

THE MEDIATING ROLE OF CONSUMER ASPIRATION IN THE INFLUENCE OF COUNTRY OF ORIGIN ON IPHONE REPURCHASE INTENTION

Jonathan Kevin Suhanto¹, Agung Artha Kusuma²

¹²Universitas Udayana

jonathan.suhanto105@student.unud.ac.id¹, agungarthakusuma@unud.ac.id²

Jl. P.B. Sudirman, Dangin Puri Klod, Denpasar Timur, Bali 80112

Corresponding email: jonathan.suhanto105@student.unud.ac.id

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ABSTRACT

This study aims to examine the mediating role of consumer aspiration in the influence of country of origin on repurchase intention. A quantitative, associative approach was employed, with a sample of 100 iPhone consumers from Bali Province. The sampling method used was non-probability purposive sampling, with criteria requiring respondents to have previously purchased and used an iPhone at least once, to have graduated from high school or an equivalent level, and to reside in Bali Province. Data were analyzed using PROCESS macro Model 4, processed with IBM SPSS Statistics 26. The results indicate that (1) country of origin has a positive but non-significant direct influence on repurchase intention; (2) country of origin has a positive and significant influence on consumer aspiration; (3) consumer aspiration has a positive and significant influence on repurchase intention; and (4) consumer aspiration fully and significantly mediates the influence of country of origin on repurchase intention..

INTRODUCTION

Globalization has increased international trade and cross-border product competition, compelling companies to gain a deeper understanding of consumer behavior dynamics, particularly repurchase intention, which has proven to be more profitable than

acquiring new customers (Sharma et al., 2024). Repurchase intention refers to a consumer's willingness to buy a product they have previously used. A key factor influencing repurchase intention is the country of origin—specifically, the consumer's perception of a brand's country of origin—which can affect the product's image, quality, and credibility (Wibowo et al., 2021). Labeling a product with a "in" tag exemplifies the country of origin effect, which can shape consumer perceptions (Schiffman & Wisenblit, 2015, p. 139). Foreign products are often perceived as superior to local ones due to positive attributes such as prestige and the perceived advancement of the foreign product's country of origin (Ardisa et al., 2022). Additionally, repurchase intention can be influenced by consumer aspirations—a relatively new phenomenon reflecting the desire to enhance self-image and lifestyle through the consumption of products associated with prestige, status, and success (Prasastyo et al., 2020; Souiden et al., 2011).

Several previous studies have found a positive influence of country of origin on repurchase intention (Sinambela et al., 2022; Eva, 2019; Priyanto, 2022; Putra et al., 2018; Zenan, 2021). Based on prior theory and research, there is evidence suggesting that country of origin affects repurchase intention. However, conflicting findings have also been reported, indicating that country of origin may negatively impact repurchase intention (Febriliani, 2022). Additionally, foreign branding related to country of origin has been found to have no effect on repurchase intention (Furqon & Abdurrahman, 2022). These inconsistencies highlight the need to identify a mediating variable that bridges the relationship between country of origin and repurchase intention. Country of origin influences consumer aspirations for a product through the presence of positive attributes such as prestige and perceived advancement compared to foreign products (Souiden et al., 2011). Therefore, there is evidence that country of origin can shape consumer aspirations. Consumer aspirations explain the importance of psychological and emotional factors in consumer behavior, particularly in lifestyle-related repurchase decisions. Furthermore, consumer aspirations also play a significant role because they relate to the psychological and emotional drive to own products perceived as enhancing status and lifestyle. Consumer aspirations are known to influence consumer purchase intentions for high-involvement products due to their influence on status, symbols of success, lifestyle, and social group acceptance (Prasastyo et al., 2020). There are indications that consumer aspirations can influence repurchase intentions through the emergence of aspirational feelings that create emotional bonds that drive brand loyalty (Hawkins & Mothersbaugh, 2010:647). Therefore, there are indications that consumer aspirations can influence repurchase intentions.

Consumption of prestige products can influence feelings of brand happiness, which is the greatest emotional fulfillment of aspirational consumers (Kumar et al., 2021). Therefore, this study uses the iPhone, a premium and prestigious American smartphone that is relatively widely accessible. The iPhone can be classified as a high-involvement product in the purchasing decision process. The iPhone ranked fourth in the TOP Brand Award Indonesia 2024 in the smartphone category (GoodStats.id, 2024). Therefore, there are indications that the iPhone is ideal for explaining the relationship between the variables in this study. To further aid in understanding this study, the conceptual framework is outlined in Figure 1.

