THE INFLUENCE OF BRAND IMAGE, COUNTRY OF ORIGIN AND INTERPERSONAL INFLUENCES ON PURCHASE INTENTION : THE CASE OF ERIGO

(A SURVEY ON COLLEGE STUDENT IN MALANG CITY)

UNDERGRADUATE THESIS
Submitted as Prerequisite Bachelor Degree at
Faculty of Administrative Science Brawijaya University

HAMDHI GHOTARY
NIM. 145030207121012

BRAWIJAYA UNIVERSITY

FACULTY OF ADMINISTRATIVE SCIENCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MARKETING MANAGEMENT

MALANG

2018

MOTTO

"Life is 10% what happens to you and 90% how you react to it"

(Charles R.Swindoll)

"See the bad inside yourself, and see the good inside others"

(Imam Ali AS)
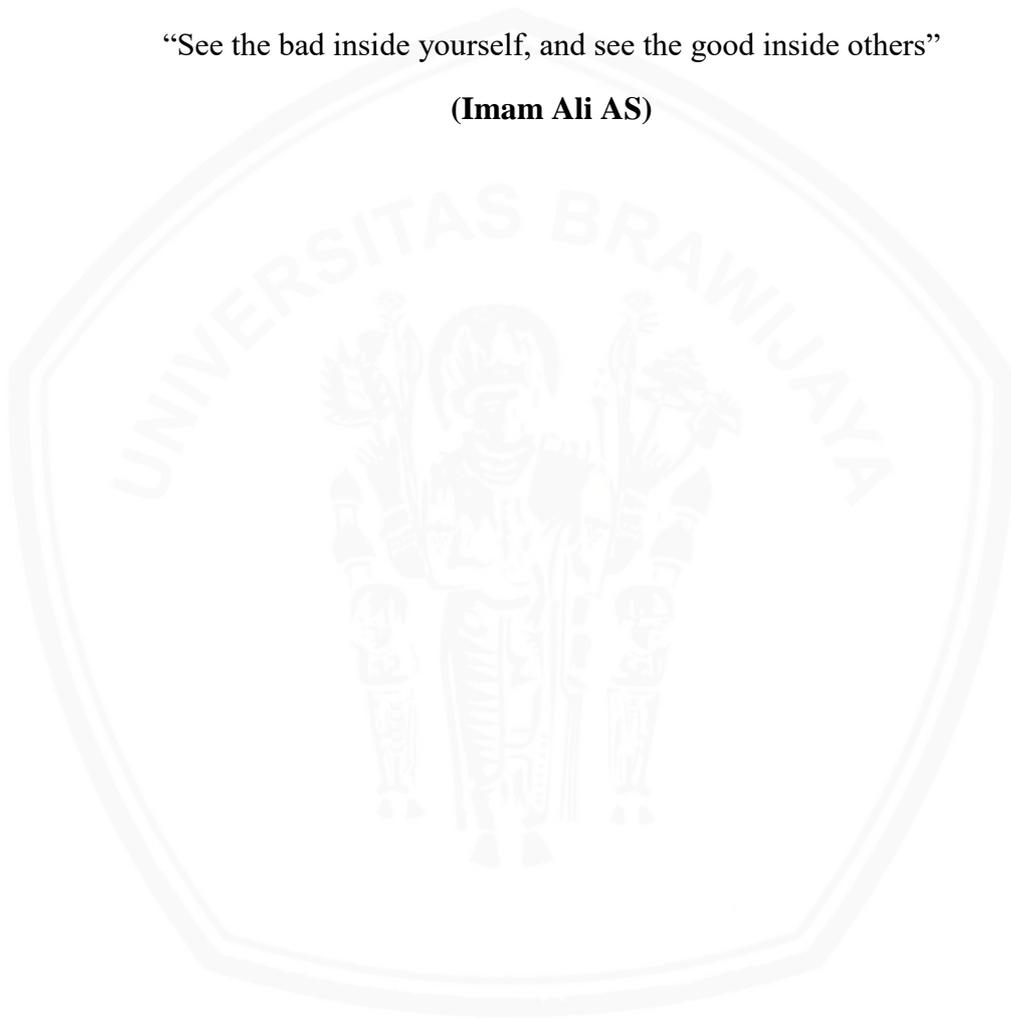
UNDERGRADUATE THESIS APPROVAL

Title   : The Influence of Brand Image, Country of Origin, and

Interpersonal Influences on Purchase Intention : The Case of

Erigo   (A Survey on College Student in Malang City)

Created by : Hamdhi Ghotary

NIM   : 145030207121012

Faculty   : Faculty of Administrative Science

Major   : Business Administration

Concentration : Marketing Management

Malang, 8th October 2018

Supervisor,   Co-Supervisor,
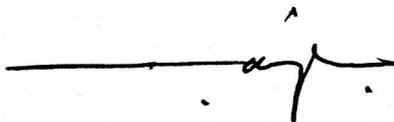
Mohammad Iqbal, S.Sos.,MIB.,DBA   **Rizal Alfisyahr, S.E., M.M.**
NIP. 19780210 200501 1 002   **NIP. 2013048307031001**

VALIDATION SHEET

It has been defended in front of the thesis examiner assembly, Faculty of Administrative Sciences, Brawijaya University on :

Day   : Monday
Date   : 29th October 2018
Time   : 11.00
Thesis by   : Hamdhi Ghotary
Title   : The Influence of Brand Image, Country of Origin and Interpersonal
                  Influences on Purchase   Intention : The Case of Erigo (A Survey
                  on College Student in Malang City)

and stated

PASSED

BOARD OF EXAMINER

Chairman,   Member,
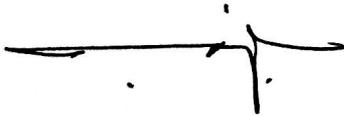
Mohammad Iqbal, S.Sos.,MIB.,DBA   **Rizal Alfisyahr, S.E., M.M.**
NIP. 19780210 200501 1 002   NIP. 2013048307031001

Member,   Member,
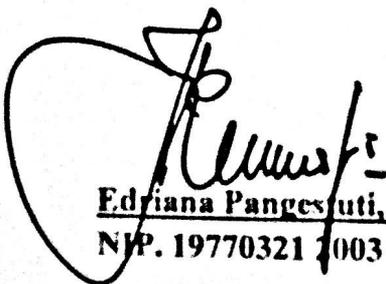
Edriana Pangestuti, SE, M.Si, DBA   **Ari Irawan, SE., M.M**
NIP. 19770321 200312 2 001   NIP. 2013048212311001

MINOR THESIS ORIGINALITY STATEMENT

I thruthfully declare to my knowledge, in this undergraduate thesis there is no scientific paper that have been submitted by other party to get work or opinions ever written or published by another person, except that in writing this manuscript and cited the reffered the source of quotations and references.

If I turn out the text of this undergraduate thesis could be proven there are elements of plagiarism. I prepared this undergraduate thesis disqualified and academic degree that I have gained (S-1) was cancelled and processed in accordance with legistation that apply *(UU no. 20 tahun 2003, Pasal 25 ayat 2 dan Pasal 70)*.

Malang, 8th October 2018

Hamdhi Ghotary
145030207121012

RINGKASAN

Hamdhi Ghotary, 2018, Jurusan Administrasi Bisnis, Manajemen Pemasaran, Fakultas Ilmu Administrasi, Universitas Brawijaya, **Pengaruh Brand Image, Country of Origin, dan Interpersonal Influences terhadap Minat Beli : Kasus pada Erigo (Survei terhadap Mahasiswa di Kota Malang)**, Mohammad Iqbal, DBA dan Rizal Alfisyahr, M.M, 143 Hal + xvi

Penelitian ini bertujuan untuk membuktikan pengaruh Brand Image, Country of Origin, dan Interpersonal Influences secara parsial terhadap minat pembelian dan pengaruh Brand Image, Country of Origin, dan Interpersonal Influences secara simultan terhadap minat pembelian. Jenis penelitian ini adalah penelitian eksplanatori dengan teknik sampling purposive. Teknik pengumpulan data menggunakan online kuesioner yang disebarkan kepada mahasiswa di kota Malang sebanyak 118 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deksriptif dan regresi linier berganda.

