

TABLE OF CONTENTS

COVER THESIS

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT

THESIS APPROVAL

THESIS DEFENSE COMMITTEE

ABSTRACT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	viii
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES	xiii

CHAPTER I INTRODUCTION 1

1.1 Research Background	1
1.2 Research Objective	9
1.3 Research Question	10
1.4 Research Contribution	11
1.5 Research Scope	11
1.6 Research Systematic Outline	12

CHAPTER II LITERATURE REVIEW 14

2.1 Variables Conceptual Definition	14
2.1.1 Country of Origin	16
2.1.2 Brand Image	19
2.1.3 Brand Evaluation	20
2.1.4 Consumer Behavior	20
2.1.5 Purchase Intention	20
2.2 Hypotheses Development	22
2.2.1 Influence of Country of Origin on Brand Image	22
2.2.2 Influence of Country of Origin on Brand Evaluation.....	22
2.2.3 Influence of Country of origin on Purchase Intention.....	22

2.2.4 Influence of Brand Image on Purchase Intention	23
2.2.5 Influence of Brand Evaluation on Purchase Intention.....	23
2.2.6 The mediation effect of the influence of Country of origin and Purchase Intention	23
2.3 Previous Studies.....	25
2.4 Research Design	28
CHAPTER III METHODOLOGY	29
3.1 Research Paradigm	29
3.2 Types of Research.....	30
3.3 Conceptual and Operational Definition	32
3.4 Unit Analysis	34
3.5 Population and Sample	35
3.5.1 Sampling Design.....	36
3.5.2 Sample Size	38
3.6 Data Collection Method.....	39
3.7 Measurement Scale	40
3.8 Pre-test	41
3.8.1 Reliability Test	42
3.8.2 Validity Test.....	42
3.9 Hypothesis Testing	51
CHAPTER IV DATA ANALYSIS AND DISCUSSION.....	53
4.1 Research Outcomes.....	53
4.1.1 Profile of Respondents.....	53
4.2 Analysis Data.....	55
4.2.1 Descriptive Statistics	56
4.2.2 Inferential Statistics	60
4.2.4.1 Coefficient of Determination (R^2)	65
4.2.4.2 Predictive Relevance (Q^2).....	67
4.2.4.3 Multicollinearity Test	68
4.3 Discussion.....	74
CHAPTER V CONCLUSION AND RECOMMENDATION.....	80
5.1 Conclusion	80
5.2 Managerial Implication.....	81

