

**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<sup>th</sup>, 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

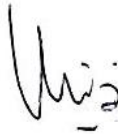
Advisor I,



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 21<sup>th</sup> July 2017 and is accepted to pass by Panel Team.


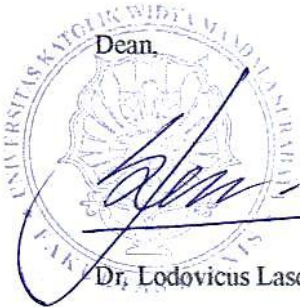
Panel Leader:



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

<b>COVER PAGE</b> .....	i
<b>THE IMPACT OF LIFESTYLE, COUNTRY OF ORIGIN, AND BRAND EQUITY TOWARDS THE CONSUMER REPURCHASE INTENTION OF STARBUCKS COFFEE SURABAYA</b> .....	ii
<b>AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER</b> .....	iii
<b>APPROVAL PAGE</b> .....	iv
<b>RATIFICATION PAGE</b> .....	v
<b>FOREWORDS</b> .....	vi
<b>TABLE OF CONTENTS</b> .....	viii
<b>LIST OF TABLES</b> .....	xii
<b>LIST OF FIGURES</b> .....	xiii
<b>LIST OF APPENDIX</b> .....	xiv
<b>ABSTRACT</b> .....	xv
<b>CHAPTER 1: INTRODUCTION</b> .....	1
1.1. Introduction .....	1
1.2. Research Question .....	7
1.3. Objective of the Study .....	7
1.4. Advantage of the Study.....	8
<b>CHAPTER 2: LITERATURE REVIEW</b> .....	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
<b>CHAPTER 3: RESEARCH METHOD .....</b>	<b>23</b>
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.	Validity Test .....	32
3.8.4.	Reliability .....	33
3.8.5.	Hypotheses Testing.....	33
	<b>CHAPTER 4: DISCUSSION AND ANALYSIS .....</b>	<b>35</b>
4.1.	Research Data .....	35
4.2.	Respondent Responses.....	36
4.3.	Validity Test and Reliability .....	40
4.3.1.	Validity 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 (R <sup>2</sup> ) and Correlation Coefficient (R).....	48
4.5.3.	Research Hypothesis Test.....	49
4.6.	Discussion.....	50
	<b>CHAPTER 5: CONCLUSION AND SUGGESTION.....</b>	<b>53</b>
5.1.	Conclusion.....	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	Multicollinearity 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 Questionnaire, 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  $\geq 17$  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 Ekuitas 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**