

ABSTRACT

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The Effect of Brand Image and Motivation on Louis Vuitton Purchase Intention with Country-of-Origin image as Intervening Variable

Fashion industry is growing rapidly both in Indonesia and globally, with brands from France leading the growth. Louis Vuitton, as one of the French fashion brands, is currently leading world's fashion brand with brand value of 31.72 billion USD. As a growing market country, Indonesia is one of the country that host Louis Vuitton's shopping outlet. This study aims to understand the effect of brand image and motivation on consumer's purchase intention with country-of-origin image as the intervening variable. The approach of this study is quantitative research with online survey using Google Form as the data collection method. This study is conducted in Jakarta area, where Louis Vuitton outlet and the research respondents are residing. The collected data is analyzed through multiple regression method using SPSS 24 as the main tool, while also using path analysis to understand the intervening effect. The findings of this study show that brand image has a significant and positive effect towards purchase intention with a regression coefficient of 0.368 and p-value of 0.000, while motivation doesn't have significant effect with regression coefficient of 0.111 and p-value of 0.12, and country-of-origin image is proven to have intervening effect both for brand image and motivation with a total effect for brand image of 0.4841 and motivation of 0.126738. The further research is expected to have more respondents, new variables and research object to enlarge the scope of the similar research.

Keywords: *brand image, motivation, country-of-origin image, purchase intention, Louis Vuitto*