

## TABLE OF CONTENTS

STATEMENT OF ORIGINALITY .....	ii
THESIS APPROVAL .....	iii
THESIS DEFENSE COMMITTEE.....	iv
ABSTRACT .....	vi
ACKNOWLEDGMENT .....	vii
TABLE OF CONTENTS .....	ix
LIST OF FIGURES.....	xiii
LIST OF TABLES .....	xiv
APPENDIX LIST.....	xv
CHAPTER I INTRODUCTION .....	1
1.1    Research Background.....	1
1.3    Research Objectives .....	7
1.4    Research Benefit .....	8
1.4.1    Theoretical Benefit.....	8
1.4.2    Practical Benefits .....	9
1.5    Systematic Framework.....	9
BAB II LITERATURE REVIEW.....	11
2.1    Country of Origin.....	11
2.2    Sensory Perception.....	12
2.3    Fashion Innovativeness .....	14
2.3    Perceived Quality .....	14
2.4    Purchase Intention.....	17
2.5    Buying Impulsiveness .....	18
2.6    Variable, Concept, and Indicator.....	19
2.6.1 Country of Origin to Perceived Quality Relationship .....	26
2.6.2 Fashion Innovativeness to Purchase Intention Relationship .....	27
2.6.3 Fashion Innovativeness to Perceived Quality Relationship.....	28
2.6.4 Impulsive Buying to Purchase Intention Relationship .....	28

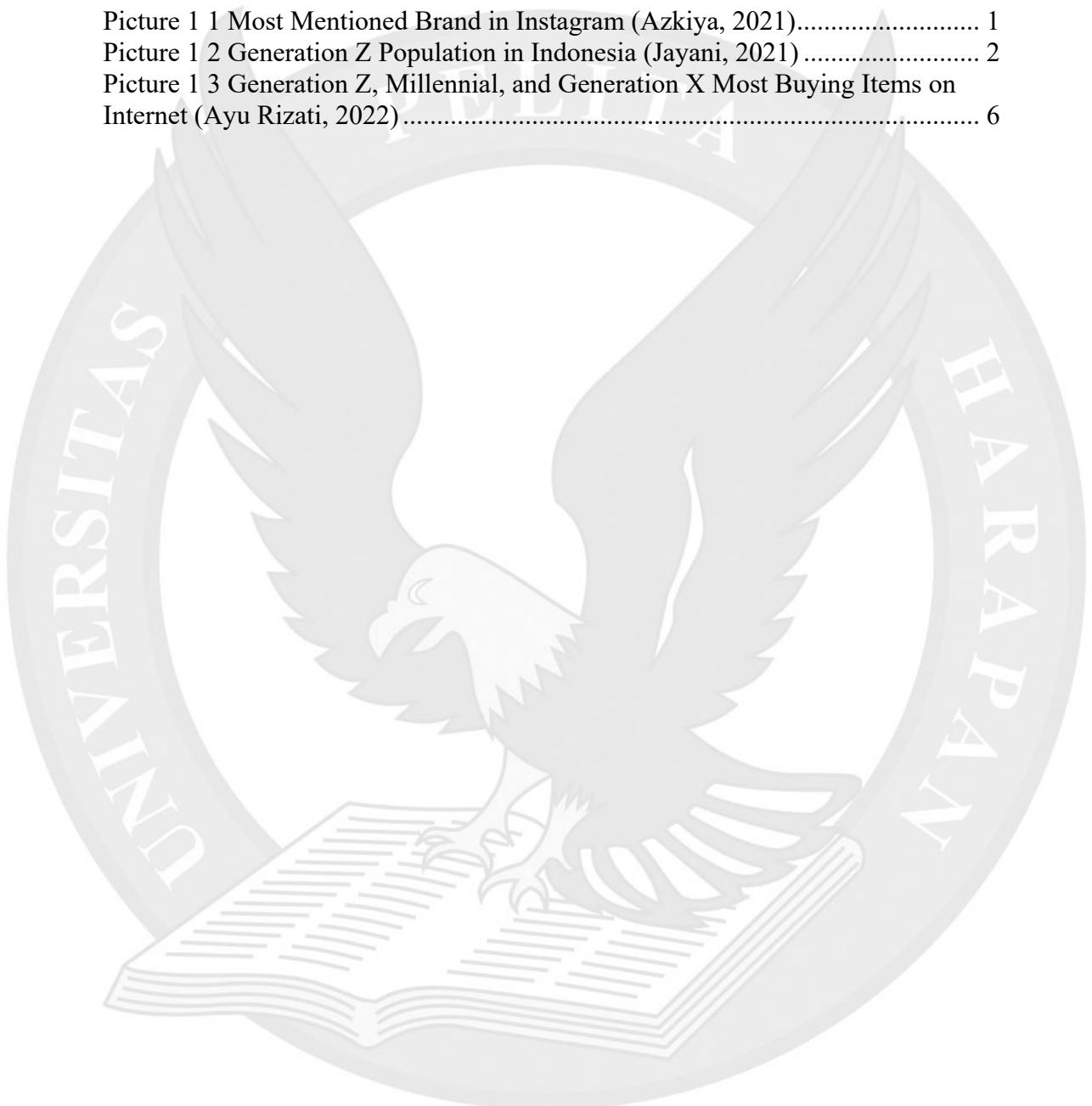
2.6.5 Impulsive Buying to Perceived Quality Relationship .....	29
2.6.6 Perceived Quality to Purchase Intention Relationship .....	29
2.6.7 Sensory Perception to Perceived Quality Relationship .....	30
2.6.8 Country of Origin Moderates the Effect of Sensory Perception to Perceived Quality Relationship .....	31
2.6.9 Country of Origin Moderates the Effect of Fashion Innovativeness to Perceived Quality Relationship.....	31
2.6.10 Country of Origin Moderates the Effect of Impulsive Buying to Perceived Quality Relationship .....	32
2.7 Research Model.....	33
2.8 Results of Previous Research .....	34
<b>BAB III RESEARCH METHOD.....</b>	<b>37</b>
3.1.    Paradigm .....	37
3.2    Time Horizon .....	38
3.3    Research Type.....	39
3.4    Population and Sample.....	40
3.5    Variable Measurement .....	43
3.6    Unit Analysis.....	45
3.7    Multicollinearity Test.....	45
3.8    Data Collection Method .....	45
3.9    Inner Model .....	46
3.10    Reliability Test .....	46
3.11    Validity Test.....	47
3.12    Partial Least Square (PLS) .....	48
3.13    Outer Model .....	48
3.14    Outer Loading .....	49
3.15    Composite Reliability.....	49
3.16    Discriminant Validity .....	49
3.17    AVE (Average Variance Extract) .....	50
3.18    Collinearity Statistic .....	50
3.19    R-Square.....	51
3.20    Q-Square .....	51