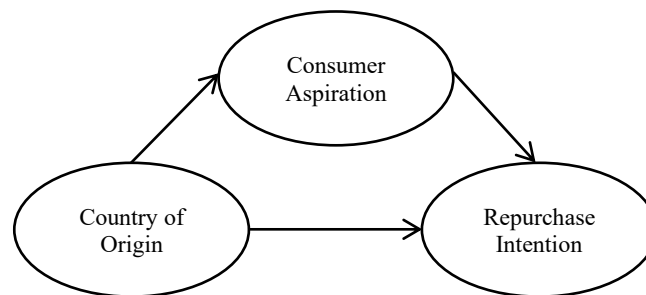


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework of the relationship between country of origin, consumer aspirations, and repurchase intentions. Therefore, the following hypotheses are formulated in this study.

H1: Country of origin has a positive and significant effect on repurchase intentions.

H2: Country of origin has a positive and significant effect on consumer aspirations.

H3: Consumer aspirations have a positive and significant effect on repurchase intentions.

H4: Consumer aspirations act as a significant mediator in the influence of country of origin on repurchase intentions.

LITERATURE REVIEW

Theory of Planned Behavior

The theory of planned behavior by Ajzen (1991) underlies the relationship between variables in this study. Country of origin plays a role as an attitudinal element related to views of a country's attributes in the form of positive or negative attitudes (Ardisa et al., 2022). Repurchase intention is the result of intention from a positive attitude towards a product (Zenani, 2021). Country of origin, as a subjective norm, can influence repurchase intention through cultural norms such as product boycott movements. Consumer aspirations can also act as a subjective norm that can influence repurchase intention. For example, consumers who prioritize social status will be willing to purchase prestige products repeatedly (Zhang et al., 2019). Perceived behavioral control in the TPB means that consumer aspirations alone are not enough to influence intention; they must be accompanied by a sense of ability. Therefore, the affordability of iPhone products can play a role in perceived behavioral control in the influence of consumer aspirations on repurchase intention.

Stimulus-Organism-Response Theory

The stimulus-organism-response theory (SOR) by Mehrabian & Russell (1974) is another theory underlying the relationship between variables in this study. Country of origin acts as a stimulus through its country attributes. The stimulus will influence the organism in the form of consumer aspirations. The organism, in the form of consumer aspirations, will produce a response in the form of repurchase intention. The SOR theory indicates that consumer aspirations can bridge the influence of country of origin on repurchase intention as a mediating variable.

Country Of Origin

Green & Keegan (2020:340) state that perceptions and attitudes toward a

particular country often extend to products and brands known to originate from that country. These perceptions contribute to the country-of-origin effect, which can influence brand image and equity. This is particularly true for automobiles, electronics, fashion, cosmetics, and certain food products, which can be perceived positively or negatively. Schiffman & Wisenblit (2015:139) state that country of origin can influence perceptions of a product's quality among consumers who have not had direct experience with the product. Attributes associated with a product's country can provide a stimulus that influences consumer perceptions of the product, which in turn can influence consumer purchasing behavior (Wibowo et al., 2021).

Consumer Aspiration

Prasastyo et al. (2020) and Souiden et al. (2011) defined consumer aspiration as a phenomenon that describes a consumer's character in consuming a product related to a reflection of success. Schiffman & Wisenblit (2015:276) defines status as often associated with consumer purchasing power. Thus, people with higher purchasing power and ownership are perceived as having higher status, and vice versa. The more expensive and exclusive a person's possessions, the higher their status. Consumer aspirations significantly influence consumers' desire to purchase high-involvement products because they are thought to influence status, symbols of success, lifestyle, and acceptance by certain social groups (Hamann et al., 2007). Consumer aspirations are defined as internal drives or ideals that motivate individuals to enhance their self-image and lifestyle through purchasing decisions.

Repurchase Intention

Repurchase intention is defined as a customer's desire to consume or repurchase a product from a brand they have previously purchased (Sinambela et al., 2022; Yudhi et al., 2021; Zenan, 2021). In other words, repurchase intention is the stage at which a customer develops a desire to repurchase after a previous purchase (Priyanto, 2022). According to Widjajanta et al. (2020), repurchase intention is a crucial issue for companies to understand in order to maintain customer loyalty. Aquinia et al. (2020) stated that customer loyalty to a brand can consistently and repeatedly influence repurchase intention. Customer loyalty not only influences repurchase intention but can also discourage switching to competing brands. Furthermore, it is more efficient and profitable for a business to sell to loyal customers than to first influence potential customers (Sharma et al., 2024).

