

ABSTRACT

As Syifa Mujahidah (01011170149)

THE INFLUENCE OF COUNTRY-OF-ORIGIN IMAGE, BRAND IMAGE, AND BRAND EVALUATION ON PURCHASE INTENTION TOWARDS NIKE BRAND IN JABODETABEK.

(xii + 103 pages: 8 figures; 16 tables; 1 attachment)

The globalization causing international business activities experienced growth. The openness of society to foreign products which allows the company to expand into the global market. Nike is an international company that focuses on athletic products such as apparels, shoes, and sports equipment. Nike has the largest global market share compared to other brands in the industry. However, there is different condition in Indonesia, where Adidas defeats Nike. Thus, It encourage the researcher to conduct further studies on the factors that can encourage consumer purchase intentions of Nike products in Indonesia. This research is expected to be able to provide insight for both researchers and companies to become more competitive in the future.

This study focuses on country of origin image, brand image, and brand evaluation variables. Data collection methods were carried out through questionnaires and non-probability convenience sampling. The data analysis performed by PLS-SEM through SmartPLS software. The researcher conducted the pre-test on 30 people, and the actual test 220 people. The results showed that all the independent variables influencing dependent variables positively, except the country of origin image that can not influence the purchase intention directly.

References: 71 (2006-2020)

Keywords: *International business, Country of Origin Image, Brand Image, Brand Evaluation, Purchase Intention.*