3.21 Path Coefficients .....	51
<b>BAB IV ANALYSIS AND DISCUSSION .....</b>	<b>53</b>
4.1 Respondent Description .....	53
4.1.1 Respondent Profile.....	53
4.2 Statistic Descriptive.....	57
4.2.1 Brand Country of Origin.....	58
4.2.2 Sensory Perception .....	58
4.2.3 Fashion Innovativeness.....	59
4.2.4 Perceived Quality.....	60
4.2.5 Purchase Intention .....	61
4.2.6 Buying Impulsiveness.....	61
4.3 Measurement Model Testing (Outer Model) .....	62
4.4 Discriminant Validity Test .....	64
4.5 Reliability Test .....	65
4.6 Outer Model Figure .....	66
4.7 Inner Model .....	67
4.7.1 Multicollinearity Test .....	67
4.7.2 Determination Coefficient Test .....	69
4.7.3 Predictive Relevance (Q Square).....	69
4.7.4 Path Coefficient Test .....	70
4.8 Discussion .....	74
4.8.1. Country of Origin to Perceived Quality.....	74
4.8.2. Fashion Innovativeness to Purchase Intention.....	75
4.8.3. Fashion Innovativeness to Perceived Quality.....	76
4.8.4. Impulsive Buying to Purchase Intention.....	77
4.8.5. Impulsive Buying to Perceived Quality.....	77
4.8.6. Perceived Quality to Purchase Intention.....	78
4.8.7. Sensory Perception to Perceived Quality .....	79
4.8.8. Sensory Perception Moderates by Country of Origin to Perceived Quality..	79

4.8.9. Fashion Innovativeness Moderates by Country of Origin to Perceived Quality	80
4.8.10 Impulsive Buying Moderates by Country of Origin to Perceived Quality... 81	
<b>BAB V CONCLUSSION &amp; SUGGESTION .....</b>	<b>83</b>
5.1    Conclusion.....	83
5.2    Theoretical Implications.....	84
5.3    Managerial Implication .....	84
5.4    Research Limitation .....	87
5.5    Suggestion .....	88
<b>BIBLIOGRAPHY .....</b>	<b>89</b>
<b>APPENDIX .....</b>	<b>A</b>

## **LIST OF FIGURES**

Picture 1 1 Most Mentioned Brand in Instagram (Azkiya, 2021).....	1
Picture 1 2 Generation Z Population in Indonesia (Jayani, 2021) .....	2
Picture 1 3 Generation Z, Millennial, and Generation X Most Buying Items on Internet (Ayu Rizati, 2022).....	6



## LIST OF TABLES

halaman

Table 2. 1 Definition Conceptual and Operational .....	20
Table 3. 1 Sample and Population .....	42
Table 4. 1 Gender Respondent.....	53
Table 4. 2 Respondent Education .....	54
Table 4. 3 Respondent Job .....	54
Table 4. 4 Most Used Social Media by Respondent .....	55
Table 4. 5 Respondent Income per Month.....	56
Table 4. 6 Respondent Year Born.....	57
Table 4. 7 Descriptive Statistic of Country of Origin .....	58
Table 4. 8 Descriptive Statistic of Sensory Perception.....	59
Table 4. 9 Descriptive Statistic of Fashion Innovativeness .....	59
Table 4. 10 Descriptive Statistic of Purchase Intention .....	61
Table 4. 11 Descriptive Statistic of Buying Impulsiveness .....	61
Table 4. 12 Convergent Validity of Factor Loadings .....	62
Table 4. 13 Validity Convergent AVE .....	64
Table 4. 14 Discriminant Validity Fornell-Larcker Criterion.....	64
Table 4. 15 Validity Discrimination HTMT .....	65
Table 4. 16 Reliability Cronbach's Alpha and Composite Reliability Test .....	65
Table 4. 17 Multicollinearity VIF .....	68
Table 4. 18 Determination Coefficient R <sup>2</sup> Test .....	69
Table 4. 19 Predictive Relevance (Q <sup>2</sup> ).....	69
Table 4. 20 Path Coefficient Test .....	70

## **APPENDIX LIST**

halaman

Appendix 1 1 Research Questionnaire.....A

