

ABSTRACT

International clothing business competition in Indonesia nowadays, encourages the rapid marketing of foreign brands to maintain their customer retention. One of the well-known international clothing brand is Uniqlo. As an international brand, Uniqlo has a good reputation in producing clothing in order to gain a competitive advantage and retain consumers to making purchase continuously.

This research was conducted with the aim to find out and analyze the effect of Country of Origin and Celebrity Endorser on Brand Image in increasing repurchase intention of Uniqlo products in Semarang City. The number of samples used in this study were 100 respondents that were selected with nonprobability sampling and purposive sampling thru a questionnaire. The obtained data was processed and analyzed with the SPSS program.

The results of this study indicate that of the five hypotheses proposed, four of them are accepted, namely Country of Origin and Celebrity Endorser have a positive and significant effect on Brand Image, Country of Origin has a positive and significant effect on repurchase intention, and Brand Image has a positive and significant effect on repurchase intention. Meanwhile, Celebrity Endorser has no significant effect on repurchase intention.

Keywords: Country of Origin, Celebrity Endorser, Brand Image, repurchase intention