

SARI

Fatmawati, Umi. 2019. Pengaruh Citra Merek Pada Niat Beli Yang Di Moderasi *Country Of Origin*. Program S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Drs. Waluyo Budi Atmoko, MM. Pembimbing II. Ariefah Yulandari, SE., MM.

Penelitian ini bertujuan menguji pengaruh citra merek pada niat beli yang di moderasi *country of origin*. Penelitian ini penting karena mampu menguji signifikansi hubungan antara citra merek, *country of origin* pada niat beli.

Penelitian ini menggunakan metode penelitian survei melalui kuesioner. Objek penelitian adalah konsumen Laptop Asus dalam wilayah Surakarta dengan sampel sebanyak 200 responden. Teknik penyampelan yang digunakan adalah *purposive sampling*. Uji hipotesis dilakukan dengan menggunakan analisis regresi.

Hasil penelitian ini menunjukkan citra merek berpengaruh positif pada niat beli, *country of origin* berpengaruh positif pada niat beli, *country of origin* memoderasi hubungan citra merek dan niat beli.

Kata kunci : *country of origin*, citra merek, niat beli

ABSTRACT

Fatmawati, Umi. 2019. Effect of Brand Image on the Purchase Intention in the Moderation of the Country of Origin. S1 Management Program. Faculty of Economics. Setia Budi University Surakarta. Advisor I. Drs. Waluyo Budi Atmoko, MM. Advisor II. Ariefah Yulandari, SE., MM.

This study aims to examine the effect of brand image on purchase intention which is moderated by *country of origin*. This research is important because it is able to test the significance of the relationship between brand image, *country of origin* and purchase intention.

This study uses survey research methods through questionnaires. The object of research is Asus Laptop consumers in the Surakarta region with a sample of 200 respondents. The sampling technique used was purposive sampling. Hypothesis testing is done using regression analysis.

The results of this study indicate that brand image has a positive effect on purchase intention, *country of origin* has a positive effect on purchase intention, *country of origin* moderates the relationship of brand image and purchase intention.

Keywords: *country of origin*, brand image, purchase intention