

ABSTRACT

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THE INFLUENCE OF COUNTRY OF ORIGIN AND BRAND IMAGE ON BUYING INTEREST OF GUCCI'S CONSUMERS IN SURABAYA MODERATED BY HIGH LEVEL OF PRODUCT INVOLVEMENT

(XVII + 63 pages; 7 figures; 17 tables)

So the gap in this research based on the phenomenon that occurs is that in the midst of high public buying intentions for branded goods in Surabaya, sales of Gucci as one of the branded goods have decreased. This is interesting to study because sales of Gucci, which is a favorite brand in 2016 and 2018, actually decreased in the midst of high public intention to buy branded goods. This research is to examine the effect of Country of Origin, Brand Image, High Involvement Products, and Purchase Intention. This study is a quantitative type using survey questionnaire as the instrument. The target population of this research is people who live in Surabaya. The sample consists of 125 respondents in Surabaya who buy Gucci products. This study used Partial Least Squares Structural Equation Modeling (PLS- SEM). The results of this study are: Country Of Origin image positively influences consumers purchase intention; High Level Of Product Involvement strengthens the influence of Country Of Origin on consumers purchase intention; Brand image influences consumer purchase intention; High level Of Product Involvement strengthens the influence of Brand Image on consumers purchase intention. However, the positive influence of Brand Image on Consumer Purchase Intention is not supported; and High Level Of Product Involvement does not strengthen the influence of Brand Image on Consumers Purchase Intention. The implication of this research is that the Brand Image variable must be addressed as soon as possible due to lower performance meanwhile the country origin and high involvement should be maintained because they have a significant influence on Gucci's Purchase Intention.

Keywords: Country of Origin, High involvement, Brand Image, Customer Purchase Intention.

References: 59 (1990-2021)