

ACKNOWLEDGMENT

Praise be to God Almighty for all the blessings and mercy that have been given, so the researcher can complete the thesis in time. God had given the researchers the wisdom to learn something new from this research.

The thesis is entitled "THE INFLUENCE OF COUNTRY-OF-ORIGIN IMAGE, BRAND IMAGE, AND BRAND EVALUATION ON PURCHASE INTENTION TOWARDS NIKE BRAND IN JABODETABEK." proposed to fulfil one of the academic requirements to obtain a Bachelor of Economics degree in Management Study Program, at Pelita Harapan University, Tangerang.

The researcher would like to thank each parties who have helped, supported, and prayed for me to complete this research paper in time. I would like to express my deepest gratitude specialially to:

1. Gracia Shinta S. Ugut, MBA., Ph.D. as the Dean of the Faculty of Economic and Business.
2. Isana S.C. Meranga, S.P., M.M. as the Head of Management Study Program.
3. Dr. Pauline Henriette P. Tan., S.E., M.Si. as the Supervisor.
4. Dr. Sidik Budiono, S.E., M.E. as the Head of Committee Thesis Defense.
5. Dr. Moses L., P. Hutabarat, S.Kom, S.E., M.M as the Member of Committee Thesis Defense.
6. My parents, Mrs. Iis Maesaroh and Mr. Dedi Kusnadi, who continue to provide their love, prayer and support to the fullest.

7. All my family members that provide their love, supports and motivations.
8. My closest friends who give each other supports, help and motivations.
9. All parties who also support me in completing this Final Project.

Lastly, the researcher realizes that this research paper has its limitations. Therefore, criticism and suggestions will be very appreciated. Hopefully, this research paper can be useful for any purposes and beneficial for the readers.

