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The Influence of Country of Origin to Purchase Intention
Through Brand Image, Perceived Price, and Perceived Quality on
Toyota Car at Surabaya

ABSTRACT
This research purpose are proving the relationship of Country of origin affect brand image, Country of origin affect perceived quality, Country of origin affect perceived price, Perceived quality affect brand image, Perceived price affect brand image, Brand image affect purchase intention, Perceived quality affect purchase intention, Perceived price affect purchase intention. Purchase Intention is affected by Country of Origin through Perceived Price for Toyota car in Surabaya. The research using quantitative analysis using SEM with AMOS 16, by using sample of every people lived in Surabaya that understands about Country of Origin of Toyota car and intended to purchase, above 17 years old who already working to gain revenue minimal five million rupiahs. People who never been purchasing Toyota car. With total sample gathered of 125 respondents. The result of the research proved with all hypothesis and research purposes by given positive direct effect and indirect variable and passed on significant test. The future researcher could use variable slightly close to the variable used, such as Country of Manufacturer, Brand Awareness, Product Price, Product Quality, and Purchase Followed by Repurchase.

Keywords: Country of Origin, Purchase Intention, Brand Image, Perceived Price, Perceived Quality, Perceived Price, Toyota Car