Hasil dari penelitian ini membuktikan bahwa Brand Image (X1) berpengaruh signifikan terhadap Purchase Intention (Y) dengan nilai koefisien 3.275 dan nilai t adalah 0.001. Country of Origin (X2) juga berpengaruh signifikan terhadap Purchase Intention dengan nilai koefisien 2.283 dan nilai t adalah 0.024. Interpersonal Influences (X3) berpengaruh signifikan terhadap Purchase Intention dengan nilai koefisien 2.992 dan nilai t adalah 0.003. Brand Image, Country of Origin dan Interpersonal Influences secara simultan berpengaruh terhadap Purchase Intention dengan nilai F 0.000 dan berpengaruh terhadap Purchase Intention (Y) sebesar 0.554 (55.4%). Bagaimanapun, ada variable lain yang dapat mempengaruhi yang tidak dibahas dalam penelitian ini. Kepada peneliti selanjutnya harap memperhatikan variable-variabel lain yang belum dibahas dalam penelitian ini.

Kata Kunci : Brand Image, Country of Origin, Interpersonal Influences, Purchase Intention

SUMMARY

Hamdhi Ghotary, 2018, Business Administration Department, Marketing Management, Faculty of Administrative Science, Brawijaya University, **The Influences of Brand Image, Country of Origin, and Interpersonal Influences on Purchase Intention : The Case of Erigo (A Survey on College Student in Malang City),** Mohammad Iqbal, DBA and Rizal Alfisyahr, M.M., 143 page + xvi

This research is proposed to find out the impact of Brand Image, Country of Origin, and Interpersonal Influences partially on purchase intention and find out the impact of Brand Image, Country of Origin, and Interpersonal Influences simultaneously on purchase intention. Type of research is explanatory research with purposive sampling method. Data collecting techniques is done by using online questionnaire distributed to college student in Malang City amount 118 respondents. Data analysis technique used for this research is descriptive analysis and multiple linear regression analysis.

The results is Brand Image Variable (X1) has significant impact on Purchase Intention (Y) with the coefficient value of 3.275 and probability t value is 0.001. Country of Origin Variable (X2) has significant impact on Purchase Intention (Y) with the coefficient value of 2.283 and probability t value is 0.024. Interpersonal Influences (X3) has significant impact on Purchase Intention (Y) with the coefficient value of 2.992 and probability t value is 0.003. Brand Image, Country of Origin, and Interpersonal Influences have significant relation with purchase intention with probability F value is 0.000 and all have contribution on purchase intention variable (Y) of 0.554 (55.4%). However the rest of result is affected by other variables which are not researched in this research.

Keyword : Brand Image, Country of Origin, Interpersonal Influences, Purchase Intention

I DEDICATE MY THESIS

FOR MY BELOVED MOTHER AND FATHER

MY FAMILY

AND MY SELF
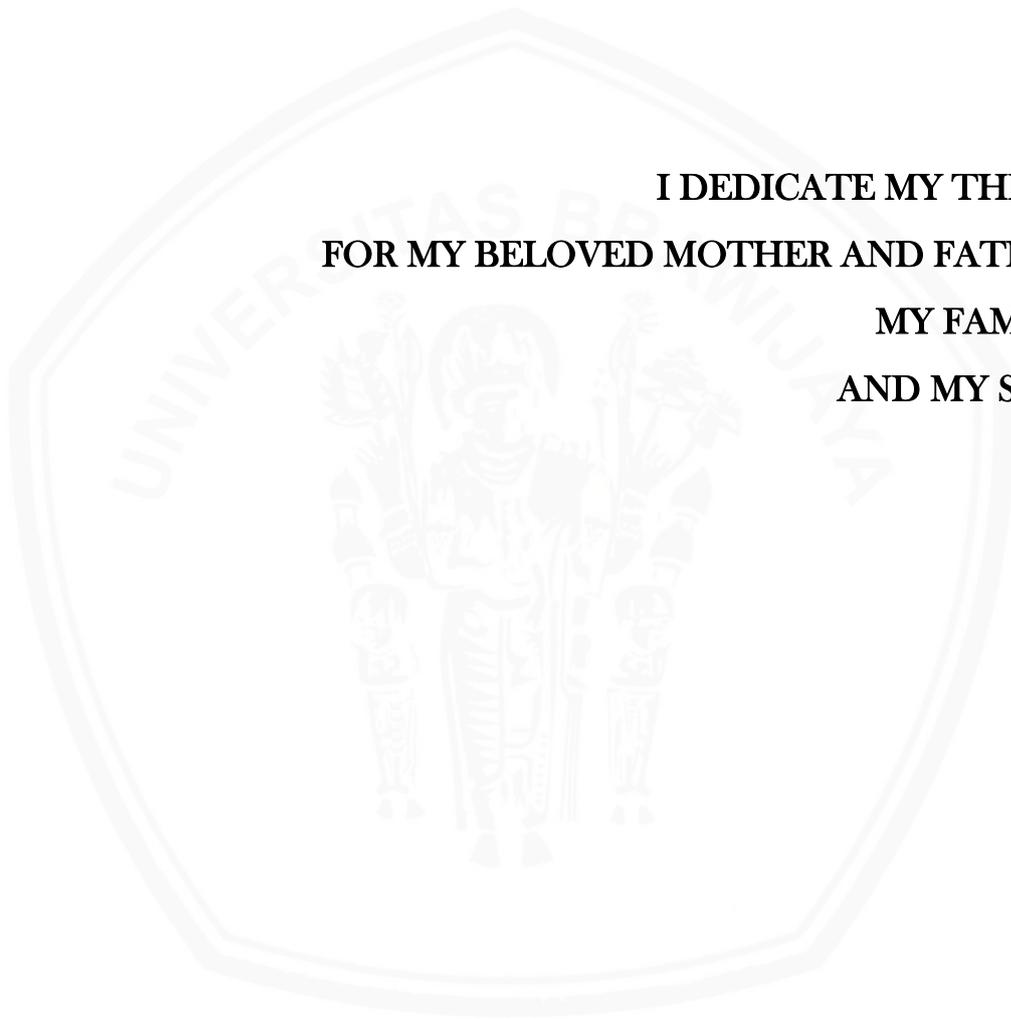
PREFACE

Upon the completion of my undergraduate thesis, I would like to present my deepest gratitude to the almighty Allah SWT for blessing and strength that have been given to me in finishing my undergraduate thesis entitled "The Influence of Brand Image, Country of Origin, and Interpersonal Influences on Purchase Intention : The Case of Erigo (A Survey on College Student in Malang City)". This undergraduate thesis is the final task proposed to qualify in obtaining a Bachelor Degree in Business Administration Science at the Faculty of Administration Science Brawijaya University.

Furthermore, I do realize that this undergraduate thesis could be well completed because of supports by many persons. Therefore, I would like to deliver my sincere thanks to those honourable persons. Their uncompromising quest for excellence has significantly shaped me in the learning process. Thus, my deepest thanks for :

1. Prof. Mr. Dr. Bambang Supriyono, MS as Dean of the Faculty of Administrative Science, Brawijaya University.

2. Mr. Ir. Suhendi, M.M and Mrs. Sidney Andari as parents, who always give the endless pray, supported, motivated the researcher, and affection without end until researcher can finish this undergraduate thesis. Also my little brother, Ghandi Adani who always support me.

10. Sahabat Sejati Squad, who always bring laugh everytime Aldy, Aldo, Dito, Diva, Esa, Rio, Godel, Hendra, Pupung, Iqbal, Joe, Rakka, Tirta, Vicky and Warits.

11. HIMABIS 2015, especially for Department of Business who give me inspiration, experience, and opportunity to learn about to manage organization.

12. Committee of ESPRIEX BMC ASEAN 2016, who give me an opportunity as Vice Project Officer to learn many thing and many experience to be a better person.

13. EI Lab 2016, who give me many lesson about Business Sector.

14. Business Administration K class who has been accompanied me studied for 4 years.

15. Aldiano, Alvin, Rangga, and Juan as the researcher partner during working on thesis.

16. All friends and all parties who can't be named one by one, thank you very much for the support in this preparation of this thesis.

I offer everyone to give suggestions and constructive criticsms are very expected by the researcher. I hope that this undergaduated thesis is useful and can be provide meaningful information for the parties in need.

