-statistic* of 5.176 and a *p-value* of 0.000, indicating a strong and reliable effect. These results suggest that perceptions related to Apple's American origin play an important role in shaping consumers' purchasing decisions.

From a theoretical perspective, this result is consistent with the country of origin effect, which explains that consumers rely on a product's country of origin as an extrinsic cue when evaluating quality and making purchase decisions (Blanco-Encomienda et al., 2024). Boncinelli et al (2024) further argue that products originating from technologically advanced countries tend to benefit from positive quality inferences, especially in high-involvement product categories such as consumer electronics. In addition, Schooler (1965) emphasize that a favorable national image enhances perceived product competence, which directly influences consumer choice behavior.

Empirically, this finding aligns with several previous studies that report a significant influence of country of origin on purchase decision. Chairiena *et al* (2022) found that products from developed countries generate stronger purchase intentions due to higher perceived reliability and technological superiority. Similarly, Dhun and Dangi, H. K. (2022) reported that country image significantly affects consumer evaluations and purchase behavior, particularly for global brands in emerging markets. Research focusing on electronic products also confirms that country of origin plays a decisive role in consumer decision-making when product complexity and price are relatively high.

From the perspective of this study, the strong influence of country of origin reflects the characteristics of Indonesian Gen-Z consumers, who are highly exposed to global brands and international information through digital media. Apple's association with the United States symbolizes innovation, advanced technology, and premium quality, which reduces perceived risk and strengthens consumers' confidence in purchasing the product. Therefore, country of origin functions not only as informational input but also as a strategic value signal that drives purchase decisions in this market segment.

In practical terms, these findings imply that companies should maintain and strengthen the positive image of their country of origin as part of their marketing strategy. Highlighting aspects such as innovation, technological superiority, and global reputation can further enhance consumer trust and encourage purchase decisions. Therefore, the country of origin not only serves as an informational cue but also as a strategic factor in influencing consumer behavior.

H1: Country of Origin has a positive and significant effect on Purchase Decision

The Influence of Country of Origin on Consumer's Attitude

The results of this study show that Country of Origin has a positive and significant influence on Consumer's Attitude toward Apple products. This relationship is supported by a path coefficient of 0.370, with a t-statistic of 4.328 and a p-value of 0.000, indicating that favorable perceptions of Apple's American origin contribute to more positive consumer attitudes.

This finding is supported by attitude formation theory, which explains that attitudes are developed through consumers' beliefs and evaluations regarding an object (Schiffman, 2007). Country of origin contributes to these beliefs by shaping perceptions of product credibility, innovation, and prestige. Kinawy (2025) further explains that strong country associations enhance brand image and brand meaning, which in turn positively influence consumers' affective and evaluative responses toward the brand.

Several previous empirical studies are consistent with this result. Tiya siningsih *et al* (2023) found that country of origin significantly influences consumers' attitudes by shaping perceptions of product quality and brand reliability. Similarly, Ramadania *et al* (2014) reported that a positive country image leads to more favorable brand attitudes, particularly for well-known international brands. Studies focusing on younger consumers also indicate that country

of origin plays an important role in shaping brand-related attitudes in technology-driven markets.

In the context of this study, the positive influence of country of origin on consumer attitude suggests that Apple's American identity strengthens emotional attachment and positive brand evaluations among Indonesian Gen-Z consumers. For this generation, country of origin represents not only geographic information but also a symbolic value associated with innovation, modern lifestyle, and global recognition, which enhances their overall attitude toward the brand.

Furthermore, the results confirm that Country of Origin plays a crucial role in shaping Consumer's Attitude. A positive image of the country of origin enhances consumers' trust, perception of quality, and emotional response toward the product. This indicates that country-related associations are able to build favorable attitudes, which are essential in influencing consumer evaluations and future behavior toward Apple products.

H2: Country of Origin has a positive and significant effect on Consumer's Attitude

The Influence of Consumer's Attitude on Purchase Decision

The findings indicate that Consumer's Attitude has a positive and significant effect on Purchase Decision, as shown by a path coefficient of 0.231, a t-statistic of 3.967, and a p-value of 0.001. This result confirms that consumers with more favorable attitudes toward Apple are more likely to decide to purchase its products.

