


T

 PERPUSTAKAAN	MILIK PERPUSTAKAAN UNIVERSITAS PADJADJARAN YOGYAKARTA
Diterima	23 JUN 2011
Inventarisasi	: 548/m.m/Hd. 6/2011
Klasifikasi	: 658.827/Haj/11
Subyek	: Brand. Image.

THESIS

**BRAND ORIGIN IDENTIFICATION, BRAND
EVALUATION AND ITS RELATIONSHIP TO
CUSTOMERS PURCHASE INTENTION**



Haja Tiana RAKOTONDRAINIBE ANDRIANOMBONANA
No. Mhs.: 09.1289/PS/MM

**PROGRAM STUDY MAGISTER MANAGEMENT
PROGRAM PASCASARJANA
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2011





UNIVERSITAS ATMA JAYA YOGYAKARTA
PROGRAM PASCASARJANA
PROGRAM STUDI MAGISTER MANAJEMEN

PENGESAHAN TESIS

Nama : Haja Tiana RAKOTONDRAINIBE ANDRIANOMBONANA
Nomor Mahasiswa : 09.1289/PS/MM
Konsentrasi : Marketing International
Judul Tesis : Brand origin identification, brand evaluation and its relationship
to Customers purchase intention.

Nama Pembimbing

Tanggal

Tanda Tangan

Fandy Tjiptono

4 Feb 2011

AUTHENTICITY STATEMENT

I declare that this research project is my own work. It is submitted in partial fulfillment of the requirements for the Master Degree of Marketing in Magister Management at Atma Jaya University Yogyakarta. I further declare that this thesis is a result of my own thought, experiences, skill and my own research plus analysis. There is no plagiarism in this thesis whatever ideas, phrases nor paragraphs of other persons.

Yogyakarta, December 2010

Haja Tiana RAKOTONDRAINIBE

ABSTRACT

Keywords: Brand of Origin, brand associations, Customer purchase intention

The aims of this research study are to examine first the performance of consumers in identifying the correct country of origin of different brands of Laptop. Next, to investigate the factors facilitate the correct brand origin classification. Then, to identify the implication of correct or incorrect or don't know brand origin classification on the brand evaluation. And finally, to determine the relationship between purchase intention and brand evaluation. The results from the sample in Yogyakarta specify that consumers' ability to classify the laptop brands correctly according to their own origin is limited. Customers prefer misclassification or even don't know. Moreover, the degree of involvement with the product category involved impact positively on the performance of customers to well identify the correct country of origin of the brand. However there is not differences for the customer brand origin classification according the brand is from dominant nor non dominant country. Additionally, the brand evaluation really differ from correct, wrong and don't know for some brands but this difference do not apply for all brands. the last finding from this research study is that consumer purchase intention is strongly related to the brand evaluation.

ACKNOWLEDGEMENTS

This thesis is the end of my long time of study in acquiring my Master Degree in Marketing, Magister Management at Atma Jaya Universitas in Yogyakarta (Indonesia). I arrive until this end because of God's Grace so I would like to thank God first for never stopping giving me everything that I need whatever materials or spiritual during that time, and also for what He will give me again on the future.

Then, I would like to thank Atma Jaya Universty to give me a good opportunity to be here in Indonesia in obtaining the most precious knowledge which I cannot find in other places in the world and which I will never forget during the rest of my life.

There are a number of people I would like to thank not only for their contribution and support for this research study, but during the last tree years of completing the Master:

1. Mr. Fandy Tjiptono, SE. M. Com., my advisor. I would like to thank him for his supervision, guidance throughout this thesis. Sharing his knowledge and experiences in marketing is a precious and beneficial knowledge that I received and needed in achieving this work and also for my future career. Although he is very busy with his job and his occupation, he arranged his time to meet students to give a lot of advices and ideas. Sometimes I am confused to find the best and the more effective way, but he gave me important advises and suggestions so that I can continue and finish this research.
2. Dr. Slamet Sarwono Santosa, MBA. and Drs. Budi Suprpto, MBA., Ph.D. my examiners, theirs corrections and advices from the research proposal until the last day of this work really make this thesis better so I bring thanks to them.
3. My husband, parents, brother, they always support in everything that I do. Thank you for giving me all the best things in my life and make me

the person that I am today, I love all of you.

4. I would like to thank all my friends for sharing good and bad times with me. Thanks for your friendship and helps because it enriches our information by sharing each other.

