

**THE IMPACT OF BRAND IMAGE AND COUNTRY OF
ORIGIN THROUGH PERCEIVE VALUE TO CUSTOMER
REPURCHASE INTENTION ON “XIAOMI” BRAND
IN SURABAYA**



JERRY LOYELTY SUSANTO

3303014015

**DEPARTMENT OF INTERNATIONAL BUSINESS
MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
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THROUGH PERCEIVE VALUE TOWARDS REPURCHASE
INTENTION ON “XIAOMI” BRAND IN SURABAYA

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BY:

JERRY LOYELTY SUSANTO

3303014015

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
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APPROVAL PAGE

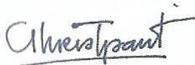
THESIS

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By:
JERRY LOYELTY SUSANTO
3303014015

Approved and Accepted
to be Submitted to the test team

Advisor I,



Dr. Christina Esti Susanti., MM., CPM (AP)
NIK. 311.89.0163
Date: 29.6.2018

Advisor II,



Dr. Wahyudi Wibowo ST .MM.
NIK. 311.15.0855
Date: 2.7.2018

VALIDATION PAGE

Thesis that is written by: Jerry Loyelty Susanto NRP 3303014015. Has been examined on 8th of August 2018 and declared to have PASSED by the Examiner Team

Examiner Team Leader:



Dr. Christina Esti Susanti, MM., CPM (AP)
NIK. 311.89.0163

CONFIRMED BY:



Dean of Business Faculty,

Dr.Lodovicus Lasdi,MM., Ak., CA
NIK: 321.96.03.70

Head Of Program,



Robertus Sigit H., SE.,M.SC
NIK: 311.11.0678

**AUTHENTICITY STATEMENT AND PUBLICATION
APPROVAL OF SCIENTIFIC PAPER**

I, the undersigned below:

Name : Jerry Loyelty Susanto

NRP : 3303014015

Title : The Impact Of Brand Image, Country Of Origin Through
Perceive Value Towards Repurchase Intention On “Xiaomi”
Brand In Surabaya

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(Jerry Loyelty Susanto)

FOREWORDS

Give thanks to Jesus Christ, Lord of Heaven and Earth for His blessing and guidance bestowed upon the author so that the author managed to complete the thesis well. This thesis titled “The Impact of Brand Image and Country of Origin through Perceive Value towards Repurchase Decision on Xiaomi Brand in Surabaya” is formed as one of the requirements to complete Bachelor program in Business Faculty, Widya Mandala Catholic University Surabaya. During the process of the thesis, the author obtained many help from various sources. Therefore, the author would like to express gratitude to:

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ABSTRACT

This study aims to test and analyze the factors that affect the Brand Image, Country of origin to Repurchase Intention through Perceive value on Xiaomi brand in Surabaya.

This research uses causal research. Sampling technique using non probability sampling by purposive sampling. The sample used is 104 respondents owners who have owned before and user of Xiaomi Brand in Surabaya. The data collection tool used is questionnaire. Data analysis technique used is Structural Equation Modeling by using LISREL program.

The results of this study indicate that Brand Image and Country of Origin have an impact on Repurchase Intention through Perceive Value.

Researcher gives suggestions for the perpetrators of the business to maintain the quality of products offered, maintain the Brand Image to the Country of Origin by holding activities that have relevance to the product offered, provide good after sales service to consumers to obtain Repurchase Intention.

Keywords: *Brand Image, Country of Origin, Perceive Value, Repurchase Intention*

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis faktor-faktor yang mempengaruhi *Brand Image* dan *Country of Origin* terhadap *Repurchase Intention* melalui *Perceive Value* pada merek Xiaomi di Surabaya.

Penelitian ini menggunakan penelitian kausal. Teknik pengambilan sampel menggunakan *non probability sampling* dengan cara *purposive sampling*. Sampel yang digunakan sebesar 104 responden pemilik dan pengguna Smartphone Xiaomi di Surabaya. Alat pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data yang digunakan adalah *Structural Equation Modelling* dengan menggunakan program LISREL.

Hasil penelitian menunjukkan bahwa *Brand Image* dan *Country of Origin* memiliki pengaruh terhadap *Repurchase Intention* melalui *Perceive Value*.

Peneliti memberikan saran agar pihak pelaku bisnis menjaga kualitas produk yang ditawarkan, menjaga sikap loyalitas konsumen terhadap merek dari suatu produk dengan mengadakan kegiatan yang memiliki keterkaitan dengan produk yang ditawarkan, memberikan pelayanan purna jual yang baik terhadap konsumen dan menjaga citra merek dari pelaku bisnis.

Kata Kunci: *Brand Image, Country of Origin, Perceive Value, Repurchase Intention*