RESEARCH METHOD

This research employs a quantitative method with a descriptive correlational study design. Correlational research aims to explain the relationships between variables (Sekaran & Bougie, 2016, pp. 43–44). The study will be conducted in Bali Province, focusing on iPhone consumers to examine the influence of country of origin on purchase intentions, mediated by consumer aspirations. The population targeted in this study consists of iPhone consumers in Bali Province, with an unknown (infinite) size. A non-probability sampling method, specifically purposive sampling, is used. According to Hair et al. (2021, p. 161), experts recommend a minimum sample size of 30 to 100 respondents.

Additionally, sample size can be determined based on the number of questions in the research questionnaire, with a general guideline of five respondents per question or research indicator, resulting in a sample size of approximately 100 respondents. The inclusion criteria for respondents are: having purchased and used an iPhone at least once, residing in Bali Province, and having completed high school, vocational high school, or an equivalent level of education. The inferential statistical analysis used in this study was the PROCESS macro regression tool. PROCESS macro is a regression testing tool that applies ordinary least squares (OLS) regression-based path analysis to test direct, indirect, and total effects in models involving mediation, moderation, or conditional process analysis (Hayes, 2018:551). The PROCESS macro analysis in this study was conducted using model 4 in PROCESS, which represents a simple mediation model with one independent, dependent, and mediating variable each (Hayes, 2018:583–586). PROCESS calculates the effects using a non-parametric bootstrapping method with 5,000 resamplings, and the results are reported as bootstrap confidence intervals.

PROCESS macro does not require the assumption of normality for indirect effects due to the use of bootstrapping (Hayes, 2018:98). The PROCESS macro also allows standard errors consistent with heteroscedasticity, eliminating the need for heteroscedasticity testing (Hayes, 2018:71). Multicollinearity can increase standard errors, thereby reducing statistical power and making significant results more difficult to obtain (Hayes, 2018:309). Therefore, a multicollinearity test is conducted as a prerequisite for conducting regression with the PROCESS macro. The test in this study used the IBM SPSS Statistics 26 program and the PROCESS Procedure for SPSS Version 4.2.

RESEARCH RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Result

No.	Variable	Instrument	Pearson Correlation	Result
1.	Country of Origin (X)	X ₁	0,832	Valid
		X ₂	0,883	Valid
		X ₃	0,812	Valid
		X ₄	0,836	Valid
		X ₅	0,872	Valid
		X ₆	0,892	Valid
2.	Consumer Aspiration (M)	M ₁	0,673	Valid
		M ₂	0,850	Valid
		M ₃	0,744	Valid
		M ₄	0,791	Valid
		M ₅	0,844	Valid
		M ₆	0,709	Valid
3.	Repurchase Intention (Y)	Y ₁	0,679	Valid
		Y ₂	0,775	Valid
		Y ₃	0,682	Valid
		Y ₄	0,706	Valid
		Y ₅	0,783	Valid

Source: Processed data, 2025

Validity test was done to 30 samples to ensure that the questions measuring each variable were valid and relevant. The validity test result is shown in Table 1. Pearson Correlation test result for each variable has a value above the r_{table} value of 0.361, which means that the instrument has met the validity test requirements and is suitable for use as a variable measuring tool.

Reliability Test

Reliability test was done to 30 samples to ensure that the questions were reliable to be used in measuring each variable. The reliability test result is shown in Table 2.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Result
Country of Origin (X)	0,925	Reliabel
Consumer Aspiration (M)	0,862	Reliabel
Repurchase Intention (Y)	0,771	Reliabel

Source: Processed data, 2025

Cronbach's Alpha test result for each variable has a value above 0.6, which means that the instrument for each variable meets the reliability test requirements and is suitable for use as a variable measurement tool.

Multicollinearity Test

A multicollinearity test was conducted before the PROCESS macro test as a prerequisite test to ensure more stable significance values. The multicollinearity test was conducted by examining the tolerance and variance inflation factor (VIF) values, with the test criteria being tolerance values > 0.01 and $VIF < 10$. The tolerance and VIF values are presented in Table 3.

Table 3. Multicollinearity Test Result

Variable	Tolerance	VIF
Country of Origin	0,737	1,356
Consumer Aspiration	0,737	1,356

Source: Processed data, 2025

Table 3 shows the results that the exogenous variables have a tolerance value of more than 0.10 and a VIF value of less than 10. It is concluded that the data in the regression model does not have symptoms of multicollinearity, so the data of this study are suitable for testing using the PROCESS macro.

PROCESS Macro Test

Table 4. PROCESS Macro Test Result

Path	Coefficient	p	LLCI	ULCI
X→M	0,380	0,000	0,252	0,508
M→Y	0,337	0,000	0,171	0,504
X→Y	0,095	0,126	-0,027	0,219
X→M→Y	0,128		0,063	0,213

Source: Processed data, 2025

The PROCESS macro test in this study used model 4, consisting of the

independent variable of country of origin, the mediating variable of consumer aspirations, and the dependent variable of repurchase intention (Hayes, 2018:583–586). The PROCESS macro test was conducted using bootstrapping using a resampling size of 5,000. The results of the PROCESS macro test in this study are presented in Table 4.