This result is strongly supported by the Theory of Planned Behavior, which posits that attitude toward a behavior is a key determinant of behavioral intention and actual behavior (Ramli & Maysari, 2020). Positive attitudes reflect consumers' confidence, satisfaction, and emotional attachment to a brand, which directly influence their purchasing decisions. Yucha et al (2022) further argue that favorable attitudes reduce perceived risk and increase consumers' willingness to purchase, especially for premium and high-involvement products.

Empirical evidence from previous studies supports this finding. Warayanti (2015) demonstrated that positive consumer attitudes significantly influence purchase intention and actual buying behavior. Similarly, Rehman et al (2023) found that favorable brand attitudes play a crucial role in driving purchase decisions in the context of global and premium brands. These findings confirm that attitude acts as a psychological mechanism that translates brand perceptions into actual purchasing behavior.

Based on the results of this study, consumer attitude serves as a critical link between country of origin perceptions and purchase decision. Positive attitudes toward Apple, shaped by perceptions of quality, innovation, and brand prestige, encourage Indonesian Gen-Z consumers to choose Apple products over competing brands. This highlights the importance of managing consumer attitudes as a strategic factor in influencing purchasing behavior.

Moreover, the significant relationship between Consumer's Attitude and Purchase Decision suggests that consumers' internal evaluations, such as feelings, beliefs, and preferences,

strongly influence their final decision-making process. A more positive attitude leads to a higher likelihood of purchasing the product, indicating that emotional and cognitive responses are key determinants in consumer behavior.

H3: Consumer's Attitude has a positive and significant effect on Purchase Decision

CONCLUSION

Based on the results of data analysis and discussion regarding the influence of Country of Origin on Purchase Decision with Consumer's Attitude as an intervening variable among Indonesian Gen-Z consumers of Apple electronic products, several conclusions can be drawn as follows:

Country of Origin has a positive and significant effect on Purchase Decision

The findings indicate that consumers' perceptions of Apple's country of origin, namely the United States, significantly influence their purchasing decisions. This result suggests that the image of the United States as a technologically advanced and innovative country enhances consumers' confidence in the quality, reliability, and prestige of Apple products. As a result, Country of Origin functions as an important extrinsic cue that reduces perceived risk and strengthens consumers' willingness to purchase Apple electronic products.

Country of Origin has a positive and significant effect on Consumer's Attitude

The results show that favorable perceptions of Apple's American origin contribute to more positive consumer attitudes toward the brand. This indicates that country of origin not only provides cognitive information related to product quality and technological capability but also influences consumers' affective evaluations and emotional attachment to the brand. For Indonesian Gen-Z consumers, Apple's association with the United States represents innovation, modern lifestyle, and global recognition, which positively shapes their overall attitude toward the brand.

Consumer's Attitude has a positive and significant effect on Purchase Decision

The findings confirm that consumers who hold positive attitudes toward Apple are more likely to make purchasing decisions in favor of the brand. A favorable attitude reflects trust in product quality, satisfaction with brand performance, and emotional connection, all of which play a crucial role in driving purchase decisions. This result highlights the importance of psychological factors in transforming brand perceptions into actual consumer behavior.

Consumer's Attitude partially mediates the relationship between Country of Origin and Purchase Decision. The analysis of indirect effects indicates that Country of Origin influences Purchase Decision not only directly but also indirectly through Consumer's Attitude. This means that perceptions of Apple's country of origin first shape consumers' attitudes, which subsequently strengthen their purchasing decisions. However, since the direct effect remains significant, the mediation that occurs is partial. This finding emphasizes that both cognitive

evaluations country of origin and affective responses consumer attitude, jointly contribute to consumer decision-making.

Overall, this study demonstrates that Country of Origin plays a strategic role in shaping consumer attitudes and purchase decisions, particularly among Indonesian Gen-Z consumers in the context of global electronic brands. The findings reinforce the importance of national image and brand perception in influencing consumer behavior in highly competitive and technology-driven markets.

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