And finally, Thanks to all people contributed to my success by sharing their knowledge, suggestions, commentaries and encouragements.

Thank you all.



TABLE OF CONTENTS

AUTHENTICITY STATEMENT	I
ACKNOWLEDGEMENTS	II
ABSTRACT	II
LIST OF TABLES	VII
LIST OF FIGURES	VIII
CHAPTER ONE INTRODUCTION	1
1.1. BACKGROUND	1
1.2. RESEARCH QUESTIONS	2
1.3. SCOPE OF RESEARCH	2
1.4. RESEARCH OBJECTIVES	4
1.5. RESEARCH BENEFITS	4
1.6. STRUCTURE OF THIS STUDY	5
CHAPTER TWO LITERATURE REVIEW AND HYPOTHESES	6
2.1. INTRODUCTION	6
2.2. LITERATURE REVIEW	6
2.2.1. DEFINITIONS OF COUNTRY OF ORIGIN (COO) AND BRAND ORIGIN (BO)	7
2.2.2. IMPORTANCE OF BRAND ORIGIN (BO)	8
2.2.3. BRAND ORIGIN (BO) PERCEPTION AND MEASUREMENT	9
2.2.4. FACTORS AFFECTING BRAND ORIGIN (BO)	10
2.3. RESEARCH HYPOTHESES	10
CHAPTER THREE RESEARCH METHODOLOGY	14
3.1. INTRODUCTION	14
3.2. RESEARCH CONTEXT	14
3.3. SAMPLING METHOD	15
3.4. DATA COLLECTION	16
3.5. MEASUREMENT	16
3.6. DATA ANALYTICAL PROCEDURES	18
3.7. PRE-TEST	19

CHAPTER FOUR	DATA ANALYSIS	21
4.1.	INTRODUCTION	21
4.2.	INSTRUMENT ANALYSIS	21
4.2.1.	FACTOR ANALYSIS	23
4.2.1.	VALIDITY ANALYSIS	24
4.2.2.	RELIABILITY ANALYSIS	26
4.3.	DATA ANALYSIS	25
4.3.1.	DESCRIPTIVE ANALYSIS	27
4.3.2.	HYPOTHESIS TESTING RESULTS	34
CHAPTER FIVE	CONCLUSIONS AND SUGGESTIONS	53
5.1.	INTRODUCTION	53
5.2.	CONCLUSIONS	53
5.3.	LIMITATIONS	55
5.4.	MANAGERIAL IMPLICATIONS AND SUGGESTIONS	56

LIST OF TABLES

Table 1.1. Scope of research	3
Table 3.1. Variables Measurement	19
Table 3.2. Analysis Tools	21
Table 4.1. Codes	22
Table 4.2. Result from factor analysis	23
Table 4.3. Validity results	24
Table 4.4. Results of Reliability Statistics	25
Table 4.5. Frequency (Gender)	26
Table 4.6. Frequency (Age)	27
Table 4.7. Frequency (Education level)	29
Table 4.8. Frequency (Monthly Income)	30
Table 4.9. Frequency (Occupation)	32
Table 4.10. Correct country of origin of the brand	34
Table 4.11. Percentage of BO classification to each country origin	37
Table 4.12. Brand origin classification performance	38
Table 4. 13. Frequency of countries which come first in mind of respondents	39
Table 4.14. Dichotomous variable	40
Table 4.15. ANOVA (COO dominance and BO classification performance)	41
Table 4.16. Results from regression analysis	42
Table 4.17. Difference in brand evaluation (ANOVA)	44
Table 4.18. Descriptive statistics brand evaluation	47
Table 4.19. Descriptive statistics purchase intention	47
Table 4.20. Correlation between brand evaluation and purchase intention	48
Table 4.20. Correlation between brand evaluation and purchase intention (cont')	49

LIST OF FIGURES

Figure 2.1. Antecedents of Brand Origin (BO)	9
Figure 2.2. Research framework	12
Figure 4.1. Pie Chart of the Gender in percentage	26
Figure 4.2. Pie Chart of the Age in percentage	28
Figure 4.3. Pie Chart of the Education level in percentage	29
Figure 4.4. Pie Chart of the monthly income in percentage	31
Figure 4.5. Pie Chart of the occupation in percentage	32
Figure 4.6. Pie Chart of the countries which come first in the mind of respondent	40