

## TABLE OF CONTENTS

THESIS

STATEMENT OF ORIGINALITY

THESIS APPROVAL

THESIS DEFENSE COMMITTEE

ABSTRACT .....	1
ACKNOWLEDGEMENTS .....	vi
TABLE OF CONTENTS .....	ix
LIST OF TABLES.....	xiii
LIST OF FIGURES.....	xv
INTRODUCTION .....	1
1.1 Research Background.....	1
1.2 Problem Statement.....	6
1.3 Research Questions .....	7
1.4 Research Objectives .....	8
1.5 Research Contributions .....	8
1.6 Research Outline.....	9
REVIEW OF THE LITERATURE .....	10
2.1 Variables of Conceptual Definitions.....	10
2.1.1 The Theory of International Marketing .....	10
2.1.2 Repurchase Intention .....	11

2.1.3 Country of Origin (Japan).....	15
2.1.4 Brand Image.....	18
2.1.5 The Definition of Price Perception .....	21
2.1.6 The Definition of Perceived Quality.....	22
2.2 Previous Studies and Hypothesis.....	25
2.2.1 The Causality of Country of Origin and Repurchase Intention .....	25
2.2.2 The Causality of Brand Image and Repurchase Intention .....	26
2.2.3 The Causality of Price Perception and Repurchase Intention.....	27
2.2.4 The Causality of Perceived Quality and Repurchase Intention .....	28
2.3 Research Model.....	30
METHODOLOGY.....	31
3.1 Research Paradigm .....	31
3.2 Research Object .....	31
3.3 The Extent of Researcher Interference.....	31
3.4 Research Type .....	32
3.5 Time Horizon.....	32
3.6 Types of Research.....	33
3.7 Place and time of Research.....	33
3.7 Measurements of Variables.....	33
3.8 Conceptual and Operational Definition .....	33
3.9 Measurement of Scale .....	37
3.10 Population and Sample .....	38
3.10.1 Sample Size.....	39

3.11 Data Collection Method.....	39
3.12 Data Analysis .....	39
3.12.1 Descriptive Statistics.....	39
3.12.2 Inferential Statistics .....	40
3.12.3 Partial Least Square - Structural Equation Model (PLS-SEM) .....	40
3.13 Research Instrument Test.....	42
3.13.1 Validity Test .....	42
3.13.2 Reliability Test .....	44
3.13.3 Multicollinearity Test.....	44
3.14 Hypothesis Testing .....	44
<b>DATA ANALYSIS AND DISCUSSION .....</b>	<b>46</b>
4.1 Research Outcomes .....	46
4.1.1 Respondent Profiles .....	46
4.1.2 Characteristics of Respondents .....	48
4.2 Analysis Data.....	49
4.2.1 Descriptive Statistics.....	49
4.2.2 Inferential Statistics .....	57
4.2.3 Outer Model.....	68
4.2.4 Inner Model.....	69
4.2.5 Hypothesis Testing.....	72
4.2.6 Direct Effect Hypothesis.....	73

4.3 Discussion.....	76
4.4 Comparison Between Previous Research and Present Research.....	81
CONCLUSIONS AND RECOMMENDATIONS .....	84
5.1 Conclusion .....	84
5.2 Managerial Implication .....	84
5.3 Limitation and Recommendation .....	88
APPENDIX A	
APPENDIX B	
REFERENCE.....	100

## LIST OF TABLES

Table 1 Top 10 Apparels Ranking Around the Globe in 2021 .....	5
Table 2. Top 10 Apparels Ranking Around the Globe in 2022 .....	5
Table 3. Sales Revenue of Fast Retailing Co. from 2018-2022.....	6
Table 4. Conceptual and Operational Definition .....	33
Table 5. Likert Scales' Five-Point .....	38
Table 6 Percentage of Respondent Profile (Gender).....	46
Table 7 Percentage of Respondent Profile (Age).....	47
Table 8 Percentage of Respondent Profile (Domicile) .....	47
Table 9 Percentage of Respondent Criteria (Income) .....	48
Table 10 Descriptive Statistics (Country of Origin) .....	50
Table 11 Descriptive Statistics (Brand Image).....	51
Table 12 Descriptive Statistics (Price Perception) .....	53
Table 13 Descriptive Statistics (Perceived Quality) .....	54
Table 14 Descriptive Statistics (Repurchase Intention) .....	56
Table 15 AVE Test (Before Adjustments) .....	57
Table 16 Outer Loading Test (Country of Origin) .....	58
Table 17 Outer Loading Test (Brand Image) .....	59
Table 18 Outer Loading Test (Price Perception).....	59
Table 19 Outer Loading Test (Perceived Quality) .....	60
Table 20 Outer Loading Test (Repurchase Intention).....	61
Table 21 Outer Loading Value After Adjustments (COO).....	62
Table 22 Outer Loading Value After Adjustments (BI) .....	62
Table 23 Outer Loading Value After Adjustments (PP).....	62
Table 24 Outer Loading Value After Adjustments (PQ) .....	62

Table 25 Outer Loading Value After Adjustments (RI) .....	63
Table 26 AVE Test result (After Adjustments).....	63
Table 27 Heterotrait-Monotrait Ratio before adjustments .....	64
Table 28 Heterotrait-Monotrait Ratio After Adjustments .....	64
Table 29 Discriminant Validity Brand Image .....	65
Table 30 Discriminant Validity Country of Origin .....	66
Table 31 Discriminant Validity Price Perception.....	66
Table 32 Discriminant Validity Perceived Quality .....	67
Table 33 Discriminant Validity Repurchase Intention.....	67
Table 34 Composite Reliability Test.....	68
Table 35 Coefficient of Determination ( $R^2$ ).....	69
Table 36 Coefficient of Determination Adjusted ( $R^2$ Adjusted) .....	69
Table 37 Predictive Relevance ( $Q^2$ ).....	70
Table 38 Outer Multicollinearity Test Result.....	70
Table 39 Inner Multicollinearity Test Result .....	72
Table 40 Hypothesis Testing Direct Effect .....	73
Table 41 Previous and Present Research Comparison .....	81
Table 42 Previous Research and Present Research Comparison .....	82

## LIST OF FIGURES

Figure 1 Outer Model.....	68
Figure 2 Path Coefficient .....	72