Malang, 8th October 2018

Hamdhi Ghotary

x

TABLE OF CONTENT

Page

LIST OF TABLE

LIST OF FIGURE

Page

xv

LIST OF APPENDIX

CURRICULUM VITAE

Personal Details :

Full Name   : Hamdhi Ghotary

NIM   : 145030207121012

Gender   : Male

DOB   : Jakarta, August 18th 1997

Religion   : Moslem

Address   : Jl.Pulo Sirih Utara Raya EA 329, Grand Galaxy, Bekasi Selatan

E-Mail   : hamghotary@gmail.com

Handphone   : 081295730048

Educational Background	
2003 - 2009	SDI Al-Azhar 6 Jakapermai
2009 - 2012	SMPI Al-Azhar 6 Jakapermai
2012 - 2014	SMAI PB. Soedirman 1 Bekasi
2014 - 2018	Universitas Brawijaya

Publication/Scientific Paper   : The Influence of Brand Image, Country of Origin,   and Interpersonal Influences on Purchase Intention :   The   Case   of   Erigo   (A

Survey on College Student in   Malang City)

CHAPTER I

INTRODUCTION

A. Background

Technological advances that are very rapid at this time will have an impact on the business world whose development is also increasing and business competition is increasingly competitive. The effect of competitive business competition is on the relationship between the company and consumers. Consumers being the main target in the business world are the main keys in winning competition between companies. Not only want quality products or services, but consumers also expect superior delivery speed and customer service to meet the needs and desires of consumers who are increasingly large.

To win market competition, the strategy used is one of brand strategy. Strategies that may be prominent that can be done by the company to strengthen the product brand in the eyes of consumers is by using the brand strategy. Brands are able to differentiate between similar products, without a strong brand, the product will not be known by the public, which will cause losses to the company. The way that can be used so that the brand is easily attached to consumers' minds is to improve the quality of the brand, with good quality, the brand will attract the attention of consumers and can create a positive impression for consumers.

Brands are corporate identities and assets that are important for a company, both for companies in the field of products or services in the field of services. Many companies go to great lengths to build and maintain the strength of their brands by

involving the entire marketing mix. A brand is more than just a design or concept, a brand is a combination of values that are solutions to problems and answers to consumer questions. In a brand there are several aspects, one of which is the brand image, that is how the market and consumers perceive the brand (Masterson, 2013: 488). The same thing was described by Kotler and Keller (2009: 272), brand image is the way consumers perceive the actual brand.

The company must have a good brand image, brand image is one asset for the company because it bring huge impact on consumer perception, where consumers will have a positive impression on the brand. This is one way that products have a strategic position in the market and are able to survive on the market for a long period of time and can compete with other products on the market. According to Wijanarko and Susanto (2004: 80) Brand Image has an important role that is to distinguish a company or product from another.

Brand Image according to Biels in Xian, et al. (2011: 2) consists of three components namely Company Image, Consumer Image, and Product Image. Corporate image is an association related to an organization with attributes of a company, the better the image of a company, the products of the company will be more easily accepted by consumers. Consumer Image refers to the perception of the type of person who uses the product, Consumer Image can reflect a person's social status and lifestyle in buying a product. Product Image is an impression or belief that someone has towards an object, the better the image of a product, the consumer will be interested and have an interest in buying the product.

The evaluation carried out by consumers on a particular product is not only based on attractiveness, physical characteristics of the product, and Brand Image of a company. Technological advancements in this era also coincided with the increasingly intense global competition now making consumers smarter and thinking about several aspects before being interested and having buying interest in a brand. Every company is competing to think of strategies so that the companies and products they produce can compete with other companies. Domestic and domestic market companies from Indonesia need additional more complex strategies so that the company can be accepted, succeeded, and able to compete with companies and products from abroad.

One effort in marketing strategy is done by strengthening brand identification with the goal to distinguish a certain product from a competitor's product. This step can be taken by the company by strengthening County of Origin (COO) factor from the brand. Country of Origin from the brand is where the product is made as in this country the product is assembled, manufactured or labeled by "made in" stamped on a label's brand (Lee and Schaninger, 1996). Thakor and Kohli (1996) believed that the rise of a new concept of origin is needed because company's brand tends to be manipulated by the other brand's name indicating origin of certain states. COO is now one of the most important factors in the success of a product. According to Abdi (2009: 188) Country of Origin is an identity in product attributes that affect consumer evaluation in identifying the origin of a product. Country of Origin also has a big influence on the perception of the quality of a product (Simamora, 2000: 544).

The company produces brands which is based on with Country of Origin as it will create a big influence in the assessment of a product. A product produced by a country can make consumers to have a certain perception on a product produced. The perception on a product produced by the company influence the consumer perceptions in such a way that it has a relation between the quality of brand's origin against purchasing power done by the consumer. The development of behavior by inserting the essence of the value of brand's origin is something that effective in the practice of marketing to extend and win the market.

Country of Origin (COO) according to Laroche, et al. (2005) consists of three components namely Country Belief, People Affect, and Desire Interaction. Country Belief is a prospective consumer's belief about technological progress in the country of origin of the product. People Affect, is an effective response of prospective consumers to the community of the country of origin of the product brand. Desire Interaction, is the willingness or desire of prospective consumers to build relationships with the country of origin of the product brand. The more confident the country of origin of the brand, the company products from that country will be more easily accepted by consumers. Likewise, the more confident consumers are with a country, the consumers will be interested and have an interest in buying the product.

Purchase intention is a consumer attitude in buying behavior that related to the interested in a product. The location where the product is produced (made-in effect) will affect both buying interest and purchasing decisions by consumers. A country will be perceived to have an exclusive reputation for a particular product.

According to Lin and Kao (2004), brand origin will create a certain perception of a product brand, where perceptions can be positive or negative, to the next level a positive perception will encourage the actual purchase. The increasing economic globalization resulted in the decline of trade barriers between countries, so that the availability of foreign products in the local market is wider than ever. In such circumstances, many products and services are evaluated by considering brand origin as a potential competitive differentiator in the local market of each country. According to Czinkota and Ronkainen (2001), brand origin is known as an effect that arises in consumer perceptions that are influenced by the location where the product is produced.

In the process of the emergence of purchase intention, psychological factors become one of the factors that influence consumer purchase intention decisions. One of the psychological aspects behind the interest in buying is factor Interpersonal Influences. Consumers consider multiple issues prior to making consumption decision (Harcar and Spillan, 2006). The increasing choice of brands usually make the consumers become confused in buying a product. So consumers will usually ask any questions, ask for opinions, and ask for references from others. (Bearden et al : 1989) The referrals they get will usually be obtained from their closest people, such as siblings, parents, friends, even group gathering.

Interpersonal influence is a type of social influence which results from group members encouraging, or forcing, conformity while discouraging, and possibly punishing, nonconformity. It is social influences that lead people to conform to the majority, or the group's norms Forsyth (2010). That is what causes

interpersonal influences to individuals, where the data and references they make will be their consideration for determining purchase intention in a product which then they will continue to be a purchase decision.

The stage of the respondent's tendency to act before the buying decision is actually implemented is called the Purchase Intention. Someone or individual will experience the thought process in advance which forms a perception before finally interest will arise. Buying interest will create a motivation that continues to be recorded in the minds of individuals and will arise a very strong desire so that when individuals want to meet their needs will purchase products based on what is in his mind .. According to Schiffman and Kanuk (2000: 206), Purchase Intention is a form of real thought of the plan of the buyer or consumer to buy a certain number of products based on the choice of several brands available in a certain time period.

At this time consumers tend to want to always try new things that they think are good, before making a purchase consumers have a lot of considerations in choosing products that are suitable and according to needs. One of them is included in choosing a fashion product brand that is used. Choosing the right fashion brand will make consumers comfortable in carrying out daily activities.

