ABSTRACT

THE EFFECTS OF THE COUNTRY OF ORIGIN, BRAND IMAGE, PERCEIVED QUALITY, TOWARDS REPURCHASING INTENTION OF REVLOON LIPSTIK PRODUCT
(The Study of Female Students of FISIP University of Lampung)

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This Globalization era with the advance of technological developments make consumer evaluation of a product is not only based on the intrinsic requirements but also the extrinsic requirements. Country of origin (COO), brand image, perceived quality are the factors that can not be underestimated. This study aims to determine the influence of the country of origin (COO), brand image, perceived quality of the repurchasing intention. This type of research is an explanatory quantitative approach. Data of this study involved 60 respondents with non probability sampling techniques. Analytical methods that were used is multiple regression with SPSS for windows 16. The result showed that partially there were one independent variables, variables perceived quality had a significant influence on consumer repurchasing intention. While the variable country of origin and variable brand image did not significantly influence the repurchasing intention. Simultaneously, the three independent variables together have significant effect toward the dependent variable.

Keywords: Brand Image, Country Of Origin, Perceived Quality, Repurchasing Intention.