5.3 Limitations85

5.4 Recommendation for Future Research85

BIBLIOGRAPHY86

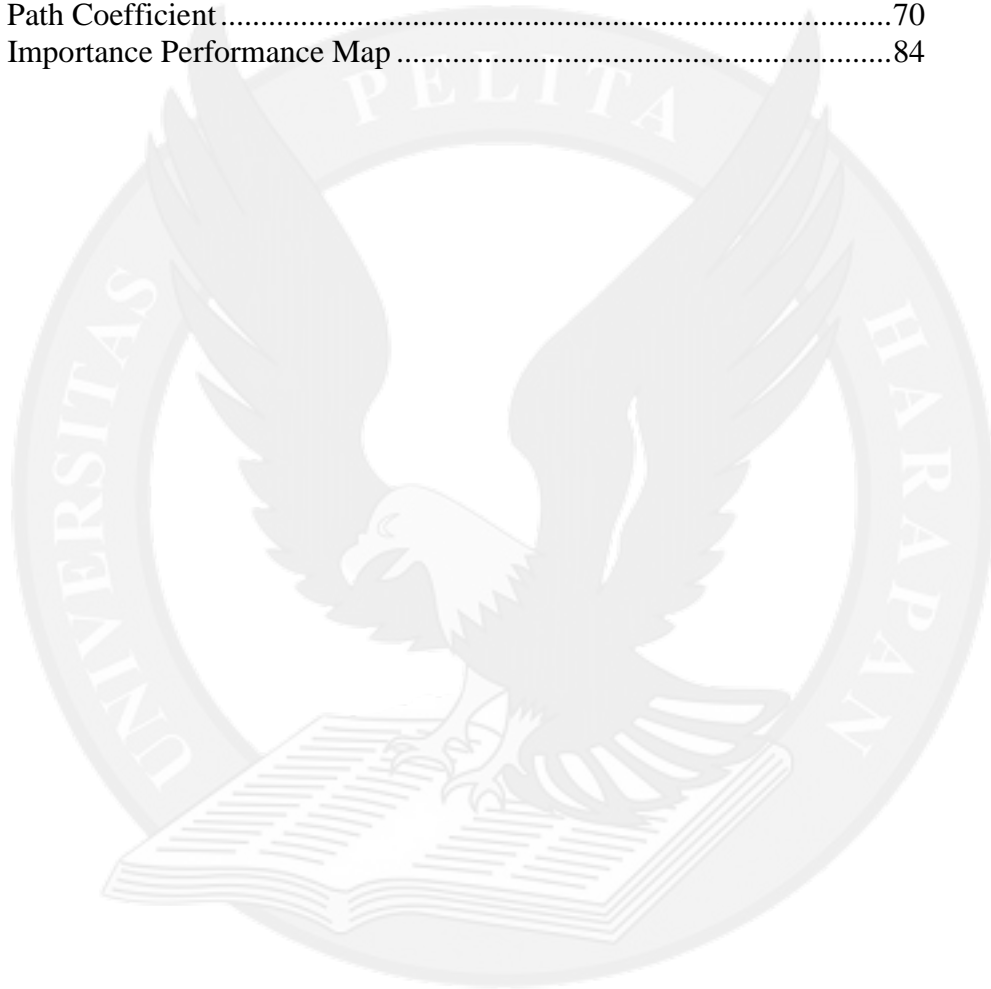
APPENDIX A A-1

APPENDIX B A-2



LIST OF FIGURES

Chart 1.1 Smartphone Market Share.....	4
Chart 1.2 Personal Computer Market Share	5
Chart 1.3 Smartwatch Market Shares	5
Chart 1.4 Tablet PC Market Shares	6
Chart 1.5 US Online Market Shares	8
Figure 2.1 Research Model	28
Figure 4.1 Outer Model.....	65
Figure 4.2 Path Coefficient.....	70
Figure 5.1 Importance Performance Map	84



LIST OF TABLES

Table 2.1 Previous Studies.....	25
Table 3.1 Conceptual and Operational Definition	32
Table 3.2 Five-point Likert Scale	41
Table 3.3 Average Variance Extracted (AVE)	44
Table 3.4 Factor Loading	45
Table 3.5 Average Variance Extracted (AVE) (After Elimination).....	46
Table 3.6 Factor Loading (After Elimination).....	47
Table 3.7 Heterotrait-Monotrait ratio (HTMT)	48
Table 3.8 Pre-Test Discriminant Validity Country of Origin	49
Table 3.9 Pre-Test Discriminant Validity Brand Image	49
Table 3.10 Pre-Test Discriminant Validity Brand Evaluation.....	49
Table 3.11 Pre-Test Discriminant Validity Purchase Intention	50
Table 3.12 Final Pre-Test Reliability Result	50
Table 4.1 Respondents Profile	54
Table 4.2 descriptive statistics (Country of Origin).....	56
Table 4.3 descriptive statistics (Brand Image).....	57
Table 4.4 descriptive statistics (Brand Evaluation)	58
Table 4.5 descriptive statistics (Purchase Intention).....	59
Table 4.6 Actual Test Average Variance Extracted (AVE).....	60
Table 4.7 Actual Outer Loading	61
Table 4.8 Actual Test Heterotrait-Monotrait ratio (HTMT) Results	62
Table 4.9 Actual Test Discriminant Validity Country of Origin	62
Table 4.10 Actual Test Discriminant Validity Brand Image	63
Table 4.11 Actual Test Discriminant Validity Brand Evaluation.....	63
Table 4.12 Actual Test Discriminant Validity Purchase Intention	64
Table 4.13 Actual Test Reliability Results	64
Table 4.14 Coefficient of Determination (R^2)	66
Table 4.15 Coefficient of Determination (R^2) Adjusted	67
Table 4.16 Predictive Relevance (Q^2).....	68
Table 4.17 Outer Multicollinearity test result.....	68
Table 4.18 Inner Multicollinearity test results.....	69
Table 4.19 Hypothesis Testing Direct Effect.....	70
Table 4.20 Hypothesis Testing Indirect Effect	73

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B ACTUAL TEST & MODEL	A-2