Fashion Mode that is constantly changing in every season has made the fashion industry very competitive and high creativity is needed to always produce new products, making fashion one of the largest businesses in the world. Two major industries that support the fashion business: textiles and the garment industry (including clothing, footwear and luxury fashion). As human lifestyle increases,

clothing which is one of the fashion products is a promising business. According to

data, global textiles and garment industries in 2015-2017 are:

Table 1.1 Top 5 Market Demand of Fashion in Asia

Region/Teritory	2015	2016	2017
China	79,542	88,218	96,981
Hongkong	56,079	57,620	60,788
Vietnam	24,566	27,919	31,386
Japan	23,507	24,010	24,676
Indonesia	11,145	14,144	16,061

Notes : Demand on million US$
Source : Economist Intelligence Unit (2017)

Judging from the clothing demand data in Asia, as in Table 1.1, China is the

country with the most clothing demand in Asia, in the second position is Hongkong,

third position is Vietnam, fourth position is Japan and Indonesia is the fifth most

clothing-dependent country in Asia and continues to increase every year as

predicted. Based on the data, market demand in fashion sector is increasing each

year, also in Indonesia. Moreoven, Indonesian people has a high purchase intention

for their fashion style needs. Based on data from Ministry of Communication and

Information Technology Indonesia (Kominfo) in Table 1.2, shows that the first

classification of products purchased online in 2016 is fashion products and

accessories with 37.6% percentage, followed in second position with mobile phones

and other gadgets with a percentage of 12.2% , and the third position of electronic

products with a percentage of 7.9%. And this number is predicted to continue to

increase in the fashion sector along with the increasing demand of the younger

generation and the increasing number of fashion brands in Indonesia. Based on the data, it proves that Indonesian people has a high purchase intention for their fashion style :

Table 1.2 Top 3 Ranking of Online Purchasing in Indonesia 2016

Product Classification	Percentage
Fashion and Accessories	37.6%
Smartphone and Gadgets	12.2%
Electronic Stuff	7.9%

Source : www.statistik.kominfo.go.id (2017)

The increasing demand for shopping for Indonesian fashion society is also directly proportional to the increasing fashion industry in Indonesia. The creative economy player in the fashion industry in Indonesia continues to seek references and open themselves to new trends. This behavior as the development of the fashion industry shows positive power in Indonesia. According to data, this is the top 3 ranking of creative economy sector in Indonesia :

Table 1.3 Top 3 Ranking of Creative Economy Sector in Indonesia 2016

Product Classification	Percentage
Fashion	41.69%
Culinary	18.15%
Craft	15.70%

Source : bekraft.go.id (2017)

Based on the data of top 3 ranking of creative economy sector in Indonesia on 2016, the first position is from fashion product with percentage of 41.69%, second postion is from culinary product with percentage of 18.15%, and third

postion is from craft product with percentage of 15.70%. As the fact and the data, the increasing number of demand for fashion products by consumers in Indonesia, making the phenomenon of Indonesian fashion brands emerge. This can be seen in recent years there have been so many Indonesian brands that move in the fashion sector, with products produced in the form of apparel such as hat, t-shirts, shirts, jackets, hoodies, sweaters, trousers, chino, and other stuff the targeting for youth needs. Some well-known local fashion brands can be seen in the following table :

Table 1.4 Fashion Online Store in Indonesia

Brand	Followers Instagram	Website	Product
Erigo	375.000	Available	Daily Wear
Dreambirds	319.000	Not Available	Daily Wear
Roughneck 1991	227.000	Not Available	Daily Wear
I Wear Zule	219.000	Available	Daily Wear
Livehaf	172.000	Available	Daily Wear

Source : www.idntimes.com (2017)

Based on the data in the table above, Erigo is a fashion store that has the highest number of followers in Instagram with 375.000 followers. In the second position is Dreambirds with 319.000 followers, third postion is Roughneck 1991 with 227.000 followers, fourth position I Wear Zule with 219.000 followers, and Livehaf 172.000 followers. Based on the data, Erigo is the most perfect clothing apparel and the biggest online fashion store in Indonesia right now compared to some of its other competitors. Carrying out the concept of daily wear for youth

generation and traveling. Erigo is a fashion brand produced from re-branding results in 2013 from the CEO Muhammad Sadad, from an earlier brand named Selected and Co. Re-branding is done quite successfully because it has a concept that leads to the fashion style of youth who proved within 2 years of launch erigo has had a total turnover of 22 billion Rupiah based on interviews with CEO Erigo (swa.co.id, 2016). Erigo is also very active through social media such as Instagram, Facebook, Website, and Applications they develop. Erigo also often sell offline by holding roadshows to cities in Indonesia and one of the most visited cities is Malang city with a very high number of student college.

In this following year, Erigo had achieved the target to bring Nation Series concept which adapted from Asia, America and Europe. Erigo's rapid growth was evidenced by the growing size of Erigo on Instagram Social Media with a total reaching 375,000 followers, beating other Erigo competitors. Besides having a large number of followers on Instagram, Erigo also has a website that they manage to order Erigo products. In the last few years Erigo has also often toured various cities in Indonesia, and one of the cities that Erigo has never missed is the city of Malang which has a large number of campuses and students, according to Erigo's target market.

Based on the facts above, researchers want to know how much influence the Brand Image, Country of Origin, and Interpersonal Influences have on Purchase Intention on Brand Erigo in Malang City. The city of Malang was chosen because of the large number of students and campuses that became the market for Erigo. Therefore, the limitations of the literature and the needs of marketing continue to

grow so that researchers raised this issue in thesis research with the title **"The Influence of Brand Image, Country of Origin, and Interpersonal Influence on Purchase Intention : The Case of Erigo (A Survey on College Student in Malang City)".**

B. Research Problem

Based on the background that has been described above, then the main issues to be raised by the author in this study formed some formulation of the problem as follows :

1. Does Brand Image Variable (X1) influence Purchase Intention (Y) ?

2. Does Country of Origin Variable (X2) influence Purchase Intention (Y)?

3. Does Interpesonal Influences Variable (X3) influence Purchase Intention (Y)?

4. Does Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3) influences Purchase Intention (Y)?

C. Research Objective

To form a relevant entity, then based on the formulation of the problems that have been proposed, the authors can express the purpose of this study as follows :

1. To examine the influence of Brand Image on Purchase Intention.

2. To examine the influence of Country of Origin on Purchase Intention.

3. To examine the influence of Interpersonal influences on Purchase Intention

4. To examine the influence of Brand Image, Country of Origin, and Interpersonal Influences on Purchase Intention.

D. Research Contribution

Research contribution describes the uses and benefits of the research for the society and lays out in accordance with the formulation of research problem to society and lays accordance with the formulation and research purpose. In addition, in this study, this contribution that are expected of researchers :

1. Practical Aspect

a. For the academic

The results of this study are expected to be learning materials and the application of science in the field of business administration marketing concentration.

b. For the researcher

This research can increase the knowledge and understanding of the researcher about marketing, especially related to brand image, brand origin, interpersonal communication to purchase intention.

c. For the others

The results of this study are expected to give a practical contribution and useful for man fashion sellers in order to formulate their marketing strategy to maintain a competitive advantage and continue to develop the latest innovations.

2. Theoritical Aspect

This research is expected to improve understanding of the influence of brand image, brand origin and interpersonal communication against purchase intention. In addition, this study is also expected to provide contribution to be used as a reference for further research on purchase intention on men's fashion.

E. Minor Thesis Proposal Structure

To provide a clear and directional description of the preparation of this thesis, the authors make the writing systematics divided into :

CHAPTER I : BACKGROUND

In this chapter contains a background explanation of the research, research problem, research objective, research contribution, and minor thesis proposal structure.

CHAPTER II: LITERATURE REVIEW

This chapter presents an explanation of literature review on matters relating to research as well as supporting theories and the basic reference of this study. Chapter II includes an overview of brand image, brand origin, interpersonal communication, the influence of brand image, brand origin, and interpersonal communication on purchase intention, as well as model concept and hypothetical model of this research.

CHAPTER III : RESEARCH METHOD

This chapter describes the research methods used, the types of research, concepts and research variables, measurement scale, population and sample, data sources, data collection methods, instrument testing techniques and data analysis techniques.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter describes the general description of the research location and the general description of the respondent, as well as the discussion of the results of

various types of data analysis used, namely descriptive data analysis, classical assumption test, multiple linear regression data analysis, and hypothesis testing.

CHAPTER V : CONCLUSION AND SUGGESTION

This chapter outlines the final summary of the results of the research, in the form of conclusions on the results of research and suggestions aimed at interested parties

CHAPTER II

LITERATURE REVIEW

A. Empirical Review

To give empirical sight of this research, there are several studies discussed in this sub-chapter.

