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**The Influence of Country of Origin to Purchase Intention  
Through Brand Image, Perceived Price, and Perceived Quality on  
Toyota Car at Surabaya**

**ABSTRAK**

Penelitian ini bertujuan untuk membutikan hubungan dari Country of Origin mempengaruhi Citra Merek, , Country of origin mempengaruhi perceived quality, Country of origin mempengaruhi perceived price, Perceived quality mempengaruhi citra merek, Perceived price mempengaruhi citra merek, Citra merek mempengaruhi purchase intention, Perceived quality mempengaruhi purchase intention, Perceived price mempengaruhi purchase intention, Purchase Intention dipengaruhi oleh Country of Origin melalui Perceived Price untuk mobil Toyota di Surabaya. Penelitian ini menggunakan analisa kuantitaif dengan SEM menggunakan AMOS 16, serta dengan samplenya semua orang yang tinggal di Surabaya yang mengerti mobil Toyota berasal dari Negara mana dan hendak membeli, diatas 17 tahun dan sudah bekerja dan menghasilkan minimal lima juta rupiah. Orang yang belum pernah membeli mobil Toyota. Dengan total sample yang didapat yaitu 125 responden. Hasil penelitian membuktikan semua hipotesis dan tujuan penelitian dengan dibuktikan oleh hubungan positif langsung dan tidak langsung di tiap variabel serta lolos uji signifikan. Peneliti selanjutnya diharapkan dapat menggunakan variabel yang dekat dengan variabel yang digunakan, seperti Country of Manufacturer, Brand Awareness, Product Price, Product Quality, and Purchase diikuti oleh Repurchase.

Kata Kunci: Country of Origin, Purchase Intention, Citra merek, Perceived Price, Perceived Quality, Perceived Price, Toyota Car

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**ABSTRACT**

This research purpose are proving the relationship of Country of origin affect brand image, Country of origin affect perceived quality, Country of origin affect perceived price, Perceived quality affect brand image, Perceived price affect brand image, Brand image affect purchase intention, Perceived quality affect purchase intention, Perceived price affect purchase intention, Purchase Intention is affected by Country of Origin through Perceived Price for Toyota car in Surabaya. The research using quantitative analysis using SEM with AMOS 16, by using sample of every people lived in Surabaya that understands about Country of Origin of Toyota car and intended to purchase, above 17 years old who already working to gain revenue minimal five million rupiahs. People who never been purchasing Toyota car. With total sample gathered of 125 respondents. The result of the research proved with all hypothesis and research purposes by given positive direct effect and indirect variable and passed on significant test. The future researcher could use variable slightly close to the variable used, such as Country of Manufacturer, Brand Awareness, Product Price, Product Quality, and Purchase followed by Repurchase.

**Keywords:** Country of Origin, Purchase Intention, Brand Image, Perceived Price, Perceived Quality, Perceived Price, Toyota Car