

ABSTRACT

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THE EFFECT OF COUNTRY OF ORIGIN TOWARD BRAND IMAGE AND PERCEIVED QUALITY TOWARD BUYING DECISION AT UNIQLO STORE IN JAKARTA REGION

Penelitian ini untuk mengetahui dan menjelaskan pengaruh Country of Origin terhadap Brand Image ,dan Perceived Quality terhadap Buying Decision. Dalam penelitian ini kita ingin mengetahui apa ada hubungan antara Country of Origin dengan Buying Decision,Country Origin dengan Brand Image, Brand Image dengan Buying Decision, Perceived Quality dengan Buying Decision. Karena menurut data, penjualan internasional lebih banyak dibandingkan di Jepang itu sendiri. Dunia Fashion yang didominasi oleh brand Amerika serta Eropa ini, justru menjadikan Uniqlo menjadi satu-satunya brand dari asia yang masuk dalam sepuluh besar diantara negara-negara di bagian Amerika serta Eropa. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada konsumen dari Uniqlo yang berada di daerah Jakarta dan sekitarnya. Penyebaran kuesioner akan disebarakan kepada 200 orang responden dan kemudian akan dianalisis. Dari hasil penelitian dapat dibuktikan bahwa negara asal suatu produk, brand image, serta perceived Quality dapat mempengaruhi keputusan pembelian suatu barang, yang dalam penelitian ini merupakan produk dari Uniqlo.

Keyword : Country of Origin, Brand Image, Perceived Quality, Buying Decision.

This study was to determine and explain the effect of Country of Origin on Brand Image, and Perceived Quality on Buying Decision. In this research we want to know whether there is a relationship between Country of Origin with Buying Decision, Country Origin with Brand Image, Brand Image with Buying Decision, Perceived Quality and Buying Decision. Because according to data, international sales are more than in Japan itself. The fashion world, which is dominated by American and European brands, actually makes Uniqlo the only brand from Asia that is included in the top ten among countries in America and Europe. Data collection was carried out by distributing questionnaires to consumers from Uniqlo in Jakarta and its surroundings. Questionnaires will be distributed to 200 respondents and then analyzed. From the research results, it can be proven that the country of origin of a product, brand image, and perceived quality can influence the purchase decision of an item, which in this study is a product from Uniqlo.

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