1. Shukla Research (2010)

The title of this research is "Impact of Interpersonal Influences, Brand Origin, and Brand Image on Luxury Purchase Intention : Measuring Interfunctional Interactions and Cross-National Comparison". The main aim of this research to explain the impact of interpersonal influences, brand origin, and brand image on luxury purchase intention, especially to measuring interfunctional interactions and cross-national comparison. The variables are interpersonal communication, brand image, brand origin, and purchase intention. The sample of this research is 277 respondents from United Kingdom and 291 respondents from India. The analysis method was using exploratory factor analysis and confirmatory factor analysis. The result of this research is normative interpersonal influence is were significant across nation, but the role of informational interpersonal influences was significant among only indian customer. Moreover, brand image was found to be a significant moderator between normative interpersonal influences and luxury purchase intentions in both countries.

2. Bhakar Research (2013)

The tittle of this research is "Relationship Between Country of Origin, Brand Image, and Customer Purchase Intention" The main aim of this to develop and standardized a measure for Country Of Origin, Brand Image, and Customer Purchase Intension, To develop a relationship between country of origin, brand image and customer purchase intention, and To open the new vistas for further research. The variables are brand image, country of origin and purchase intention. The sample of this research is 150 respondents using non-probability (Purposive) sampling technique was used to select the sample elements. The analysis method was multiple regressions was applied to evaluate the effect of country of origin and brand image on customers" purchase intention. Linear Regression was applied to find out the individual effect of country of origin and brand image on customer purchase intention. One way ANOVA was applied to evaluate the effect of brand name on all the three measures used in the study. The result of this research is first Brand Image has a positive effect to purchase intention, second Country of Origin has not significant effect to purchase intention without brand image at the same time and the last is Brand Image and Country of Origin has an significant positive effect to purchase intention.

3. Tulipa and Muljani Research (2015)

This research entitled "The Country of Origin and Brand Image Effect on Purchase Intention of Smartphone in Surabaya" examines the effect of the country of origin and brand image on the purchase intention of smartphone consumers in Surabaya and this study involved 150 visitors to the smartphone trading center in

Surabaya. The sampling technique in this study uses purposive sampling. Structural Equation Modeling (SEM) was applied to measure the relationship between construction, data analysis using structural analysis.

Found that country of origin has an influence on brand image and consumer attitudes. Brand image has an effect on buying attitudes and intentions. Subjective norms have an influence on purchase intention. Otherwise, the attitude has no effect on purchase intention. This study supports the idea that extrinsic information (country of origin and brand image) has an effect on buying attitudes and intentions. In this study also supports that social norms have an impact on purchase intentions, these findings provide an understanding that the opinions of social groups influence personal opinions.

4. Wahyuni Research (2016)

The title of this research is "Pengaruh Country of Origin, Brand Image, dan Persepsi Kualitas Terhadap Minat Beli Oppo Smartphone". The main aim of this research is to explain the influence of country of origin, brand image, and perceive quality on purchase intention. The variables are country of origin, brand image, perceive quality, and purchase intention. The sample of this research is 140 respondents. The analysis method was using descriptive analysis, and quantitative analysis. The result of this research showed that the variables in this research are Country of Origin, brand image, and perception of quality simultaneously have a positive and significant effect on the purchase intention.

Table 2.1 Mapping of Previous Studies

No.	Author(s)	Title	Purposes	Sample	Variables	Analysis Method	Result
1.	Paurav Shukla (2010)	Impact of Interpersonal Influences, Brand Origin, and Brand Image on Luxury Purchase Intention : Measuring Interfunctional Interactions and Cross-National Comparison	To explain the impact of interpersonal influences, brand origin, and brand image on luxury purchase intention. Especially to measuring interfunctional interactions and cross-national comparison	277 respondents from United Kingdom and 291 respondents from India	X1 : Interpersonal Influences X2 : Brand Origin X3 : Brand Image Y : Purchase Intention	1. Exploratory Factor Analysis 2.Confirmatory Factor Analysis	The variables in this research are interpersonal influences, brand origin, and brand image have positive impact on luxury purchase intention.
2.	Sher Singh Bhakar, Shailja Bhakar, and Shilpa Bhakar (2013)	Relationship Between Country of Origin, Brand Image, and Customer Purchase Intention	1. To develop and standardized a measure for Country Of Origin, Brand Image, and Customer Purchase Intension 2. To develop a relationship between country of origin, brand	Non-probability (Purposive) sampling technique Sample size was 150 respondents	X1 : Brand Image X2 : Country of Origin Y : Purchase Intention	1. Multiple Regressions Analysis 2. Linear Regression Analysis 3. One way ANOVA	1. Brand Image has a positive effect to purchase intention 2. Country of Origin has not significant effect to purchase intention without brand image at the same time 3. Brand Image and Country of

Table 2.1 Mapping of Previous Studies (Continued)

			image and customer purchase intention.				Origin has an significant positive effect to purchase intention.
3.	Diyah Tulipa and Ninuk Muljani (2015)	The Country of Origin and Brand Image Effect on Purchase Intention of Smartphone in Surabaya - Indonesia	To examine the effects of COO and brand image on the purchase intention of smart phones in Surabaya	150 samples with purposive sampling technique from visitors to the smartphone shopping center in Surabaya	X1: COO X2: Norm Y1: Brand Image Y2: Attitude Y3: Purchase Intention	Structural Equation Model with AMOS and SPSS applications	This study shows COO has an influence on brand image and attitude. Brand image has an impact on purchase attitudes and intentions. The norm view influences purchase intention
4.	Wahyuni Setianingsih (2016)	Pengaruh Country of Origin, Brand Image, dan Persepsi Kualitas Terhadap Minat Beli Oppo Smartphone	To explain the influence of country of origin, brand image, and perceive quality on purchase intention	Non probability sampling Purposive sampling 140 respondents	X1 : Country of Origin X2 : Brand Image X3 : Perceive Quality Y : Purchase Intention	1. Descriptive Analysis 2. Quantitative Analysis	The variables in this research are Country of Origin,brand image,and perception of quality simultan have a positive and significant effect on the purchase intention.

B. Theoritical Review

1. Brand Image

a. Definition of Brand

A brand is an identity that cannot be separated from a product, the brand has the power to distinguish a product from another product. According to Kotler and Armstrong (2001), the brand is the name, term, sign, symbol, or design or combination of all of these which are intended to identify products or services from one or a group of sellers and distinguish them from competing products. In his book, Lamb, Hair and McDaniel (2001) say brands have three main benefits: product identification, repeat sales and new product sales.

Not infrequently consumers are very bound by a brand, this is because a brand has high brand equity. Kotler and Amstrong (2008) also say that brand equity is a positive differential influence that if a customer knows the brand name, the customer will respond to the product or service. That is the reason why brands become very important to attract consumers and retain consumers to remain loyal to the product. Kotler and Keller (2009: 267-268) say the creation of brand equity requires a brand to reach the brand pyramid, namely:

1) Brand virtue: how often and how easily customers think of brands in a variety of purchasing or consumption situations.

2) Brand performance: how much the product or service meets the customer's functional needs

3) Brand image: describes the extrinsic nature of a product or service, including the way in which the brand tries to fulfill the customer's psychological or social needs.

4) Brand assessment: focuses on the customer's own opinions and evaluations

5) Brand feeling: respond and customer emotional reaction to the brand

6) Brand resonance: refers to the nature of the relationship that the customer has with the brand and the extent to which they feel "synchronous" with the brand.

b. Definition of Brand Image

In the process of making a brand, it is important for the company to build the brand image as best as possible. Brand image is a perception that consumers have for each brand, these perceptions include the identity, product quality, and performance of the product's functions (Evans & Bermans, 1997: 385). Masterson (2013: 490) states that the target market that is formed by marketers and successfully accepted by consumers is a truly important brand image. Brand strength comes from the collective nature of consumer perception. Brand owners cannot control how consumers say about them, because brand image is formed based on experience with the brand.

