ABSTRACT

Starbucks is one of the leading coffee shops in Indonesia, but Starbucks sales based on the Top Brand Awards have decreased over the past three years. Therefore, this study aims to test and analyze the effect of perceived quality, country of origin, and E-WOM on purchase decision with brand image as an intervening variable.

Data collection was carried out by distributing questionnaires until 100 respondents were obtained as a representative sample. This research in collecting samples uses Non-Probability Sampling techniques, namely Purposive Sampling. Data analysis was carried out using Structural Equation Modeling (SEM) techniques to test the causality between the variables proposed in the research model using IBM SPSS AMOS 24 software as an analysis tool.

From the analysis, it is known that perceived quality has no effect on brand image. On the other hand, country of origin and e-wom have a positive and significant effect on brand image. This study also found that brand image has a positive and significant impact on purchase decison.

Keywords: Perceived Quality, Country of Origin, E-WOM, Brand Image, Purchase Decision.