

ABSTRACT

Coffee is the world's second most valuable traded commodity. Indonesia is one country that famous with its Coffee beans industry. Indonesia placed in the fourth place in both top coffee bean producers in crop year 2014 Indonesia also well-known have a lot unique variety of coffee such as luwak coffee (kopi luwak), Toraja coffee, Aceh coffee and Mandailing coffee. (Indonesia Investments, 2015) However, Indonesia still import coffee from some country, such as Brazil, Vietnam, Malaysia, East Timor, United States, etc.

From all Coffee company in Indonesia, the one that very famous is Kapal Api. Kapal Api is coffee brand owned by PT Santos Jaya Abadi under PT Kapal Api Global. This is a brand of coffee that has been known to the people of Indonesia since 1927. This brand also was awarded Indonesia Best Brand Award to the 14th time in 2015. (Prahadi, 2015). Kapal Api Coffe also managed to reap more than 50% of the Indonesia national coffee market. In fact, Kapal Api also widened the wings to international market. (SWA Online, 2011)

The objectives of this research is to reveal which factors between product quality, product value, product image, product availability, product promotion, country image that could affect repurchasing intention trough consumer ethnocentrism for Kapal Api in Surabaya. This is a case study of Kapal Api that aimed to use 8 variables to identify Kapal Api consumer repurchasing intention trough consumer ethnocentrism for Kapal Api in Surabaya

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire distributed to 160 respondents in the sample in which the characteristics of respondents which consists of men and women in the age range 18-65 years, have been purchase or buy Kapal Api at least 1 times in a month for last 6 months in Surabaya.

The results showed that product quality variables have positive significant effect on consumer ethnocentrism with regression coefficient of 0.164 and C.R. Of 2.158; product value variables have positive significant effect on consumer ethnocentrism with regression coefficient of 0.157 and C.R. Of 2.14; product image variables have positive significant effect on consumer ethnocentrism with regression coefficient of 0.165 and C.R. Of 2.048; product image variables have positive significant effect on consumer ethnocentrism with regression coefficient of 0.165 and C.R. Of 2.048; product availability variables have positive significant effect on consumer ethnocentrism with regression coefficient of 0.164 and C.R. Of 2.256; product promotion variables have positive significant effect on consumer ethnocentrism with regression coefficient 0.154 and C.R. Of 2.109; country image variables have positive significant effect on consumer ethnocentrism with regression coefficient 0.933 and C.R. Of 4.349; Consumer ethnocentrism variables have positive significant effect on repurchasing intention with regression coefficient 1 and C.R. Of 4.392.

Keywords: Product Quality, Product Value, Product Image, Product Availability, Product Promotion, Country Image, Consumer Ethnocentrism, Repurchasing Intention, Kapal Api, Kapal Api coffee, coffee