

**THE EFFECT OF COUNTRY OF ORIGIN TOWARDS INDONESIAN
CONSUMERS' PURCHASE INTENTION ON XIAOMI**

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Presented as Partisial Fulfillment of Requirements for the Degree of Sarjana

Ekonomi (S1) in International Business Management Program

Faculty of Economics Universitas Atma Jaya Yogyakarta



Compiled by:

Eso Hermanto

Student ID Number: 13 12 20199

FACULTY OF ECONOMICS

UNIVERSITAS ATMA JAYA YOGYAKARTA

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Compiled by:

Eso Hermanto

Student ID Number: 13 12 20199

Has been read and approved by:

Advisor



Mahestu N Krisjanti, SE., M.Sc. IB., Ph.D. Yogyakarta, November 14, 2017

This is to certify that the thesis entitled
**THE EFFECT OF COUNTRY OF ORIGIN TOWARDS INDONESIAN
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Presented by
Eso Hermanto

Student ID Number: 13 12 20199

Has been defended and accepted on December 8th, 2017 towards fulfillment
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Examination Committee

Chairman



Mahestu N Krisjanti, SE., M.Sc. IB., Ph.D.

Member



Nadia Nila Sari, SE., MBA.



Elisabet Dita Septiari, SE., MSc.

Yogyakarta, Dec 12th, 2017

Dean




Budi Suprpto, MBA, Ph.D.

AUTHENTICITY ACKNOWLEDGEMENT

**I, Eso Hermanto hereby declare that I compiled the thesis with the
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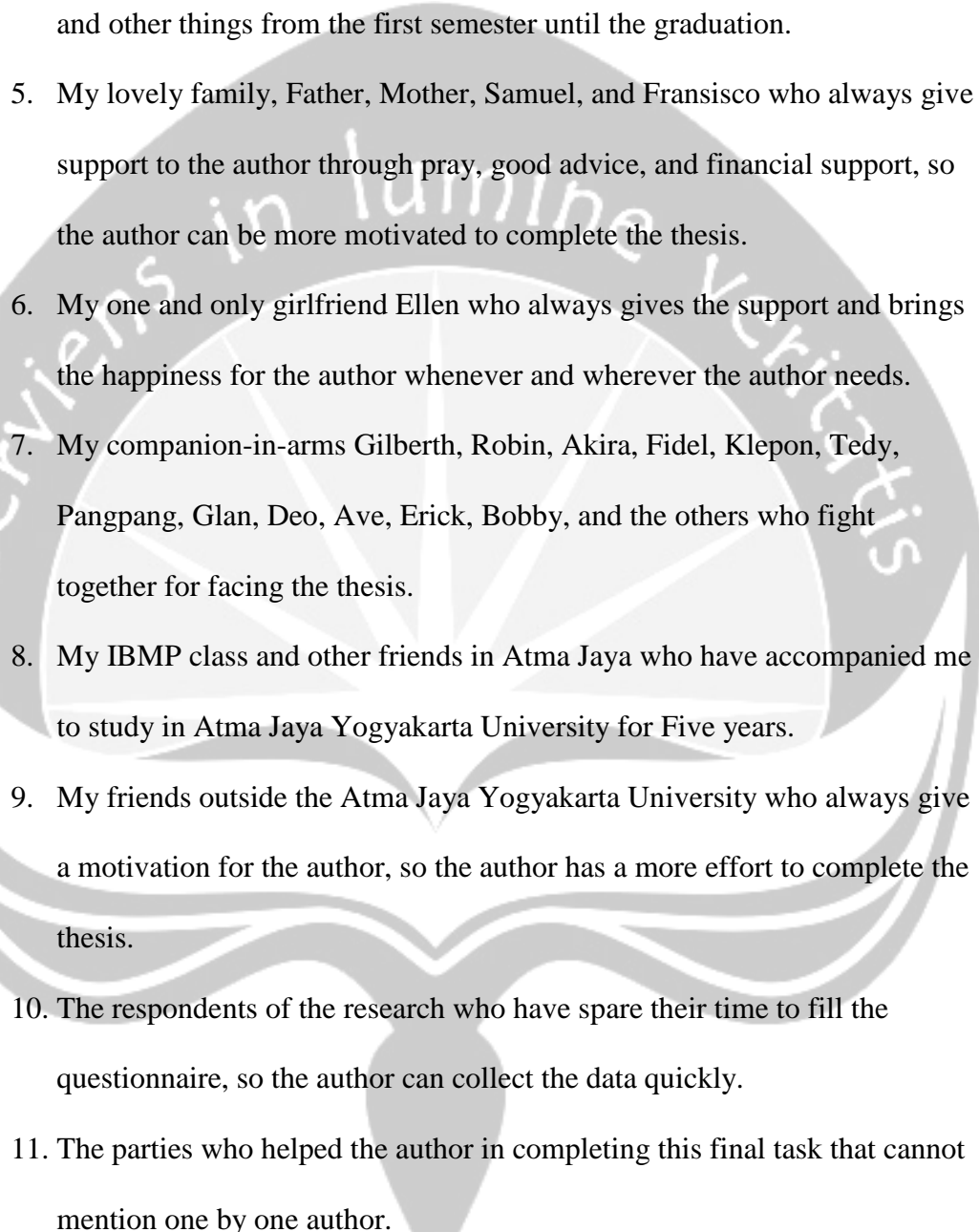
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Thank to Almighty God who has given His bless to the author for finishing this research from the beginning until the end, so this thesis can be done on time. This thesis is needed to meet one of academic requirements in completion of Bachelor study of International Business Management Program University of Atma Jaya Yogyakarta. Title that the authors propose is:

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Eso Hermanto

Student ID Number: 13 12 20199

Supervisor

Mahestu N Krisjanti, SE., M.Sc. IB., Ph.D.

ABSTRACT

The main purpose of this research is to know about the effects of country of origin toward Indonesian consumers' purchase intention on XIAOMI. Country of origin has become one of the factors that influence the customer purchase intention. This research uses online questionnaire to collect the data, which is distributed to 212 respondents. Regression analysis and mediation analysis are used to analyze the data.

The results show that country of origin has significant and positive effect to the purchase intention through perceived quality as the mediating variable. It is better for the further research to add more mediation variables like brand images or perceived value. The result of this research can helps the business or firms who want to import their products especially mobiles phone to Indonesia.

Keyword: Country of origin, perceived quality, Indonesian consumer, purchase intention, XIAOMI