

## ABSTRACT

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### **THE EFFECT OF COUNTRY OF ORIGIN, PERCEIVED PRODUCT QUALITY, AND BRAND FAMILIARITY TOWARDS CUSTOMER PURCHASE INTENTION OF HONDA FROM INDONESIA**

(xiv + 91 pages: 6 figures ; 20 tables ; 6 appendices)

In recent years, the national automotive industry has shown quite attractive developments. The automotive industry is one of the sectors that makes a significant contribution to the Indonesian economy nationally. It could be said that the people's need for cars is still very high. Therefore it is very important for manufacturers to be able to capture high market share in Indonesia. On 2019, Honda ranks third in the largest retail sales in the country. Although sales are high, Honda must be able to maintain its position and surpass its competitors in order to become number one in Indonesia. There are many competitors and there are newcomer like Wuling who is started catching up with the market share. Furthermore, consumers are quick to change their decision about which brand they purchase.

The aim of this study is to figure out if there is a positive effect of country of origin, perceived product quality, and brand familiarity on purchase intention. This study was done by quantitative approach and the data gathered through questionnaire filled by 180 respondents that owned a Honda car. The data then calculated and analyzed using SmartPLS 3.3.2 to test the Validity, Reliability, Multicollinearity, R-square, and T-statistics.

The result of this study shows that Country of Origin, Brand Image, and Product Quality all have a positive effect on consumer purchase intention of Honda in Indonesia.

Keywords: Country of Origin, Perceived Product Quality, Purchase Intention

References: 91 (1970-2020)