Tangerang, November 27, 2020,

The researcher

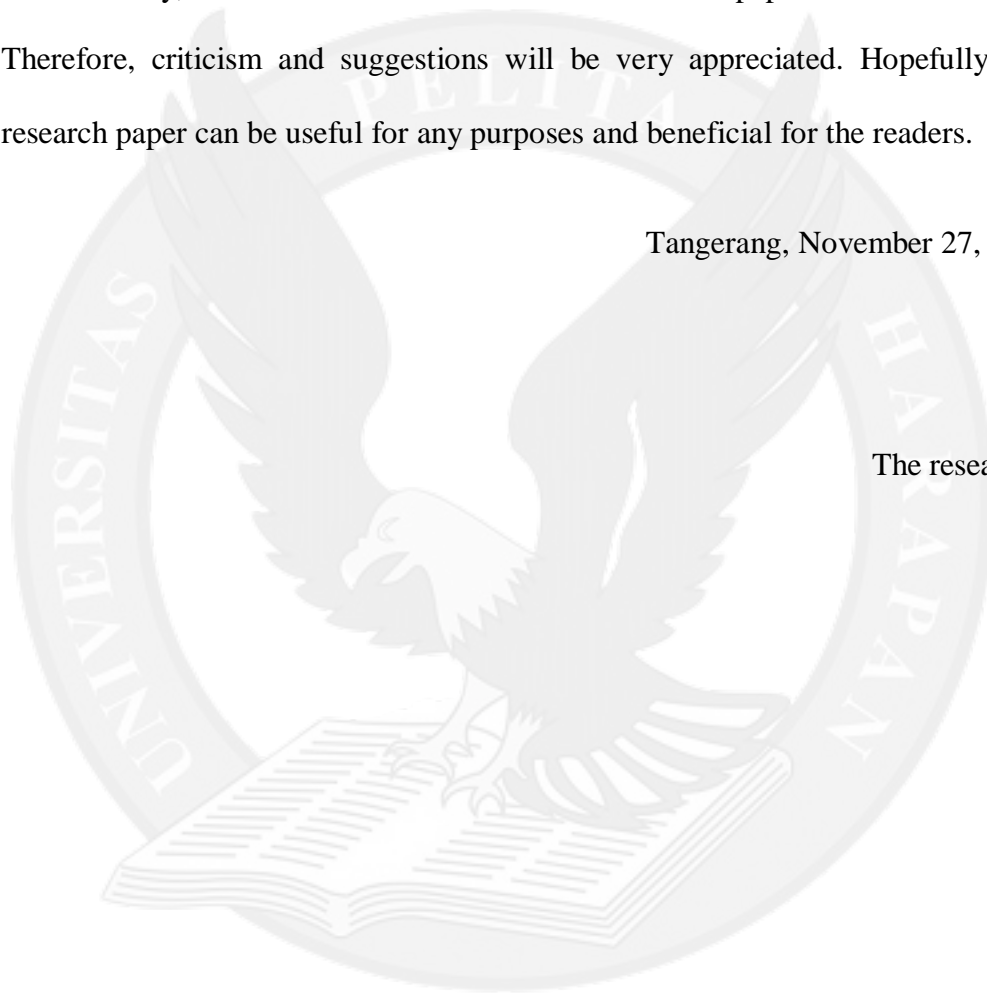


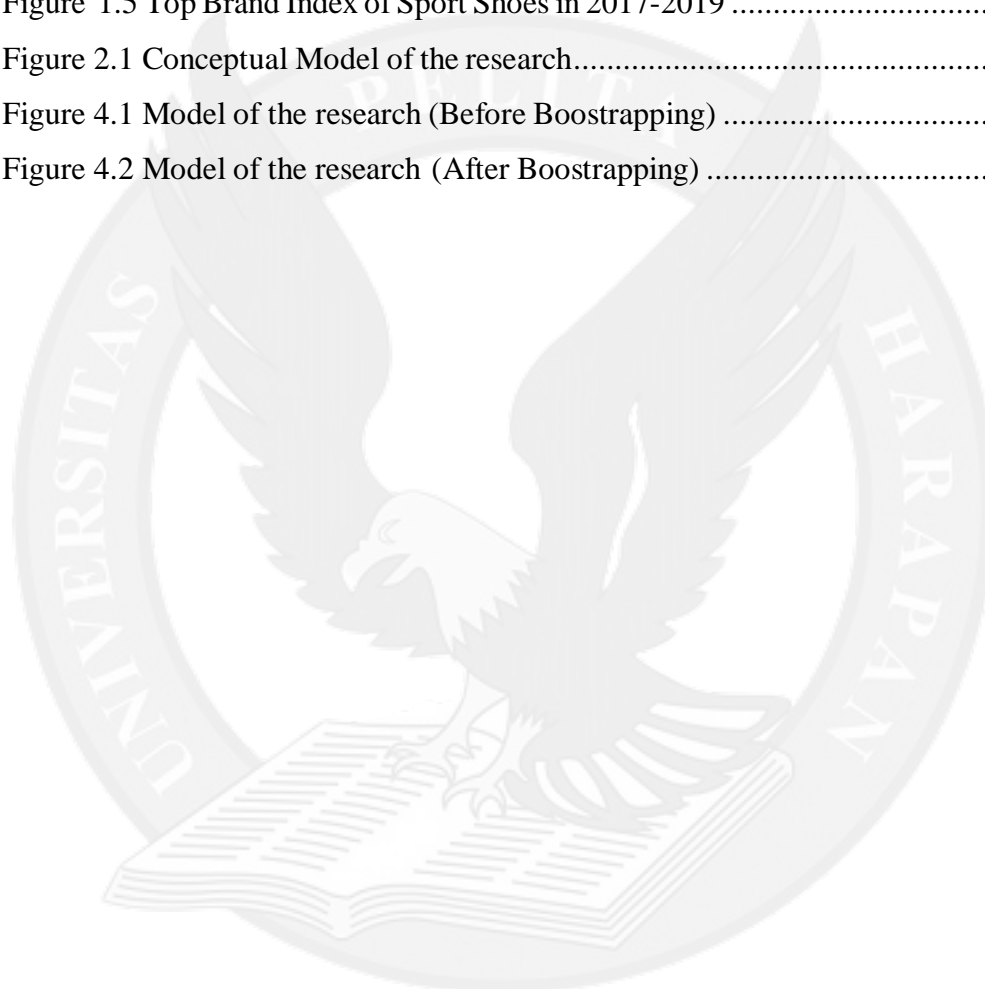
TABLE OF CONTENTS

ABSTRACT	V
ACKNOWLEDGMENT	VI
TABLE OF CONTENTS.....	VIII
LIST OF FIGURES	X
LIST OF TABLES	XI
LIST OF APPENDICES	XII
CHAPTER I.....	1
INTRODUCTION	1
1.1 BACKGROUND	1
1.2 RESEARCH PROBLEM.....	9
1.3 RESEARCH OBJECTIVE.....	10
2.1 THESIS OUTLINE	11
CHAPTER II	13
LITERATURE REVIEW	13
2.1 THEORETICAL FRAMEWORK.....	13
2.1.1 <i>The theory of International Business, Global Marketing and Consumer Behavior</i>	13
2.1.2 <i>Purchase Intention</i>	18
2.1.3 <i>Country of Origin Image</i>	26
2.1.4 <i>Brand Image</i>	28
2.1.5 <i>Brand Evaluation</i>	29
2.2 PREVIOUS STUDIES.....	30
2.2.1 <i>Country-of-origin Image Towards Brand Image</i>	31
2.2.2 <i>Country-of-origin Image Towards Brand Evaluation</i>	33
2.2.3 <i>Country-of-origin Image Towards Purchase Intention</i>	34
2.2.4 <i>Brand Image Towards Purchase Intention</i>	35
2.2.5 <i>Brand Evaluation Towards Purchase Intention</i>	36
2.2.6 <i>The Mediating role of Brand Image in the process by which the Country-of-origin image influences Customer's Purchase Intention</i>	38
2.2.7 <i>The Mediating role of Brand Evaluation in the process by which the Country-of-origin image influences the Customer's Purchase Intention</i> 39	
2.3 CONCEPTUAL MODEL.....	40
CHAPTER III.....	42
METHODOLOGY	42

3.1	UNIT OF ANALYSIS	42
3.2	RESEARCH DESIGN.....	42
3.3	VARIABLE MEASURES.....	43
3.4	CONCEPTUAL DEFINITION AND OPERATIONAL DEFINITION.....	44
3.4.1	<i>Measurement Scales</i>	48
3.5	POPULATION AND SAMPLING.....	49
3.5.1	SAMPLE SIZE.....	50
3.6	DATA COLLECTION METHOD.....	51
3.7	DATA ANALYSIS METHOD.....	52
3.7.1	<i>Reliability</i>	53
3.7.2	<i>Validity</i>	53
3.7.3	<i>Descriptive Statistics</i>	54
3.7.4	<i>Inferential Statistics</i>	55
3.7.5	<i>Partial Lease Squares (PLS)</i>	55
CHAPTER IV		60
