

Abstrak

Riana Nora Sary, 2021. Pengaruh Country Pengaruh *Country Of Origin* Terhadap *Purchase Intention* dengan *Brand Image* Sebagai Variabel Intervening pada produk *Nature Republic* (Studi kasus masyarakat kota ternate).

Tujuan Penelitian ini adalah: (1) Untuk mengetahui pengaruh dari *Country of Origin Terhadap Purchase Intention*. (2) Untuk mengetahui pengaruh dari *Country of Origin Terhadap Brand Image*. (3) Untuk mengetahui pengaruh dari *Brand Image Terhadap Purchase Intention* (4) Untuk mengetahui pengaruh dari *Country of Origin Terhadap Purchase Intention Melalui Brand Image* Sebagai Variabel Intervening. Jumlah sampel dalam penelitian ini sebanyak 130 responden. Alat uji yang digunakan adalah analisis *Partial Least Square* (PLS) Dengan program SmartPLS Sebagai alat uji statistic.

Hasil penelitian menunjukkan bahwa: (1) *Country Of Origin* berpengaruh positif dan signifikan terhadap *Purchase Intention*. (2) *Country of origin* berpengaruh positif dan signifikan terhadap *Brand Image*. (3) *Brand image* berpengaruh positif dan signifikan terhadap *Purchase Intention*. (4) *Brand Image* dapat memediasi hubungan antara *Country Of Origin* terhadap *Purchase Intention*. ada atau tidaknya *Brand Image* reputasi dari Negara asal akan tetap meningkatkan minat beli

Kata Kunci : *Country Of Origin, Brand image, Purchase Intention*

Abstract

Riana Nora Sary, 2021. The influence of the Country of Origin on Purchase Intention with Brand Image as an Intervening Variable in the *Nature Republic* (Case Study of Ternate City Community).

The objectives of this study are: (1) To determine the effect of Country Of Origin against Purchase Intention. (2) To determine the effect of Country Of Origin to Brand Image. (3) To determine the effect of Brand Image To Purchase Intention. (4) To know the effect of Country Of Origin To Purchase Intention through Brand Image As an Intervening Variable. The number of sample in this study were 130 repondents. The test tool used is analysis Partial Least Square (PLS) with the SmartPLS program as a statistical test tool.

The results showed that : (1) Country Of Origin positive and significant effect on Purchase Intention. (2) Country Of Origin positive and significant effect on Brand Image. (3) Brand Image positive and significant impact on Purchase Intention. (4) Brand Image can mediate the relationship between Country Of Origin to Purchase Intention. presence or absence Brand Image reputation from the Country Of Origin will continue to increase buying Interest.

Keywords : Country Of Origin, Brand image, Purchase Intention