THE IMPACT OF BRAND IMAGE AND COUNTRY OF ORIGIN THROUGH PERCEIVED QUALITY TO CUSTOMER REPURCHASE INTENTION ON ZARA IN SURABAYA

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THE IMPACT OF BRAND IMAGE, COUNTRY OF ORIGIN THROUGH PERCEIVED QUALITY TOWARDS REPURCHASE INTENTION ON ZARA IN SURABAYA

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APPROVAL PAGE

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Surabaya, 2019

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ABSTRACT

This study aims to test and analyze the factors that affect the Brand Image, Country of origin to Repurchase Intention through Perceive Quality on ZARA in Surabaya.

This research uses causal research. Sampling technique using non probability sampling by purposive sampling. The sample used is 150 respondents who have buy ZARA before. The data collection tool used is questionnaire. Data analysis technique used is Structural Equation Modeling by using PLS program.

The results of this study indicate that Brand Image and Country of Origin have an impact on Repurchase Intention through Perceive Quality.

Researcher gives suggestions for the perpetrators of the business to maintain the quality of products offered, maintain the Brand Image to the Country of Origin by holding activities that have relevance to the product offered, provide good after sales service to consumers to obtain Repurchase Intention.

Keywords: Brand Image ,Country of Origin, Quality, Repurchase Intention