The same thing was said by Kotler and Keller (2009: 272), brand image is the way consumers perceive the actual brand. In order for a true image to be embedded in the minds of consumers, marketers must pay attention to brand identity through all available means of communication and brand contact. Without

a strong image it is very difficult for a company to attract and retain customers (Kotler and Armstrong, 2008). Hoyer et. Al (2008: 18) adds a brand image as an image of the brand itself and how consumers like the brand.

c. The Process Formed Brand Image

According to Masterson (2013: 492) brand image is created through several processes, the first form of brand personality which is a characteristic of the brand created by marketers is also the basic concept of a brand created. Brand personality is stated as a brand identity which is how the brand is seen physically, can be in the form of logos, names, packaging, etc. Brand personality is considered important as the first view which often creates perception in the minds of consumers.

Marketers can create a brand personality according to the image they want to get in the minds of consumers, brand personality according to the image they want to get in the minds of consumers, the brand personality eventually becomes the identity of the brand. The brand identity is then translated into a brand value which is the material value of the brand. Finally, a brand image is formed which is the perception of consumers towards the brand as a whole. The image cannot be made directly by marketers, marketers can only try to build consumer perceptions by making brand concepts or characteristics like company expectations.

d. Brand Image Indicator

According to Biel in the journal Xian et al., (2011: 1876) brand image has three components, namely corporate image, user image and product image.

1) Corporate Image

The image of a company starts from the feelings of customers and business people about the organization concerned as the producer of the product as well as the results of individual evaluations about it (Surachman, 2008: 275). Corporate image according to Adona (2006: 107) is an impression or mental impression or an image of a company in the eyes of the audience that is formed based on their own knowledge and experience. The definition of corporate image according to Jefkins (1996: 19), corporate image is the overall image of the organization, so it is not just the image of the product or service. The definition of corporate image is specifically explained by Smith (1995: 332) corporate image is the term of people perception of an organization, image, and perception are created through all senses, sight, sound, smell, touch, taste and feeling experienced through product usage , customer service, the commercial environment and corporate communication and it's straightly a result of everything a company does.

2) User Image

Xian et al., (2011: 1876) states that "The user image refers to wheter the brand personality is congruent with the consumers". User image refers to whether the brand personality matches the consumer. Chermatory (2010: 273) says "User image, relates to customers perceptions of the likely user of the brand. A strong brand is likely to be one whereby customers equate with the user image and talk in terms of people like me ". User image is related to customer perception of possible brand users. A strong brand tends to be one where customers equate the image of the user and speak in terms of "people like me".

3) Product Image

Product image is a society's view of a product or a product category (Surachman, 2008: 275). A product image that feels pleasant has a much better chance of being bought than a product that has an unpleasant or neutral image (Schifman and Kanuk, 2008: 174).

2. Country of Origin

a. Definition of Country of Origin

Country of Origin is the home country of a brand affect the purchase intentions that are an important element within affect the buying interest of a product. Consumers will be thorough in evaluate where the product came from. Country of Origin affect the perception and image in the minds of consumers. Consumer tend to have a certain impression on a product in the produced by a country.

According to Shamidra and Saroj (2011), Country of Origin is often linked to product quality. Consumers will use Country of Origin as a product quality standard before product is purchased. Research conducted by Kaynak & Hyder (2000) in Bangladesh, indicating that Bangladesh consumers prefer products in western countries rather than local products on the grounds that products from western countries perceived to be more qualified, reliable, and has an up to date form.

Some authors have more or less the same understanding against the definition of Country of Origin, such as Czinkota and Ronkainen (2001) even mentions that Country of Origin is understood as an effect that arises in consumer

perceptions that are influenced by the location where a product is produced. The location or country where a product is produced will affect people's perceptions about the quality of the product. The more information the consumer has, the more the Country of Origin effect will be reduced. This is caused by the formation of consumer rationality will the quality of a product.

According to Hsieh (2004) in Demirbag (2010) on essentially, the image of the country in a marketing perspective can be defined at three levels, namely :

1. Whole image of the country is the whole beliefs, ideas and impressions of a particular country as a result of the consumers evaluation of his perceptions of the advantages and the country's weaknesses.

2. Whole image of the country product is an overall cognitive feeling associated with a product of a particular country or an impression of overall quality of products originating from a particular country.

3. Specific product image of the country (image of country of origin seen in category specific product) is an overall cognitive feeling associated with product specifications of a particular country.

b. Country of Origin Indicator

To measure the Country of Origin Laroche et al., (2005) has a concept consisting of three indicators :

1) Country Belief, is the confidence of prospective consumers about certain industrial developments and technological advances in the country of origin of the product.

2) People Affect, is an effective response of potential consumers to the community from the country of origin of the product brand.

3) Desire Interaction, is the willingness or desire of prospective customers to build relationships with the country of origin of the product brand.

3. Interpersonal Influences

a. Definition of Interpersonal Influences

Interpersonal influences is a part of interpersonal communication. Interpersonal communication is the process of exchanging information between one person with at least one other person or usually between two people who can be directly known backwards (Muhammad, 2005).

Meanwhile, according to Mulyana (2000), Interpersonal Communication is communication between people face-to-face, which allows each participant to capture the reaction of others directly, either verbally or nonverbally. This interpersonal communication is a communication that only two people, such as husband and wife, two colleagues, two close friends, teacher-students and many more.

Based on the above definitions, interpersonal communication can be concluded as a communication made by someone to others who made face-to-face on a particular problem, in the hope of responding to a reaction to the message they communicate it. According to Fajar (2009) one of the purposes of interpersonal communication is to change the attitudes and behaviors of others. In short, we use a lot of time to influence others through interpersonal communication. Interpersonal

communication that the author means here is the communication made by two people in determining to influence the purchase intention of a fashion product.

According to the literature, consumers susceptibility to interpersonal influences can be classified into two broad categories : normative interpersonal influences and informational interpersonal influences (Bearden et al., 1989; Burnkrant & Cousineau, 1975; Deutsch & Gerard, 1955).

Informational interpersonal influence can be defined as "the tendency to accept information from others as evidence of reality" (Burnkrant & Cousineau,1975). Informational Interpersonal Influence is a psychological and social phenomenon where people assume the actions of others in an attempt to reflect correct behavior in a given situation. Informational Interpersonal Influence is considered prominent in ambiguous social situations where people are unable to determine the appropriate mode of behavior, and is driven by the assumption that the surrounding people possess more knowledge about the current situation.

The effects of social influence can be seen in the tendency of large groups to conform to choices which are either correct or mistaken. This is referred to in some publications as the herd behavior. Although social proof reflects a rational motive to take into account the information possessed by others, formal analysis shows that it can cause people to converge too quickly upon a single distinct choice, so that decisions of even larger groups of individuals may be grounded in very little information.

Normative interpersonal influences is referred as the conformity to the norms and expectation of others under all circumstances (Bearden et al, 1989; Burnkrant & Cousineau, 1975). Normative social influence is a type of social influence leading to conformity. It is defined in social psychology as "the influence of other people that leads us to conform in order to be liked and accepted by them". The power of normative interpersonal influence stems from the human identity as a social being, with a need for companionship and association. Normative social influence involves a change in behaviour that is deemed necessary in order to fit in with a particular group.

b. Interpersonal Influences Indicator

According to the literature, consumers susceptibility to interpersonal influences can be classified into two broad categories (Bearden et al., 1989; Burnkrant & Cousineau, 1975; Deutsch & Gerard, 1955). There is :

1) Normative Interpersonal Influences, the influences of other people that leads to conform in order to be like and accepted by them.

2) Informational Interpersonal Influences, is a psychological and social phenomenon where people assume the actions of others in an attempt to reflect correct behavior in a given situation and seeking for information from the closest people or more experience person.

4. Purchase Intention

a. Definition of Purchase Intention

Purchase intention is something derived from the learning process and thoughts that form a perception. This purchase intention creates a the motivation

that remains in his mind and becomes a very strong desire that in the end when a consumer fulfills his needs will actualize what is in his mind (Yoestini and Rahma, 2007).

According to Mowen (2006) hirearki effect of purchase intention is used for describes the sequence of processes of beliefs. Attitudes and behavior which is the stage of information processing. Beliefs show the cognitive knowledge that consumers have by attributing attributes, benefits and objects (by evaluating information), while attitudes refer to their feelings or effective responses. Attitude acts as a reference which affect from its environment (Loundon and Dela Bitta, 1993). Behavior according to Mowen (1990) is everything that consumers do to buy, discard and use products and services.

