

FINAL PAPER

**ANALYSIS FACTOR PRODUCT QUALITY, PRODUCT
VALUE, PRODUCT IMAGE, PRODUCT AVAILABILITY,
PRODUCT PROMOTION, COUNTRY IMAGE TOWARDS
REPURCHASING INTENTION THROUGH CONSUMER
ETHNOCENTRISM FOR KAPAL API IN SURABAYA**

Submitted as a final requirement to obtain
the degree of Sarjana Ekonomi Strata Satu

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SURABAYA**

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**UNIVERSITAS PELITA HARAPAN SURABAYA
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**ANALYSIS FACTOR PRODUCT QUALITY, PRODUCT VALUE,
PRODUCT IMAGE, PRODUCT AVAILABILITY, PRODUCT
PROMOTION, COUNTRY IMAGE TOWARDS REPURCHASING
INTENTION THROUGH CONSUMER ETHNOCENTRISM FOR KAPAL
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PREFACE

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TABLE OF CONTENT

TITLE PAGE	i
STATEMENT OF ORIGINALITY OF FINAL PAPER	ii
AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER	iii
AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER	iv
ABSTRACT	v
PREFACE	vi
TABLE OF CONTENT	viii
TABLE OF FIGURES	xi
TABLE OF TABLES	xii
TABLE OF APPENDIX	xiv
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Problem	10
1.3 Research Objectives	11
1.4 Research Contributions	11
1.5 Research Limitations	12
1.6 Research Outline	12
CHAPTER II REVIEW OF RELATED LITERATURE	14
2.1 Literature Review	14
2.1.1 Repurchasing Intention	14
2.1.2 Customer Ethnocentrism	15
2.1.3 Product Quality	17
2.1.4 Product Value	19
2.1.5 Product Image	20
2.1.6 Product Availability	22
2.1.7 Product Promotion	23
2.1.8 Country Image	24
2.2 Previous Study	25
2.3 Hypothesis	26
2.3.1 Product Quality and Consumer Ethnocentrism Relationship	26

2.3.2 Product Value and Customer Ethnocentrism Relationship.....	27
2.3.3 Product Image and Consumer Ethnocentrism Relationship.....	27
2.3.4 Product Availability and Consumer Ethnocentrism Relationship	28
2.3.5 Product Promotion and Consumer Ethnocentrism Relationship.....	29
2.3.6 Country Image and Consumer Ethnocentrism Relationship.....	29
2.3.7 Consumer Ethnocentrism and Repurchasing Intention Relationship ..	30
2.4 Research Model.....	31
2.5 Operational Framework	32
CHAPTER III	34
RESEARCH METHODS	34
3.1 Research Design	34
3.2 Type of Research.....	34
3.3 Population and Samples	35
3.3.1 Population	35
3.3.2 Samples	35
3.4 Data Collection Methods.....	36
3.5 Operational Definition and Variable Measurement	38
3.6 Data Analysing Method.....	41
3.6.1 Reliability Test.....	49
CHAPTER IV	50
DATA ANALYSIS AND DISCUSSION.....	50
4.1 Company Profile	50
4.2 Data Analysis	51
4.2.1 Descriptive Statistic	51
4.2.2 Descriptive Analysis of Variables.....	62
4.2.3 Data Quality Testing Results	72
4.2.4 Hypothesis Testing Results.....	88
4.3 Discussion	94
CHAPTER V	
CONCLUSION, IMPLICATION AND RECOMMENDATION.....	111
5.1 Summary of the Study.....	111
5.2 Conclusion	111

5.2.1 Conclusion on the Hypothesis.....	111
5.2.2 Conclusion on Research Problem	117
5.3 Implication	118
5.3.1 Theoretical Implications.....	118
5.3.2 Managerial Implications.....	119
5.4 Recommendation.....	125
REFERENCE LIST	127

