

ABSTRACT

Intense competition has made oil Fastron who is originally Indonesia's Lubricants has percentage decreasing of Top Brand Index (TBI) for last three years and always be in the last rank for the Top Five Lubricants in Indonesia defeated by products from abroad. Top Brand Index (TBI) which has three main indicators, which is top of mind awareness, last used, and future intention.

The purpose of this study is to determine the influence of variables Country Of Origin Perception, Perceived Quality, Consumer Perception and Brand Image on Purchase Intention expected later can increase the percentage of TBI with a focus indicator future intention. Variable Country Of Origin Perception, Perceived Quality, and Consumer Perception as independent variables; Brand image as an intervening variable; and Purchase Intention as the dependent variable.

The population used in this study is the consumers who own a car and ever changing the oil in his car. This research method using a non-probability sampling technique with accidental sampling method. The samples used were 100 respondents. Data obtained from the questionnaires were then processed and analyzed using SEM (Structural Equation Modeling) through the AMOS program.

The results showed that an independent third variable has a positive influence on brand image; and Brand Image has a positive influence on Purchase Intention. However, for the direct effect of the three independent variables on the dependent variable only Perceived Quality which has a positive influence on Purchase Intention. Country Of Origin Perception and Consumer Perception has a negative influence on Prurchase Intention.

Keywords: Product, Price, Location, Promotion, Purchase Decision, Customer Satisfaction