

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENTS.....	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF APPENDICES	ix
CHAPTER I INTRODUCTION.....	1
1.1 Background of Study	1
1.2 Research Problem.....	11
1.3 Objective of the Study	12
1.4 Research Contribution.....	13
1.4.1 Academic Benefits.....	13
1.4.2 Practical Benefits	14
1.5 Research Outline	14
CHAPTER II REVIEW OF LITERATURE	16
2.1 The Theory of International Marketing.....	16
2.2 Purchase Intention	17
2.3 Ethnocentrism.....	25
2.4 Country of Origin (COO)	28
2.5 Social Influence	34
2.6 Product Image.....	38
2.7 Product Quality.....	40
2.8 Previous Studies and Hypothesis	43
2.8.1 The Relation between Country of Origin and Purchase Intention.....	43
2.8.2 The Relation Between Social Influence and Purchase Intention.....	45
2.8.3 The Relation Between Ethnocentrism and Purchase Intention	46
2.8.4 The Relation Between Country of Origin and Purchase Intention Mediated by Product Image.....	48

2.8.5 The Relation Between Country of Origin and Purchase Intention Mediated by Product Quality	50
2.9 Research Model.....	52
CHAPTER III METHODOLOGY	53
3.1 Research Paradigm	53
3.2 Research Object	53
3.3 The Extent of Researcher Interference	53
3.4 Research Type	54
3.5 Time Horizon	54
3.6 Place and Time of Research	55
3.7 Measuresh of Variables	55
3.8 Measurement of Scale.....	57
3.9 Population and Sample	58
3.9.1 Sample Size.....	58
3.10 Data Collection Method	59
3.11 Data Analysis	60
3.11.1 Descriptive Statistics	61
3.11.2 Partial Least Square-Structural Equation Model (PLS-SEM) .	61
3.11.2.1 Inner Model Structural Model Evaluation	63
3.11.2.2 Outer Model Structural Model Evaluation	65
CHAPTER IV DATA ANALYSIS AND DISCUSSION.....	68
4.1 Research Outcomes	68
4.1.1 Responden Profiles	68
4.2 Analysis Data.....	70
4.2.1 Country Of Origin	71
4.2.2 Social Influence.....	73
4.2.3 Consumer of Ethnocentrism	75
4.2.4 Product Image.....	77
4.2.5 Product Quality.....	79
4.2.6 Purchase Intention	81
4.3 Inderential Statistics.....	83
4.3.1 Outer Loading	83
4.3.2 Convergent Validity Test Result	84
4.3.3 Discriminant Validity Test Result.....	86

