ABSTRAK

Perkembangan industri makanan semakin lama terus meningkat di seluruh dunia. Hal ini dimanfaatkan oleh berbagai produsen untuk memanfaatkan peluang membuka bisnis di bidang makanan. Bisnis makanan cepat saji sangat populer dikalangan masyarakat sekarang ini. Hal ini tak terkecuali di Indonesia, banyak perusahaan di Indonesia yang menggunakan waralaba untuk mengembangkan bisnis. Pelabelan nama negara menjadi salah satu faktor waralaba yang berada di Indonesia. Oleh karena itu, penelitian ini dilakukan untuk menganalisa pengaruh *country-of-origin image, product knowledge, product involvement* terhadap *customer purchase decision* dengan objek penelitian Yoshinoya Japanese Restaurant. Hasil penelitian ini diharapkan dapat digunakan oleh Yoshinoya Japanese Restaurant dalam mengembangkan strategi yang tepat untuk meningkatkan pembelian produk Yoshinoya Japanese Restaurant.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *multiple regression & Moderated Regression Analysis* (MRA) dan program SPSS 16.0. Kuesioner disebarkan kepada 100 responden yang digunakan sebagai sampel dalam penelitian ini dengan menggunakan *non probability sampling* dengan metode *snowball sampling*.

Hasil penelitian ini menunjukkan bahwa variabel *product involvement* memiliki pengaruh signifikan terhadap variabel *customer purchase decision* dengan nilai koefisien regresi terbesar daripada variabel yang lain sebesar 0.496, selain memiliki pengaruh terbesar, *product involvement* akan memperkuat hubungan antara variabel *product knowledge* terhadap *customer purchase decision* dengan beta positif sebesar 0.398 dan memperkuat hubungan variabel *country-of-origin image* terhadap *customer purchase decision* dengan nilai beta positif sebesar 0.410. Sedangkan untuk variabel *product knowledge* memiliki pengaruh signifikan dengan nilai koefisien regresi sebesar 0.250 terhadap variabel *customer purchase decision* dan untuk variabel *country-of-origin image* memiliki pengaruh signifikan dengan nilai koefisien regresi sebesar 0.226 terhadap variabel *customer purchase decision*.

Kata kunci: *Customer purchase decision, country-of-origin image, product knowledge, product involvement*, **Yoshinoya Japanese Restaurant**

ABSTRACT

The development of food industry continues increasing worldwide. This situation used by various manufacturers to take advantage of this business opportunities to open food business. Fast food business is very popular among people nowadays. This is no exception in Indonesia, many companies in Indonesia that use franchising to develop business. Labeling the name of the country is one factor franchises located in Indonesia. Therefore, this study was conducted to analyze the effect of country-of-origin image, product knowledge, product involvement toward customer purchase decision with the object of research is Yoshinoya Japanese Restaurant. The results of this research can be used by Yoshinoya Japanese Restaurant to develop appropriate strategies to increase purchases of Yoshinoya Japanese Restaurant products.

This study uses a quantitative approach with analysis technique of multiple regression & Moderated Regression Analysis (MRA) and SPSS 16.0. The questionnaire distributed to 100 respondents who were used as samples in this study by using a non-probability sampling with snowball sampling method.

The results of this research indicate that the product involvement variable has a significant influence on customer purchase decision variable with the largest regression coefficient value than other variables which is about 0.496, besides having the greatest influence, product involvement will strengthen the relationship between the variables of product knowledge to the customer purchase decision with a positive beta of 0.398 and strengthen the relationship variables country-of-origin image on customer purchase decision with the positive beta of 0.410. Whereas for variable of product knowledge have a significant effect with regression coefficient of 0.250 toward variable customer purchase decision and for variable of country-of-origin image have a significant effect with regression coefficient of 0.226 toward variable customer purchase decision.

Keywords: *Customer purchase decision, country-of-origin image, product knowledge, product involvement*, **Yoshinoya Japanese Restaurant**