TABLE OF FIGURES

Figure 1.1 GDP of Indonesia in US Currency from 2009	2
Figure 1.2 The Growth of Per Capita Coffee Consumption (2002 – 2014).....	4
Figure 1.3 Kapal Api Logo	6
Figure 1.4 PT Santos Jaya Abadi Products	7
Figure 3.1 Research Model	43
Figure 4.1: Respondent by age Pie Chart.....	52
Figure 4.2 Respondents by Gender Pie Chart	53
Figure 4.3 Confirmatory Analysis Product Quality	78
Figure 4.4 Confirmatory Analysis Product Value.....	78
Figure 4.5 Confirmatory Analysis Product Image	79
Figure 4.6 Confirmatory Analysis Product Availability	80
Figure 4.7 Confirmatory Analysis Product Promotion	81
Figure 4.8 Confirmatory Analysis Country Image	81
Figure 4.9 Confirmatory Analysis Consumer Ethnocentrism.....	82
Figure 4.10 Confirmatory Analysis Repurchasing Intention	83
Figure 4.11 Full Structural Model.....	85

TABLE OF TABLES

Table 3.1 Core Design of the Questionnaire	37
Table 3.2 Definition of Operational Variable	39
Table 3.3 Description of Constructor Indicator	42
Table 3.4 Relationship of Construct	44
Table 3.5. Exogenous Construct Measurement Model The Conversion Results..	45
Table 3.6. Endogenous Construct Measurement Model The Conversion Results	45
Table 3.7 Feasibility index of a model (Goodness of Fit Index)	48
Table 4.1 Respondents by Age	52
Table 4.2 Respondents by Gender	53
Table 4.3 Defree of Assessment of Each Variable	54
Table 4.4 Respondents' responses towards Product Quality variable	54
Table 4.5 Respondents' responses towards Product Value variable.....	55
Table 4.6 Respondents' responses towards Product Image variable	56
Table 4.7 Respondents' responses towards Product Availability variable	57
Table 4.8 Respondents' responses towards Product Promotion variable	58
Table 4.9 Respondents' responses towards Country Image variable.....	59
Table 4.10 Respondents' responses towards Consumer Ethnocentrism variable .	60
Table 4.11 Respondents' responses towards Consumer Ethnocentrism variable .	61
Table 4.12 Respondents' Answer Distribution to Product Quality Variable	62
Table 4.13 Respondents' Answer Distribution to Product Value Variable.....	63
Table 4.14 Respondents' Answer Distribution to Product Image Variables.....	64
Table 4.15 Respondents' Answer Distribution to Product Availability Variable .	65
Table 4.16 Respondents' Answer Distribution to Product Promotion Variable ...	66
Table 4.17 Respondents' Answer Distribution to Country Image Variables	67
Table 4.18 Respondents' Answer Distribution to Consumer Ethnocentrism.....	68
Table 4.19 Respondents' Answer Distribution to Repurchasing Intention	71
Table 4.20 Goodness of Fit Index	73
Table 4.21 Assessment of data normality	74
Table 4.22 Descriptive Statistics Z-Score.....	75
Table 4.23 Mahalanobis Distance	76

Table 4.24 Product Quality Factor Weight and Factor Values Test	78
Table 4.25 Product Value Factor Weight and Factor Values Test.....	79
Table 4.26 Product Image Factor Weight and Factor Values Test	79
Table 4.27 Product Availability Factor Weight and Factor Values Test	80
Table 4.28 Product Promotion Factor Weight and Factor Values Test	81
Table 4.29 Country Image Factor Weight and Factor Values Test.....	82
Table 4.30 Consumer Ethnocentrism Factor Weight and Factor Values Test.....	83
Table 4.31 Repurchasing Intention Factor Weight and Factor Values Test	84
Table 4.32 Feasibility Testing Index.....	84
Tabel 4.33 Regression Weights Full Structural Equation Model	86
Table 4.34 Reliability Test.....	87
Table 4.35 Hypothesis Testing Results	88
Table 4.36 the most influencing indicators of Product Quality	97
Table 4.37 the most influencing indicators of Product Value.....	98
Table 4.38 the most influencing indicators of Product Image	99
Table 4.39 the most influencing indicators of Product Availability	101
Table 4.40 the most influencing indicators of Product Promotion	102
Table 4.41 the most influencing indicators of Country Image.....	104
Table 4.42 the most influencing indicators of Consumer Ethnocentrism	105
Table 4.43 the most influencing indicators of Repurchasing Intention	109
Table 5.1 Theoretical Implications	118
Table 5.2 Managerial Implications	123

TABLE OF APPENDIX

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: RESULT OF DATA TABULATION	B-1
APPENDIX C: AMOS TEXT OUTPUT.....	C-1