

TABLE OF CONTENT

BACHELOR THESIS APPROVAL	ii
DECLARATION OF ORIGINALITY	iii
MOTTOS.....	iv
THESIS COMPLETION APPROVAL.....	v
ABSTRACT	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENT	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF ATTACHMENT	xiv
CHAPTER I INTRODUCTION	1
1.1 Background Of The Study	1
1.2 Problem Statement	8
1.3 Research Questions	8
1.4 Objective Of The Study	8
1.5 Research Benefit	9
CHAPTER II	10
2.1 Theory of Reasoned Action	10
2.2 Purchase Intention.....	12
2.3 Country of Origin.....	14
2.4 Brand Image	16
2.5 Customer Uncertainty	19
2.6 Influence Between Variables	20
2.6.1 Country of Origin on Purchase Intention	20
2.6.2 Brand Image on Purchase Intention	21
2.6.3 Country of Origin on Customer Uncertainty.....	22
2.6.4 Brand Image on Customer Uncertainty.....	23
2.6.5 Customer Uncertainty on Purchase Intention.....	24
2.7 Previous Research.....	25
2.8 Research Framework	28

CHAPTER III.....	29
3.1 Research Design	29
3.2 Research Variable	29
3.3 Operational Definition	30
3.4 Population and Sample	32
3.4.1 Population.....	32
3.4.2 Sample.....	32
3.5 Data Types and Sources	33
3.6 Method of Collecting Data.....	34
3.7 Data Analysis.....	35
3.7.1 Development of Theory-based Model	35
3.7.2 Preparation of Flowcharts	36
3.7.3 Preparation of Flowcharts in Structural Equations.....	36
3.7.4 Selection of Input Matrix Type and Proposed Estimation Model	36
3.7.5 Assessing Structural Model identification	37
3.7.6 Evaluation of Goodness of Fit Criteria	37
CHAPTER IV.....	41
4.1 Description of Respondent.....	41
4.1.1 Description of Respondent by Age	41
4.2 Research Instrument Test.....	43
4.2.1 Validity	43
4.2.2 Reliability	44
4.3 SEM Assumption Test	45
4.3.1 Data Normality Evaluation	45
4.3.2 Outlier	46
4.3.3 Residual Value Evaluation	47
4.4 Confirmatory Factor Analysis (CFA).....	49
4.4.1 Confirmatory Factor Analysis Endogen.....	49
4.4.2 Confirmatory Factor Analysis Exogen	51
4.5 Modification Model	53
4.5.1 Endogen Modification Model.....	53
4.5.2 Exogen Modification Model.....	55
4.6 Full Model	58
4.7 Hypothesis Testing	59

4.7.1	Hypothesis Testing 1	60
4.7.2	Hypothesis Testing 2	60
4.7.3	Hypothesis Testing 3	61
4.7.4	Hypothesis Testing 4	61
4.7.5	Hypothesis Testing 5	62
BAB V		63
5.1	Conclusion	63
5.2	Theoretical Implication	63
5.3	Managerial Implication	65
5.4	Suggestions for Further Research Limitations	68
5.5	Future Studies	68
BIBLIOGRAPHY		69
ATTACHMENT		78