

Pengaruh country of origin terhadap purchase intention melalui perceived quality produk jam tangan merek Swatch asal negara Switzerland = The influence of country of origin on purchase intention through perceived quality the watches product of Swatch brand from country of Switzerland

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis serta mengetahui pengaruh Negara Asal (Country of Origin) terhadap minat beli (Purchase Intention) konsumen melalui persepsi kualitas (Perceived Quality). Penelitian ini menggunakan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 200 responden yang merupakan orang yang mengetahui produk jam tangan merek Swatch asal negara Switzerland. Teknik penarikan sampel dilakukan dengan menggunakan non-probability sampling serta penentuan sampel berdasarkan teknik purposive. Instrumen penelitian ini menggunakan kuesioner, dianalisis menggunakan analisis Structural Equation Modeling (SEM) dan diolah menggunakan AMOS 19.0. Hasil penelitian ini menunjukkan bahwa Country of Origin memiliki pengaruh yang signifikan terhadap Purchase Intention, Country of origin memiliki pengaruh yang signifikan terhadap Perceived Quality serta Perceived Quality memiliki pengaruh yang signifikan terhadap Purchase Intention.

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This research purposes to describe and discover the influence of Country of Origin on Purchase Intention through Perceived Quality. This research was developed based on the quantitative research. The sample for this study comprised 200 respondents who are people who know about the watches products of Swatch brand. This research using non-probability sampling and determine the sample through using purposive sampling technique. The research used questionnaire as research instrument, analyzed with using Structural Equation Modeling (SEM) and processed using AMOS 19.0. The result showed that Country of Origin had significant influence on Purchase Intention, Country of origin had significant influence on Perceived Quality and Perceived Quality had significant influence on Purchase Intention.