THE INFLUENCE OF COUNTRY OF ORIGIN, PERCIEVED PRICE, PRODUCT QUALITY, AND BRAND IMAGE TOWARDS PURCHASE INTENTION ON UNIQLO IN SURABAYA

BY :
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FINAL ASSIGNMENT
Addressed to
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To Fullfil the Requirement
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International Business Management Program

BY:
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INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
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SURABAYA
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APPROVAL PAGE

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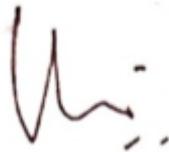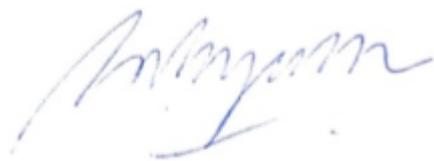
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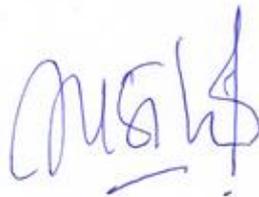
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PREFACE

Praise and thanksgiving to the Lord Jesus Christ for all of his help and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in Economics at the faculty of Business Management Department of Widya Mandala Catholic University in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the writers would like to thank:

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The writers realizes that in this thesis are still many shortcomings, therefore criticism and suggestion for improvements are expected this thesis. Hopefully this paper can provide benefits to readers.

Surabaya, 18 January 2019
Researcher

(Adrian Timotius S)

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ABSTRAK

Tujuan dari penelitian ini adalah untuk meningkatkan pengetahuan kita tentang hubungan antara *Country of Origin, Perceived Price, Product Quality, Brand Image,* dan *Purchase Intention.* Dengan demikian, penelitian ini berkontribusi untuk meningkatkan pengetahuan kita tentang Pengaruh *Country of Origin, Perceived Price, Product Quality,* dan *Brand Image* terhadap *Purchase Intention* di sebuah perusahaan pakaian yaitu Uniqlo.

Penelitian ini adalah penelitian *quantitative*. Responden dalam penelitian ini adalah masayarakat yang berdomisili di Surabaya dan pernah mengunjungi took Uniqlo, dengan sampel sebanyak 150 responden. Data dalam penelitian ini dikumpulkan dengan menyebarkan kuisioner online. Analisis data adalah *Structural Equation Modeling* (SEM) menggunakan program LISREL.

Hasil penelitian ini dapat disimpulkan sebagai berikut: (1) *Country of Origin* berpengaruh positif terhadap *Brand Image.* (2) *Perceived Price* tidak berpengaruh signifikan terhadap *Brand Image.* (3) *Product Quality* berpengaruh positif terhadap *Brand Image.* (4) *Country of Origin* berpengaruh positif terhadap *Purchase Intention.* (5) *Perceived Price* berpengaruh positif terhadap *Purchase Intention* (6) *Brand Image* berpengaruh positif terhadap *Purchase Intention* di Uniqlo di Surabaya

Kata Kunci: *Country of Origin, Perceived Price, Product Quality, Brand Image, Purchase Intention*

The Influence of Country of Origin, Perceived Price, Product Quality, and Brand Image towards Purchase Intention on Uniqlo in Surabaya

ABSTRACT

The purpose of this study is to increase our knowledge of the relationship between the Country of Origin, Perceived Price, Product Quality, Brand Image, and Purchase Intention. Thus, this research contributes to increasing our knowledge of the influence of the Country of Origin, Perception Prices, Product Quality, and Brand Image towards Purchase Intentions in a clothing company, Uniqlo.

This research is quantitative research. Respondents in this study were people who lived in Surabaya and have had visited Uniqlo shops, with a sample of 150 respondents. Data in this study were collected by distributing online questionnaires. Data analysis is Structural Equation Modeling (SEM) using the LISREL program.

The results of this study can be summarized as follows: (1) Country of Origin has a positive effect on Brand Image. (2) Perceived Prices do not have a significant effect on Brand Image. (3) Product Quality has a positive effect on Brand Image. (4) Country of Origin has a positive effect on Purchase Intention. (5) Perceived Prices have a positive effect on Purchase Intention (6) Brand Image has a positive effect on Purchase Intentions in Uniqlo in Surabaya

Keywords: Country of Origin, Perceived Price, Product Quality, Brand Image, Purchase Intention