Table 4 shows that there are direct influences, indirect influences, and total influences between variables as well as the significance values, lower limit of the confidence interval (LLCI), and upper limit of the confidence interval (ULCI) of each path through the PROCESS macro test.

Hypothesis 1

The test results show a direct influence of the country of origin variable on repurchase intention with a coefficient value of 0.095 and a significance value ($p = 0.126$) exceeding the 5 percent confidence limit ($\alpha = 0.05$), which means that the possibility of the effect occurring by chance is 12.6 percent. There is a zero value between the lower limit of the confidence interval (LLCI = -0.027) and the upper limit (ULCI = 0.219). This means that the country of origin does not have a significant influence on the repurchase intention of iPhone smartphones because there is a consumer aspiration variable in the model. Therefore, the first hypothesis in this study is rejected.

Hypothesis 2

The test results show a direct influence of the country of origin variable on consumer aspirations with a coefficient value of 0.380 and a significance value ($p = 0.000$) less than the 5 percent confidence limit ($\alpha = 0.05$). There is no zero value in the lower limit of the confidence interval (LLCI = 0.252) to the upper limit (ULCI = 0.508). These results mean that the country of origin has a significant influence on the aspirations of iPhone smartphone consumers. Therefore, the second hypothesis in this study is proven true.

Hypothesis 3

The test results show a direct influence of consumer aspiration variables on repurchase intentions with a coefficient value of 0.337 and a significance value ($p = 0.000$) less than the 5 percent confidence limit ($\alpha = 0.05$). There is no zero value in the lower limit of the confidence interval (LLCI = 0.171) to the upper limit (ULCI = 0.504). These results mean that consumer aspirations have a significant influence on repurchase intentions of iPhone smartphone consumers. Therefore, the third hypothesis in this study is proven true.

Hypotheses 4

The test results show an indirect effect of the country of origin variable on repurchase intention through the mediation of consumer aspirations with a coefficient value of 0.128. There is no zero value in the lower limit of the confidence interval (LLCI = 0.063) to the upper limit (ULCI = 0.213). This indicates that the country of origin influences repurchase intention through the mediation of consumer aspirations positively and significantly. Consumer aspirations act as a full mediator because the country of origin does not directly influence repurchase intention, and will only have a significant

effect through consumer aspirations. Therefore, the fourth hypothesis in this study is proven true.

CONCLUSION

Among iPhone consumers in Bali Province, country of origin has a positive but insignificant effect on repurchase intention directly when there is a mediating variable, namely consumer aspirations. Country of origin has a positive and significant effect on consumer aspirations, and consumer aspirations also have a positive and significant effect on repurchase intention. Consumer aspirations play a full mediating role. A better country of origin can increase consumer aspirations due to associations with positive attributes of the product's country of origin, particularly those related to the country's perceived progress. Higher consumer aspirations can increase repurchase intention, primarily due to feelings of pride and the concept of ownership of a prestigious product. Therefore, an increase in country of origin can influence repurchase intention through consumer aspirations. Country of origin will be less of a consideration in purchasing decisions if a product's brand is popular or familiar, such as the iPhone smartphone.

The results of this study are able to explain consumer behavior, particularly the relationship between country of origin variables, consumer aspirations, and repurchase intention, with several limitations. This study used high-involvement smartphones, which tend to have infrequent repurchase frequency. This indicates that this study cannot be generalized to accurately predict future repurchase intention and requires further investigation. The products examined in this study also have high brand popularity and are familiar to consumers, so further research is needed on products with varying levels of popularity. Consumer aspirations are known to influence product purchasing behavior, which can provide feelings of pride, achievement, social appeal, or serve as a symbol of success associated with the consumption of prestige and high-involvement products. Therefore, the results of this study are limited to consumer aspirations for prestige and high-involvement products and cannot be generalized to low-involvement products. Therefore, further research is needed on other product types. Furthermore, this study is geographically limited, examining only the iPhone consumer population in Bali Province. Therefore, further research is expected to be conducted on a broader scale.

Businesses selling iPhones, premium smartphones, advanced technology products, prestige products, or high-involvement products are advised to continuously improve country-of-origin and its perceptions to increase consumer aspirations. High country-of-origin and consumer aspirations will increase repurchase intentions, which can benefit the company or business owner. Business owners or companies can also increase product confidence to increase consumer purchase intentions.

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