THE IMPACT OF BRAND IMAGE AND COUNTRY OF ORIGIN THROUGH PERCEIVE QUALITY TO CUSTOMER REPURCHASE INTENTION ON ZARA IN SURABAYA

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v

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TABLE OF CONTENT

Pages

COVER ……..... i
APPROVAL PAGE……..... iii
RATIFICATION PAGE…… iv
STATEMENT LETTER…… v
FOREWORDS…… vi
TABLE OF CONTENT…… viii
TABLE OF TABLE…….. xii
TABLE OF IMAGE……. xiii
TABLE OF APPENDIX……... xiv
ABSTRACT…….. xv
CHAPTER 1 INTRODUCTION.....1
1.1 Background 1
1.2 Problem Statement 8
1.3 Objective of the study 8
1.4 Significance of the study 8
CHAPTER 2 LITERATURE REVIEW……...10
2.1 Previous Research……10
2.2 Theoretical Basis……..13
2.2.1 Theory of Reasoned Action ……..13
2.2.2 Repurchase Intention...……..16
2.2.3 Perceive Quality..……..19
2.2.4 Country of Origin…..…….21
2.2.5 Brand Image…….…….23

2.2.6 Relationships of Brand Image and Perceive Quality……25
2.2.7 Relationships of Country of Origin and Perceive Quality…….26
2.2.8 Relationships of Perceive Quality towards Repurchase Intention……26
2.3 Research Framework……28
2.4 Hypothesis……28
CHAPTER 3 METHODOLOGY…….29
3.1 Research Design……...29
3.2 Variables Identification……29
3.3 Operational Definition…….……29
3.3.1 Repurchase Intention……30
3.3.2 Perceived Quality…….30
3.3.3 Brand Image…….30
3.3.4 Country of Origin…….31
3.4 Variables Measurement……...31
3.5 Data and Sources…….32
3.6 Tools and Method of Data Collection…….32
3.7 Population, Sample and Technique of Sample Collection……33
3.8 Technique of Data Analysis……34
3.8.1 Measurement Model…….34
3.8.2 Structural Model…….……..37
3.8.3 Hypothesis Testing……...39

CHAPTER 4 DISCUSSION AND ANALYSIS……..41
4.1 Respondent Characteristic.……...41
4.2 Descriptive Variable Statistic…….43
4.2.1 Descriptive Variable Statistic Brand Image ……44
4.2.2 Descriptive Variable Statistic Country of Origin……..45
4.2.3 Descriptive Variable Statistic Perceive Quality.……...46
4.2.4 Descriptive Variable Statistic Repurchase Intention….47
4.3 Analisis Data SEM……...48
4.3.1 Validity Test...……...49
4.3.2 Reliability Test……..51
4.4 PLS Analysis…….……...52
4.4.1 Outer Model Analysis…….……..52
4.4.2 Inner Model Analysis……...54
4.4.3 Research Hypothesis Testing……58
4.5 Discussion……60
4.5.1 The Effect of Brand Image on Perceived Quality…….60
4.5.2 The Effect of Country of Origin on Perceived Quality……....61
4.5.4 The Effect of Perceived Quality on Repurchase Intention…….61
CHAPTER 5 CONCLUSION AND RECCOMENDATION……..63
5.1 Conclusion……63
5.2 Suggestion……..……..64
5.2.1 Academic Significance……..64

5.2.2 Significance……..……64

REFFERENCES

APPENDIX

TABLE OF TABLE

Table 2.1 Comparison between Research……..……... 1
Table 3.1 Rule of Thumb in Outer Model……..…….36
Table 3.2 Rule of Thumb in Inner Model…….38
Table 4.1 Respondent Characteristic Based on Gender……41
Table 4.2 Respondent Characteristic Based on Age…….42
Table 4.3 Respondent Characteristic Based on Job……...42
Table 4.4 Research Interval……...43
Table 4.5 Mean and Standard Deviation Brand Image……44
Table 4.6 Mean and Standard Deviation Country of Origin…….45
Table 4.7 Mean and Standar Deviation Perceived Quality……...46
Table 4.8 Mean and Standard Deviation Repurchase Intention……47
Table 4.9 Outer Loading Value.……50
Table 4.10 Cronbach's Alpha and Composite Reliability Value…..52
Table 4.11 Outer Model Significance……..….53
Table 4.12 R^2 Value……..55
Table 4.13 Q^2 Value…….56
Table 4.14 F^2 Value…….57
Table 4.15 Path Coefficient..…….....58

TABLE OF IMAGE

Table 1.1 Data Sales 2014 – 2015……..1

Table 2.1 Research Framework……..28

Table 4.1 Path Modeling Using SMART PLS3…….49

TABLE OF APPENDIX

1. Appendix 1 : Questionnaire
2. Appendix 2 : Respondents' Characteristic
3. Appendix 3A : Respondents' Answer Brand Image
4. Appendix 3B : Respondents' Answer Country of Origin
5. Appendix 3C : Respondents' Answer Perceive Quality
6. Appendix 3D : Respondents' Answer Repurchase Intention
7. Appendix 4 : Outer Loading Value
8. Appendix 5 : Cronbach's Alpha and Composite Reliability Test
9. Appendix 6 : Outer Model Significance
10 Appendix 7 : R^2 Value
11. Appendix 7 : F^2 Value
12. Appendix 7 : Q^2 Value
13. Appendix 8 : Path Coefficient

ABSTRACT

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

This research uses causal research. Sampling technique using non probability sampling by purposive sampling. The sample used is 150 respondents who have buy ZARA before. The data collection tool used is questionnaire. Data analysis technique used is Structural Equation Modeling by using PLS program.

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

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, Quality, Repurchase Intention***