THE IMPACT OF LIFESTYLE, COUNTRY OF ORIGIN, BRAND EQUITY, TOWARDS CONSUMER REPURCHASE INTENTION OF STARBUCKS COFFEE SURABAYA

BY:

PASKALIS DIO BRAMANTYO

3303013017

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2017

THE IMPACT OF LIFESTYLE, COUNTRY OF ORIGIN, AND BRAND EQUITY TOWARDS THE CONSUMER REPURCHASE INTENTION OF STARBUCKS COFFEE SURABAYA

THESIS
Addressed to
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
To Fulfill the Requirements
for the Economy Bachelor Degree
International Business Management Program

BY:
PASKALIS DIO BRAMANTYO
3303013017

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2017

AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya :

Name : Paskalis Dio Bramantyo

NRP : 3303013017

Title : The impact of lifestyle, country of origin, and brand equity towards consumer repurchase intention of Starbucks coffee Surabaya

Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published/shown in the internet or other medias (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

Thereby the authenticity statement and the publication approval that I made sincerely.

Surabaya, 21 th, 2017

Stated by,

(Paskalis Dio Bramantyo)

APPROVAL PAGE

THESIS

THE IMPACT OF LIFESTYLE, COUNTRY OF ORIGIN, AND BRAND EQUITY TOWARDS CONSUMER REPURCHASE INTENTION OF STARBUCKS COFFEE SURABAYA

BY:
PASKALIS DIO BRAMANTYO
3303013017

Approved and Accepted
to be Submitted to the Panel Team

Advisor I,

Hendro Susanto SE.,MM.

Date:

Advisor II,

Maria Mia Kristanti SE.,MM.

Date:

RATIFICATION PAGE

Thesis written by: Paskalis Dio Bramantyo NRP 3303013017
Has been examined on 21th july 2017 and is accepted to pass by Panel Team.

Panel Leader:

.....

Dr. Diyah Tulipa, SE.,MM.

Confirmed by:

Dean,

Dr. Lodovicus Lasdi,MM.
NIK 321.96.03.70

Head of Program,

Robertus Sigit H.,SE.M.Sc.
NIK 311.11.06 78

FOREWORDS

Praise and thanksgiving to the Lord Jesus Christ for all of their help, love, and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in Economics at the Faculty of Business Management Department of Widya Mandala Catholic in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the authors would like to thank :

1. Mr Dr. Lodovicus Lasdi,MM., as Dean of the Faculty of Business Widya Mandala Catholic University Surabaya.
2. Mr. Robertus Sigit,SE.M.Sc., as Head of the International business Management Faculty of Business Widya Mandala Catholic University in Surabaya.
3. Mr. Hendro Susanto, SE.,MM., as Advisor I, who have take the time, effort, and the mind and gives a lot of advice and counsel to guide authors in completing this thesis.
4. Maria Mia Kristanti, SE.,MM., as Advisor II, who have take the time, effort, and the mind and gives a lot of advice and counsel to guide authors in completing this thesis.
5. My mother, friends and others who participated that giving the spirit, either in the form of moral and material in completing this final task.
6. The friends and interested parties who can not be named one by one, thank you for your prayers and support.

The author realizes that in this thesis are still many shortcomings, therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 2017

Researcher

(Paskalis Dio Bramantyo)

NRP. 3303013017

TABLE OF CONTENT

COVER PAGE i

THE IMPACT OF LIFESTYLE, COUNTRY OF ORIGIN, AND BRAND EQUITY TOWARDS THE CONSUMER REPURCHASE INTENTION OF STARBUCKS COFFEE SURABAYA ii

AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER iii

APPROVAL PAGE iv

RATIFICATION PAGE v

FOREWORDS vi

TABLE OF CONTENTS viii

LIST OF TABLES xii

LIST OF FIGURES xiii

LIST OF APPENDIX xiv

ABSTRACT xv

CHAPTER 1: INTRODUCTION 1

1.1. Introduction 1

1.2. Research Question 7

1.3. Objective of the Study 7

1.4. Advantage of the Study 8

CHAPTER 2: LITERATURE REVIEW 9

2.1. Previous study 9

2.2. Theoretical Background 10

2.2.1. Consumer Lifestyle 10
2.2.2. Country of Origin 12
2.2.3. Brand Equity 15
2.2.4. Repurchase Intention 18
2.3. Relationship among Variables 19
2.3.1. Relationship Between Lifestyle and Repurchase Intention 19
2.3.2. Relationship Between Country of Origin and Repurchase Intention 21
2.3.3. Relationship Between Brand Equity and Repurchase Intention 21
2.4. Hyphoteses 22
2.5. Research Framework 22
CHAPTER 3: RESEARCH METHOD 23
3.1. Type of Research 23
3.2. Variable Identification 23
3.3. Operational Definition and Indicators 23
3.4. Measurement 27
3.5. Type and Resource of the Data 28
3.6. Collection of the Data 28
3.7. Population and Sample 28

