

ABSTRACT

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THE INFLUENCE OF COUNTRY OF ORIGIN ON PURCHASE INTENTION IN INDONESIAN MARKET MEDIATED BY BRAND IMAGE AND ATTITUDE TOWARDS THE BRAND : A CASE STUDY OF VIVO

(96+ pages; 6 figures; 26 tables)

The objectives of this study are to examine the relationship between Country of Origin and Purchase Intention, to examine the relationship between Country of Origin and Brand Image, to examine the relationship between Country of Origin and Attitude towards the Brand, to examine the relationship between Brand Image and Purchase Intention, to examine the relationship between Brand Image and Attitude towards the Brand and to examine the relationship between Attitude towards the Brand and Purchase Intention. This research is a quantitative research. The population in this study is all consumers of the Vivo brand. The sampling procedure used in this study is non-probability with a purposive sampling technique, the researcher will take a sample of 164 consumers who have used the Vivo brand for at least 1 year. The primary data used in this study are the results of distributing questionnaires to Vivo brand consumers. The data analysis used in this study is the structural equation model (SEM) partial least square (PLS) using Smart PLS 4.0. Based on the results of the analysis that has been carried out, the conclusions of this study are Country of Origin will positively affect Purchase Intention, Country of Origin will positively affect Brand Image, Country of Origin will positively affect Attitude towards the Brand, Brand Image not positively affect Purchase Intention, Brand Image will positively affect Attitude towards the Brand and Attitude towards the Brand will positively affect Purchase Intention.

Keywords: Country of Origin, Brand Image, Attitude towards the Brand, Purchase Intention

References: 2007-2025