

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



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THROUGH PERCEIVE QUALITY TOWARDS REPURCHASE  
INTENTION ON ZARA IN SURABAYA

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Addressed to  
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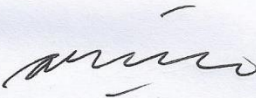
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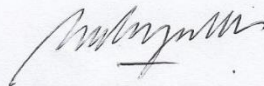
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## FOREWORDS

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 Quality towards Repurchase Intention ZARA 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 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*