Purchase intention is part of the behavioral component in attitude consume. According to Kinnear and Taylor (1998), purchase intention is the stage the response tendency to act before the right buying decision properly implemented. According to Keller (1998), consumer interest is how likely consumers buy a brand or how likely consumers to move from one brand to another.

Swastha and Irawan (2001) suggest factors that affect purchase intention associated with feelings and emotions, when consumers feel happy and satisfied when buying goods or services then it will strengthen his interest to buy, but dissatisfaction usually deprives interest.

Super and Crites (1962) explain that there are several factors that affect the buying interest of a person is :

a. Differences work, that is with the difference in work one can estimate an interest towards that level of work to be achieved, activities performed, use of leisure time, and others.

b. Differences of the socio and economics. For example the higher social level economy, then the easier one achieves what is wanted.

c. The difference in hobbies, that is how one uses time spare

d. The gender difference, that is, the buying interest of the female consumer will different from male consumers, for example in shopping patterns.

e. The age difference, which is the age of children, adolescents, adults, and parents will differ its buying interest in a good.

Meanwhile, according to (Kotler, 2005) the factors that create purchase intention of consumer is as follows:

1. Attitude toward others (respect to others), namely the extent of attitude others reduce the preferred alternatives a person will depends on two things, namely, the intensity of the negative nature of others against consumers' preferred alternatives and consumer motivation to obey the wishes of others.

2. Unexpected situation factor, this factor will be able to change the consumer's position in doing purchase. It depends on the consumer's own thoughts, whether he is confident in deciding to buy a goods or not.

b. Indicator of Purchase Intention

And also the consumer has several indicator to do the purchase intention. According to Ferdinand (2013) the indicators of purchase intention is :

1. Transactional intention, is the tendency of a person in buying product.

2. Referential intention, for example the tendency of a person to refer products to others.

3. Preferential intention, which shows the behavior of a person who has a primary preference for the product. this preference can be occurs if something happens with its preferred product.

4. Explorative intention, which shows the behavior of someone who always looking for information about products that are in demand and looking other information that supports the positive properties of the product.

C. Relationship Between Variables

1. Relationship Between Brand Image with Purchase Intention

According to Assael (2002) argues that buying interest is due to the attractiveness of products or services offered is a mental of consumers who reflect the purchase of a product plan against a particular brand. Based on Assael's opinion above, it can be concluded that one of the reasons of buying interest that exist in a person is the power of the product, namely the attractiveness of the brand. (Assael:2001) also argues that attitudes toward the brand is a mental statement that assesses positive or negative, good or not good, like or dislike of the product. From the above explanation illustrates that attitudes toward the brand is initiated by the cognitive process that works on stimulation, Then affects consumer buying interest on the products offered.

2. Relationship between Country of Origin with Purchase Intention

According to Lin and Kao (2004), Country of Origin will create a certain perception of a product, where perceptions can be positive or negative, until the

next level of positive perception will be encouraging the actual creation of purchases. Based on the results of research conducted by Dinata and Hidayat (2015) regarding, "Country of Origin and Its Influence On Perception of Quality and Buying Interest", states that Country of Origin has significantly positive effect on interest in buying prospective customers who want to buy iPad in Indonesia. From the opinion of the above experts can be concluded that, Brand Origin giving various effects to one's thinking is wrong the only effect is in evaluating a product used to find more information about the product. The effect can be creating buying interest derived from one's internal factors is the perception of each individual.

3. Relationship Between Interpersonal Influences with Purchase Intention

Consumers consider multiple issues prior to making consumption decision (Harcar and Spillan, 2006). As said according to Fajar (2009) one of the purposes of interpersonal communication is to change the attitudes and behaviors of others. In short, people use a lot of time to persuade others through interpersonal communication. Of course this can be a comparison of whether the existence of interpersonal influences, can affect the fashion purchasing intention.

According Bearden et al (1989), informational influence is tendency to accept information from others as evidence of reality. Informational influences affect consumer decision regarding product evaluation (Pincus and Waters, 1977), product/brand selection (Bearden et al., 1989; Mourali et al., 2005), and final purchase decision (Argo, Dahl, and Manchanda, 2005).

D. **Research Model and Hypothesis**

1. Research Model
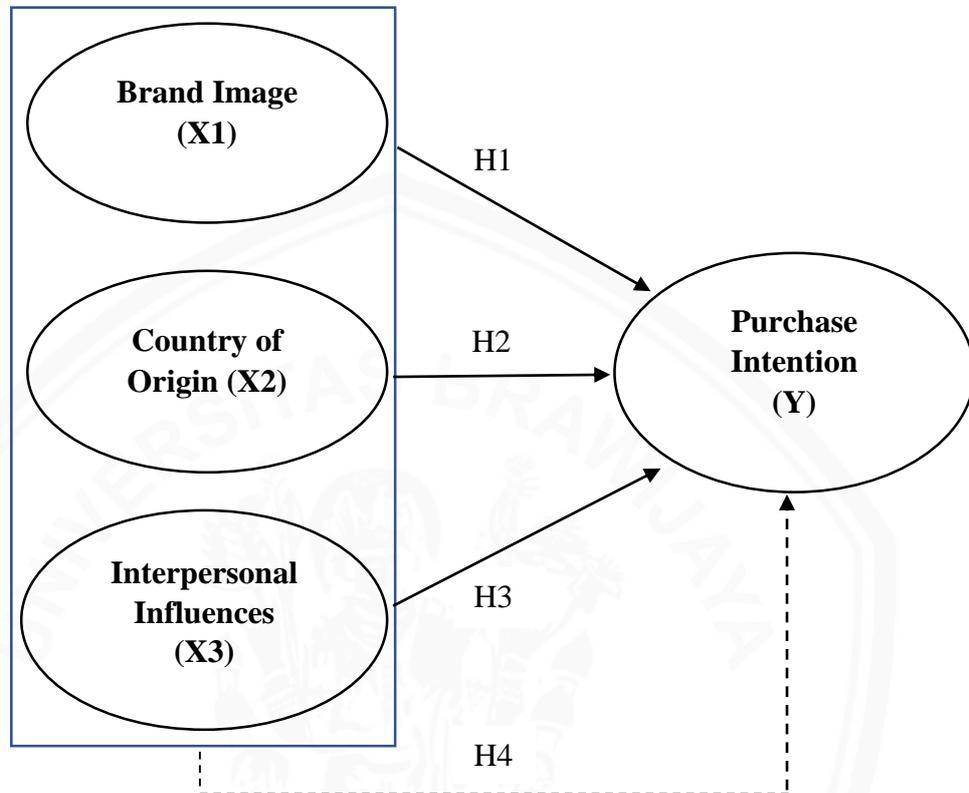
Figure 2.1 Research Model

Description :

⟶ = The influence of each variable partially

- - -➤ = The influence of variables simultaneously

H1 = The influence (X1) with Y

H2 = The influence (X2) with Y

H3 = The influence (X3) with Y

H4 = The influence (X1, X2, X3) with Y

2. Hypothesis

The hypothesis is a conjecture that will be verified by fact existing, is a proposition is a statement that does not want to be tested empirically (Jogiyanto, 2010). Based on the formulation of problems and empirical studies that have been done before, the hypothesis proposed in this study is:

H1: There is a positive influence between Brand Image (X1) on the purchase intention (Y)

H2 : There is a positive influence between Country of Origin (X2) on the purchase intention (Y)

H3 : There is a positive influence between Interpersonal Influences (X3) on the purchase intention (Y)

H4 : There is a positive influence between Brand Image (X1), Country of Origin (X2), dan Interpersonal Influences (X3) on the purchase intention (Y)

CHAPTER III

RESEARCH METHODOLOGY

A. Types of the Research

Research is a systematic, planned and follow the scientific concept to be able to increase knowledge based on social phenomena that occur in the environment (Arikunto:2002). The type of research used in this research is explanatory research with quantitative approach, in explanatory research more highlight the relationship between research variables and test the hypotheses that have been formulated previously. Although the description also contains a description, but as a rational study the focus lies in explaining the relationships between variables.

According to Sekaran (2007), studies included in hypothesis testing usually explain the nature of a particular relationship, or determine the difference between groups or the freedom (indepedence) of two or more factors in a situation. This study examines the effects of brand image, country of origin, and interpersonal influences on purchase intention.