RESULTS AND DISCUSSION.....		60
4.1	PROFILE OF RESPONDENTS.....	60
4.2	PRE-TEST STUDY	63
4.2.1	<i>Pre-Test Convergents Study</i>	63
4.2.2	<i>Pre-Test Discriminant Validity</i>	66
4.2.3	<i>Pre-test Reliability</i>	67
4.3	ACTUAL STUDY.....	68
4.3.1	<i>Descriptive Statistics</i>	68
4.3.2	<i>Inferential Statistics</i>	70
4.4	DISCUSSION.....	84
CHAPTER V.....		92
CONCLUSION AND RECOMMENDATION.....		92
5.1	CONCLUSION.....	92
5.2	MANAGERIAL IMPLICATIONS.....	93
5.3	RESEARCH LIMITATION.....	95
5.4	RECOMMENDATION	95
BIBLIOGRAPHY		1

LIST OF FIGURES

Figure 1.1 The chart of Global Sportswear Market Revenue.....	2
Figure 1.2 The chart of Worldwide Footwear Sales of Sports Brands	3
Figure 1.3 The chart of Nike’s Forecast Global Market	4
Figure 1.4 The chart of Nike & Adidas Footwear Market Share.....	5
Figure 1.5 Top Brand Index of Sport Shoes in 2017-2019	6
Figure 2.1 Conceptual Model of the research.....	40
Figure 4.1 Model of the research (Before Bootstrapping)	83
Figure 4.2 Model of the research (After Bootstrapping)	85



LIST OF TABLES

Table 2.1 Previous Research of Purchase Intention	18
Table 3.1 Conceptual and Operational Definition.....	44
Table 4.1 Profile of Respondents in Actual Test.....	60
Table 4.2 Pre-Test Convergent Validity	63
Table 4.3 The Final Indicators.....	65
Table 4.4 Pre-Test Discriminant Validity	66
Table 4.5 Pre-Test Internal Consistency Reliability.....	67
Table 4.6 Descriptive Statistics.....	68
Table 4.7 Actual Test Convergent Validity (before dropping)	71
Table 4.8 Actual Test Discriminant Validity (before dropping).....	73
Table 4.9 Actual Convergent Validity (after dropping)	74
Table 4.10 Actual Test Discriminant Validity (after dropping).....	75
Table 4.12 Actual Test Reliability	76
Table 4.13 Multicollinearity Test.....	76
Table 4.14 R-Square and R-Square Adjusted	78
Table 4.15 Hypotheses Test	79

LIST OF APPENDICES

Appendix A 101