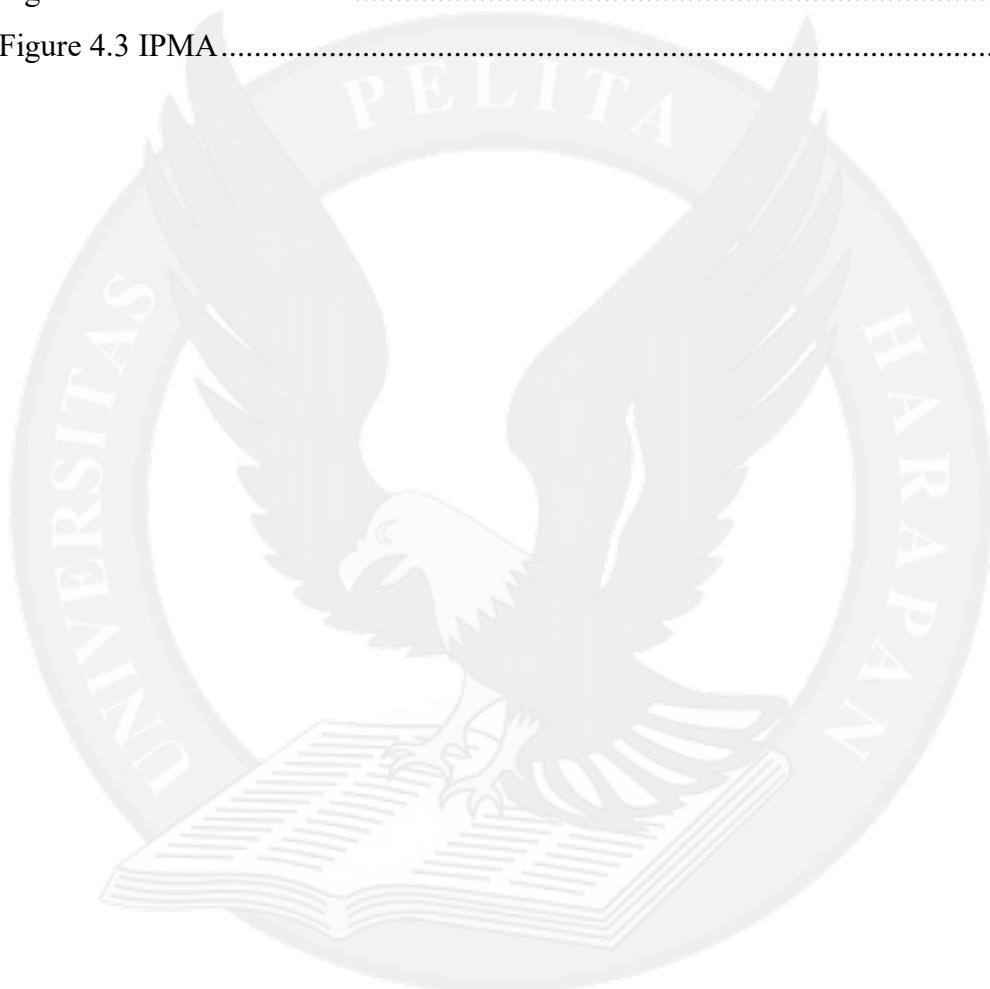
4.3.4	Reliability Test Result	88
4.3.5	Outer Model	90
4.3.6	Inner Model	92
4.3.6.1	Coefficient of Determination (R^2)	92
4.3.6.2	Predictive Relevance (Q^2)	94
4.3.6.3	Multicollinearity Test (VIF)	95
4.3.7	Hypothesis Testing	98
4.3.8	Direct Effect Hypothesis	99
4.4	Important-Performance Matrix Analysis (IPMA)	109
4.5	Discussion	111
4.6	Comparison Between Previous Research and Present Research..	116
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS		117
5.1	Conclusion.....	117
5.2	Managerial Implication.....	118
5.3	Limitation and Recommendation.....	121
REFERENCES		124

LIST OF TABLES

Table 3.1 Conceptual and Operational Definitions of Each Variable	55
Table 3.2 Research Scale.....	58
Table 3.3 Interval Categories.....	61
Table 4.1 Percentage of Respondent Profile (Gender).....	68
Table 4.2 Percentage of Respondent Profile (Age).....	69
Table 4.3 Percentage of Respondent Profile (Job).....	69
Table 4.4 Respondent Answer Categories	71
Table 4.5 Descriptive Statistics (Country of Origin)	71
Table 4.6 Descriptive Statistics (Social Influence).....	73
Table 4.7 Descriptive Statistics (Consumer of Ethnocentrism).....	75
Table 4.8 Descriptive Statistics (Product Image)	77
Table 4.9 Descriptive Statistics (Product Quality)	79
Table 4.10 Descriptive Statistics (Purchase Intention)	81
Table 4.11 Outer Loading.....	83
Table 4.12 AVE Test.....	85
Table 4.13 Heterotrait-Monotrait Ratio Test (HTMT).....	86
Table 4.14 Composite Reliability Test	88
Table 4.15 Coefficient of Determination Adjusted (R ² Adjusted)	92
Table 4.16 Predictive Relevance (Q ²)	94
Table 4.17 Outer Multicollinearity Test Result	96
Table 4.18 Inner Multicollinearity Test Result	97
Table 4.19 Hypothesis Testing Direct Effect.....	99
Table 4.20 Previous Research and Present Research.....	116

LIST OF FIGURES

Figure 1.1 Textile and Apparel Product Import Chart from China 2021-2024	4
Figure 2.1 Research Model	52
Figure 4.1 Outer Model.....	90
Figure 4.2 Path Coefficient	99
Figure 4.3 IPMA.....	109



LIST OF APPENDICES

APPENDIX A Questionnaire	128
APPENDIX B Measurement Model.....	133

