

ABSTRACT

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THE INFLUENCE OF COUNTRY OF ORIGIN, BRAND IMAGE, PRICE PERCEPTION AND PERCEIVED QUALITY TOWARDS REPURCHASE INTENTION

Fashion is a fundamental element in the daily life of a human being as fashion influence what we wear, eats and how we live as well as how we look through ourselves because fashion work as mirror of as reflected in our everyday wear. Inside the fashion industry, there is one fashion industry and retail store that comes from Japan called Uniqlo The purpose of this research is to analyse country of origin, brand image, price perception and perceived quality towards repurchase intention for Uniqlo in Indonesia. A total of 200 sample are taken in order to conduct this research using non-probability purposive sampling as for people who have bought Uniqlo products more than once. Using quantitative approach as research method and the data analysis was performed by using Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 application for assistance. The result of this study stated that country of origin has a positive effect but not significant towards repurchase intention, brand image has a positive effect and significant towards repurchase intention, price perception has a positive effect and significant towards repurchase intention and perceived quality has a positive effect and significant towards repurchase intention.

Keywords: *Country of origin; brand image; price perception; perceived quality; repurchase intention*