

## ABSTRACT

Nisyal Priyanka - 01011180052

### **THE EFFECT OF COUNTRY OF ORIGIN TOWARDS PURCHASE INTENTIONS FOR H&M BRAND IN INDONESIA WITH MODERATING ROLES.**

(xiii + 126 Pages; 33 Table; 7 Figures; 4 Appendix)

The purpose of this research is to analyze and examine how country of origin affecting the purchase intention of H&M products in Indonesia with perceived quality as mediation and sensory perception, fashion innovativeness, and buying impulsiveness as moderation. This research uses a quantitative approach with convenience sampling method. In this research, the population are people who live in Any city in Indonesia with age range of 17 years old and above as H&M product users. Samples taken randomly as many as 220 respondents with non-probability sampling techniques using online questionnaires with Likerts scale from one to five instruments. Data analysis technique using descriptive statistics, hypothesis test with validity test, reliability test, Cronbach's Alpha test, Composite reliability, Average Variance Extracted (AVE), Outer Loadings, Discriminant Validity, T statistics, Original sample, P values. Analysis collection data test using the SmartPLS 3.3.3 version for Mac. The result from this study shows that country of origin, sensory perception, fashion innovativeness, buying impulsiveness, and perceived quality have a positive effect towards purchase intention and there is one hypothesis which has the highest original sample value of 0.497 which means there is an effect of country of origin towards purchase intention with sensory perception as moderating role.

**References** : 173 (2000-2021)

**Keywords:** Country of Origin, Sensory Perception, Perceived Quality, Fashion Innovativeness, Buying Impulsiveness, and Purchase Intention.