

## ABSTRACT

Michella Nathania (01011172037)

### **THE ROLE OF COUNTRY OF ORIGIN IMAGE, PRODUCT KNOWLEDGE, PRODUCT INVOLVEMENT, AND POSITIVE ELECTRONIC WORD OF MOUTH ON UNIQLO CUSTOMER'S PURCHASE DECISION IN JAKARTA AREA**

*(45 pages, 5 figures; 13 tables; 1 appendice)*

Fashion is developing overtime in Indonesia, especially Jakarta. Some big fashion foreign companies still consider about going in the market, but some have entered the fashion market in Jakarta, including Uniqlo. Uniqlo is a fashion company from Japan that is incorporated with Fast Retailing. Uniqlo has opened 1407 of their store all around the globe. The researcher does notice that there are a lot of another big fashion foreign companies besides Uniqlo which they come from different countries. To keep Uniqlo as one of the leading fashion company in Jakarta, we would like to explore some factors that may affect the purchase decision of the Uniqlo customer which are country of origin image, product knowledge, product involvement, and positive electronic word of mouth.

This study uses questionnaires to collect the data and apply non-probability purposive sampling. SPSS 26 is used to process the data and uses validity, reliability, and multicollinearity analysis methods. The pre-tests were distributed to 30 people and was analyzed before finally doing the actual test which collected 200 responses. The result of the study shows that all of the independent variables except positive electronic word of mouth has positive influence on Uniqlo costumer purchase decision in Jakarta area.

**Keywords:** Country of Origin Image, Product Knowledge, Product Involvement, Positive Electronic Word of Mouth, Purchase Decision

**References:** 64 (1977-2020)