3.8. Data Analysis Technique 29
3.8.1. Classical Assumption Test 29
3.8.2. Multiple Linear Regression Test 31
3.8.3. Valdity Test 32
3.8.4. Reliability 33
3.8.5. Hypotheses Testing 33
CHAPTER 4: DISCUSSION AND ANALYSIS 35
4.1. Research Data 35
4.2. Respondent Responses 36
4.3. Validity Test and Reliability 40
4.3.1. Valdity Test 40
4.3.2. Reliability Test 42
4.4. Classic Assumption Test 42
4.4.1. Multicollinearity Test 42
4.4.2. Heteroscedasticity Test 43
4.4.3. Normality Test 44
4.5. Multiple Linear Regression Test 46
4.5.1. Regression Equation 46
4.5.2. 4.5.2.Determinant Coefficient (R2) and Correlation Coefficient (R) 48
4.5.3. Research Hypothesis Test 49
4.6. Discussion 50
CHAPTER 5: CONCLUSION AND SUGGESTION 53
5.1. Conclussion 53

5.2. Suggestion.....53
5.2.1. Theoretical Significance 54
5.2.2. Practical Significance 54
REFERENCES
APPENDIX

LIST OF TABLES

Table 2.1 Previous Research Comparison 10
Table 4.1 Respondent Characteristic 35
Table 4.2 Respondent Responses.....36
Table 4.3 Description Table of Lifestyle 37
Table 4.4 Description Table of COO 38
Table 4.5 Description Table of Brand Equity 39
Table 4.6 Description Table of Repurchase Intention 39
Table 4.7 Validity Test Result of Lifestyle variable 40
Table 4.8 ValidityTestResultofCOOVariable.....41
Table 4.9 Validity Test Result of Brand Equity Variable 41
Table 4.10 Validity Test Result of Repurchase Intention Variable.. 42
Table 4.11 ReliabilityTest Result 42
Table 4.12 Mullticollinearity Test Result 43
Table 4.13 Residual Normality Test 45
Table 4.14 Multiple Linear Regression Test Result.....47

LIST OF FIGURES

Figure 2.1 Research Framework 22
Figure 4.1 Scatter Graph.....44
Figure 4.2 Normal Probability Graph 46

LIST OF APPENDIX

Appendix 1 Questionaire, Respondent Characteristic

Appendix 2 Description of respondent's on each variables

Appendix 3 Validity, reliability test result

Appendix 4 Classical assumption test

Appendix 5 Multiple linear regression test

Gaya Hidup Konsumen, Negara Asal, dan Ekuitas Merek niat pembelian ulang konsumen kopi Starbucks di Surabaya.

ABSTRACT

Penelitian ini dilakukan untuk menguatkan langsung dan tidak langsung faktor model: *Gaya Hidup Konsumen, Negara Asal, dan Ekuitas Merek niat pembelian ulang konsumen* kopi Starbucks di Surabaya.

Populasi dalam penelitian ini adalah pelanggan yang tinggal atau tinggal di Surabaya. Sampel untuk penelitian ini terhadap 100 orang dengan ciri-ciri seperti orang yang tinggal di Surabaya yang pergi ke kedai kopi minimal dalam satu tahun terakhir, dengan usia ≥ 17 tahun, saat ini tinggal di Surabaya. Penelitian ini menggunakan regresi linier sebagai teknik analisis data.

Hasil penelitian dan pembahasan yang digunakan sesuai dengan hipotesis dengan menggunakan regresi linier dapat disimpulkan semua hipotesis yang diajukan dalam penelitian ini diterima. Artinya, keanggunan gaya hidup yang lebih tinggi dapat menyebabkan konsumsi kopi di Starbucks. Jadi bisa dibilang merek atau merk yang lebih dikenal, pada niat pembelian ulang produk kopi di Surabaya. Saran yang diajukan sebagai hasil penelitian ini adalah pengelola kedai kopi harus lebih memperhatikan setiap detail yang digunakan untuk menciptakan layanan dan inovasi yang selalu pelanggan.

Kata kunci: Gaya hidup, Negara Asal, Brand Equitas dan Niat Pembelian Ulang

Consumer Lifestyle, Country of Origin, and Brand Equity towards consumer Repurchase Intention of Starbucks coffee retailer in Surabaya.

ABSTRACT

This study was conducted to examine the direct and indirect impacts of the factors of model: *Consumer Lifestyle, Country of Origin, and Brand Equity towards consumer Repurchase Intention* of Starbucks coffee retailer in Surabaya.

The population of this study is the customer that lives or staying in Surabaya. The sample for this study of 100 people with characteristics such as people that live in Surabaya that went to coffee shop in minimum once per month for the last one year, with an age $\geq$ 17 years old, currently living in Surabaya. This study used the linear regression as a data analysis technique.

The results of the research and discussion that is used in accordance with the hypothesis that the purpose of the analysis performed using linear regression can be deduced all the hypotheses proposed in this study received. It means that the higher elegance of lifestyle can lead to highest purchase of coffee consumption especially Starbucks in Surabaya. So it can be said that also the better the brand or the more well known a brand, impacted the Repurchase Intention of products in Surabaya. Suggestions put forward as a result of this study is the manager of a coffee shops should pay more attention to every detail that is used to create the services and innovation that keeps the customer attracted.

Keywords: Lifestyle, Country of Origin, Brand Equity, and Repurchase Intention