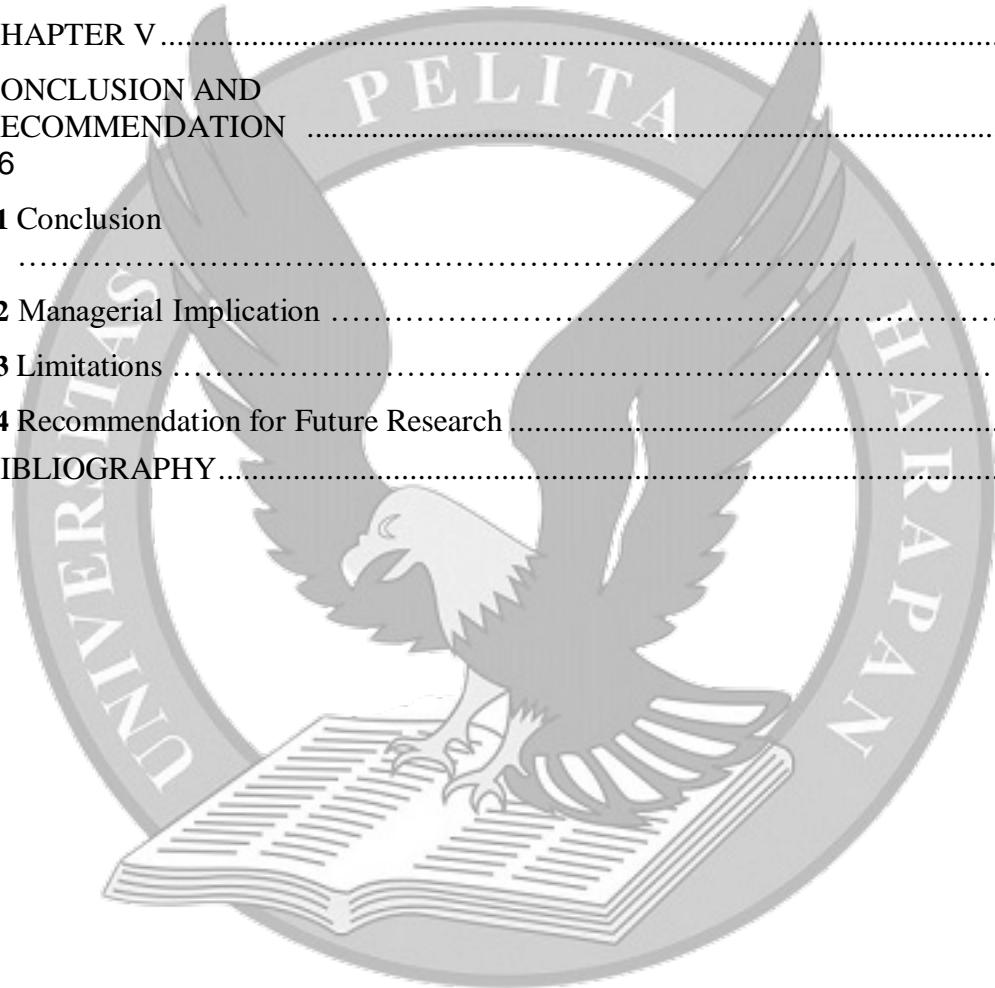


TABLE OF CONTENTS

CHAPTER I	1
INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Problem	5
1.3 Research Objectives	6
1.4 Research Question.....	7
1.5 Research Contribution.....	7
1.6 Research Outline	8
CHAPTER II	10
LITERATURE REVIEW.....	10
2.1. Country Of Origin	10
2.2. Brand	11
2.3. Brand Image	12
2.4. Product Involvement Behavior.....	14
2.5. Customer Purchase Behavior (Consumer Purchase Decision).....	15
2.6. Hypothesis Development	18
2.7. Conceptual Framework.....	20
CHAPTER III.....	22
RESEARCH METHODS.....	22
3.1 Type of Research	22
3.2 Research Design.....	23
3.3 Paradigm Study	23
3.4 Measurement Balance	24
3.8 Size Sample	27
3.9 Conceptual and Operational Definition.....	28
3.10 Data Analysis Techniques	31

3.11 Preliminary Study Test Results	34
3.11.1 Preliminary Study Reliability Test Results	35
3.11.2 Preliminary Study Validity Test Results.....	35
CHAPTER IV.....	39
DATA ANALYSIS AND DISCUSSION.....	39
4.1. Research Result.....	39
4.2. Data Analysis.....	42
CHAPTER V	56
CONCLUSION AND RECOMMENDATION	56
5.1 Conclusion	56
5.2 Managerial Implication	56
5.3 Limitations	59
5.4 Recommendation for Future Research	59
BIBLIOGRAPHY	60



LIST OF FIGURES

Figure 1.1. Most advanced city data.....	5
Figure 1.2. Indonesia's Largest economic Data	6
Figure 1.3 Surabaya City GDP	7
Figure 2.1. Conceptual Framework...	31
Figure 3.5. AVE Pre test Validity Test	54
Figure 4.1 Actual Test Evaluation Result	67
Figure 5.1 IPMA Grid Source: (Martilla and James,1977).....	79
Figure 5.2 Importance-Performance Map Analysis (IPMA) Results	79

LIST OF TABLES

Table 3.1 Conceptual and Operational Definition	43
Table 3.2 Pre-test Reliability Results.....	51
Table 3.3. Validity Pre-Test Result 1.....	52
Table 3.4. Validity Pre-Test Result 2.....	53
Table 4.1 Respondent Profile	55
Table 4.2 Brand Image Descriptive Statistics	58
Table 4.3 Country of Origin Descriptive Statistics	59
Table 4.4 High level of product involvement Descriptive Statitics	60
Table 4.5 Statistik Deskriptif of Customer Purchase Intention	62
Table 4.6 Convergent Validity test Result	63
Table 4.7 Discriminant Validity Test result	64
Table 4.8 Reliability test result	65
Table 4.9 Coefficient of determination Test Result.....	66
Table 4.10 T-statistics test Result.....	67
Table 4.11 Multicollinearity Test result.....	68
Table 4.12 Hypothesis Test result.....	68