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*Indonesia ABSTRAK PENDAHULUAN* Perkembangan ekonomi dewasa ini mengarah pada persaingan ketat . Perusahaan dituntut untuk memiliki suatu

keunikan tersendiri yang dapat memikat konsumen dalam mempertahankan atau merebut pangsa pasar yang ada . Konsumen saat ini sangatlah kritis dalam memilih suatu produk sampai pada keputusan untuk membeli produk tersebut . Tawaran produk saat ini sangatlah beragam dan banyak tak terkecuali untuk sepeda motor dengan berbagai merek , model , tipe , warna dan spesifikasi lainnya . Pilihan yang semakin banyak ini membuat konsumen dapat menentukan pilihannya akan suatu produk yang dapat memikat dan membuat konsumen tersebut membeli serta loyal terhadap produk tersebut . Sebelum menentukan produk apa yang akan dibeli untuk sebagian konsumen akan melihat dari mana asal produk tersebut diproduksi . Country of origin secara umum dianggap menjadi karakteristik suatu produk . Country of origin suatu produk akan menimbulkan persepsi kualitas akan baik buruknya suatu produk . Peran country of origin sangatlah penting dalam mempengaruhi dan mengevaluasi suatu produk ( Chu et al ., 2008 ). Salah satu aspek yang sering kali dijadikan acuan adalah dengan melihat brand image suatu produk . Brand image merupakan seperangkat keyakinan , ide , kesan yang dimiliki seseorang terhadap suatu merek ( Simamora , 2004 ). Apabila para konsumen beranggapan bahwa merek tertentu secara fisik berbeda dari merek pesaing citra merek tersebut akan melekat secara terus-menerus sehingga dapat menciptakan loyalitas konsumen ( Rangkuti , 2004 ). 4(11), 3852–3881.

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