

ABSTRACT

Wincent Kharisma (01011190182)

THE EFFECT OF COUNTRY OF ORIGIN ON PURCHASE INTENTION: THE MEDIATING ROLE OF BRAND IMAGE AND BRAND EVALUATION ON FASHION INDUSTRY INDONESIA

(xv + 73 page; 11 figures; 20 tables; 5 appendices)

The purpose of this study was to establish the effect of country of origin to consumer purchase intention with the mediation of brand image and brand evaluation. The object of this research is foreign fashion brand which consist of ZARA, H&M, and Uniqlo. This research use quantitative approach which use the distribution of questionnaire. Through personal distribution, the researcher used Instagram, LINE, and WhatsApp to distributed the questionnaire. The gathered respondent is 58 respondent for the pre-test and 225 for the actual test. In this research, the researcher will use SmartPLS 3.2.9 to measure the outer model and the inner model of the primary data gathered. The outer model is used to measure the validity and reliability of the data. The inner model is used to analyse the relationship between variables by using R-square, T-statistics, Original Samples, and P-square as the measurement for analysing the data. As the results is obtained, the researcher can conclude that Country of Origin, Brand Image, Brand Evaluation, and Purchase Intention have a significantly positive relationship, with Brand Image and Brand Evaluation as a mediator between Country of Origin and Purchase Intention.

Keywords: Country of Origin; Brand Image; Brand Evaluation: Purchase Intention; Fashion Industry; Indonesia

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