This research uses a type of Explanatory Research. Explanatory research is a study that explains the variables studied and causality between variables one with other variables (Sugiyono, 2015: 11). The approach used is a quantitative approach and data techniques that will be used by using online surveys. The reason for choosing this type of explanatory research is to test the proposed hypothesis. Expected through the hypothesis, can explain the relationship and the influence of

independent variables on the dependent variable either together as has been formulated in the hypothesis.

B. Research Location

This research was conducted through online questionnaire to >17 years old students college in Malang City. The reason for choosing students as objects of research is that, in accordance with Erigo's vision, mission, products and target market, there are young people who are mostly students. The reason for choosing research locations in Malang City is because Malang City has a large number of campuses and very large students. Malang City also has a demand for Erigo products that are so high, this is evidenced by how often Erigo visits and holds a bazaar and opens a booth in Malang City. In the researcher interview with PIC Erigo Bazaar in Malang City, Mr. Sayuti, it was said that Erigo always made Malang City the Road Tour destination due to the high purchase intention, and also had many potential students in accordance with the Erigo target.

C. Concept, Variables, Definition of Operational Variable, and Measurement Scale

1. Concept

Effendi in Singarimbun and Effendi, Ed. (2008), concepts are terms and definitions used to describe abstractly from events, circumstances, groups or individuals who are central to social science. Here is the concept of this research are :

a. Brand Image Concept

Brand image is the number of images, impressions, and beliefs that consumers have for a particular product. This type of association may concern the attributes or benefits derived from the product. This series of associations will make references to purchasing interests.

b. Country of Origin Concept

Country of Origin is the home country of a brand affect the purchase intentions that are an important element within affect the buying interest of a product. Consumers will be thorough in evaluate where the product came from. Country of Origin affect the perception and image in the minds of consumers. Consumer tend to have a certain impression on a product in the produced by a country.

c. Interpersonal Influences Concept

Interpersonal Influences can be affect Purchase Intention. According to the literature, consumers susceptibility to interpersonal influences can be classified into two broad categories: normative interpersonal influences and informational interpersonal influences (Bearden et al., 1989; Burnkrant & Cousineau, 1975; Deutsch & Gerard, 1955).

d. Purchase Intention Concept

Purchase intention is something derived from the learning process and thoughts that form a perception. This purchase intention creates a the motivation that remains in his mind and becomes a very strong desire that in the end when a

consumer fulfills his needs will actualize what is in his mind (Yoestini and Rahma, 2007).

2. Variable

Research Variables according to Sugiyono (2015: 38) are anything in the form of what is determined by the researcher to be studied so that information is obtained about it, then the conclusions are drawn. According to Hatch and Farhady in Sugiyono (2015: 38) variables can be defined as attributes of a person, or object, that has "variation" between one person and another or one object with another object.

The variables used in this study are grouped into two, namely:

a. Independent Variable

Independent variables are variables that influence or cause changes or the emergence of the dependent variable (Sugiyono, 2015: 38). In this study the Independent variable is the Variable:

1) Brand Image (X1)

2) Country of Origin (X2)

3) Interpersonal Influences (X3)

b. Dependent Variable

The dependent variable is a variable that is affected or that results from an independent variable (Sugiyono, 2015: 39). In this study the dependent variable is purchase intention.

3. Operational Variable

Operational definition is a definition given to a variable or construct by means of meaning, or specify activities or provide an operation that is needed to measure the construct or variable (Nazir, 2011). Variables used in this study include :

a. Brand Image (X1)

According to Keller (2003: 166) that brand image is an assumption about a brand that is reflected by consumers who hold on to consumers' memories. Hoyer er al., (2008: 18) adds brand image as an image of the brand itself and how consumers like the brand. Some of the above understanding can be concluded that brand image is an assumption and trust in the minds of consumers about a brand. According to Biel in the journal Xian et al., (2011: 1876), brand image has three indicators, which are:

1) Corporate Image, the image of a company starts from the feelings of customers and business people about the company concerned as the producer of the product as well as the result of an individual evaluation about it (Surachman, 2008: 275)

2) User Image, Xian et al., (2011: 1876) stated that the user image refers to the brand personality is congruent with the consumer.

3) Product Image, is a society's view of a product or a product category (Surachman, 2008: 275). Product images that are perceived as pleasant have a much better chance of being purchased than products that have an unpleasant or neutral image (Schifman and Kanuk, 2008: 174).

b. Country of Origin

Kotler and Keller (2012: 636) stated that the perception of Country of Origin is a mental association and a belief triggered by a country. This perception can affect the attributes of the purchase intention process. To measure the Country of Origin Laroche et al., (2005) has a concept consisting of three indicators :

1) Country Belief, is the confidence of prospective consumers about certain industrial developments and technological advances in the country of origin of the product.

2) People Affect, is an effective response of potential consumers to the community from the country of origin of the product brand.

3) Desire Interaction, is the willingness or desire of prospective customers to build relationships with the country of origin of the product brand

c. Interpersonal Influences

According to the literature (Bearden et al., 1989; Burnkrant & Cousineau, 1975; Deutsch & Gerard, 1955), consumers susceptibility to interpersonal influences can be classified into two broad indicator :

1) Informational Interpersonal Influences, can be defined as the tendency to accept information from others as evidence of reality.

2) Normative Interpersonal Influences, is referred as the conformity to the norms and expectation of others under all circumstances

d. Purchase Intention

According to Kotler & Keller (2013: 137) buying interest is consumer behavior that appears as a response to objects that indicate the customer's desire to

make a purchase. According to Ferdinand (2014: 189), buying interest can be identified through the following indicators:

1) Transactional intention, a person's tendency to buy a product. This interest can be interpreted the desire of someone to immediately buy / have a product.

2) Referential intention, a person's tendency to refer products to others.

3) Preferential intention, an interest that describes the behavior of someone who has a primary preference for the product. The preference that certain products are what is being desired and that person has the right to ignore other choices.

4) Explorative intention, this interest illustrates the behavior of someone who is always looking for information about the product they are interested in and is looking for information to support the positive characteristics of the product.

Table 3.1 Variable, Indicator, and Item

No.	Variable	Indicator	Item	Source
1.	Brand Image X1	Corporate Image X1.1	Erigo is a brand that has been known by many people (X1.1.1)	Muh. Syahreza (2015), Sandy Makruf (2017)
			Erigo is a brand that are easy to remember (X1.1.2)	
			Erigo is a brand that has a good reputation in terms of fashion products (X1.1.3)	

Table 3.1 Variable, Indicator, and Item (Continued)

		User Image X1.2	Erigo is a brand that makes me proud when wearing it (X1.2.1)	Muh. Syahreza (2015), Sandy Makruf (2017)
			Erigo is a brand that provides comfort when wearing it (X1.2.2)	
			Erigo is a brand that makes people look cool when wearing it (X1.2.3)	
		Product Image X1.3	Erigo Product follows the latest fashion developments (X1.3.1)	Muh. Syahreza (2015), Sandy Makruf (2017)
			Erigo Product has a characteristic of fashion (X1.3.2)	
			Erigo Product has good quality fashion products and affordable prices (X1.3.3)	
2.	Country of Origin X2	Country Belief X2.1	Indonesia is a country that has good innovation and design in the field of fashion (X2.1.1)	Ghaitsa Damararum (2017), Faris Nur (2017)
			Indonesia is a country that has good quality in the field of fashion (X2.1.2)	

Table 3.1 Variable, Indicator, and Item (Continued)

			Proud when using fashion products from Indonesia (X2.1.3)	
		People Affect X2.2	Indonesia has a creative workforce in the field of fashion (X2.2.1)	Ghaitsa Damararum (2017), Faris Nur (2017)
			Indonesia has a qualified workforce in the field of fashion (X2.2.2)	
			Indonesia has an experienced workforce in the field of fashion (X2.2.3)	
		Desired Interaction X2.3	Indonesia is an ideal country to live in (X.2.3.1)	Ghaitsa Damararum (2017), Faris Nur (2017)
			Loving the products originating from Indonesia (X.2.3.2)	
			Committ to using products from the Indonesia in the future (X.2.3.3)	
3.	Interpersonal Influences (X3)	Normative Interpersonal Influences (X3.1)	Buying Erigo products, because other people liked the product I buy (X3.1.1)	Kiseol Yang, Jiyoung Kim & Youn-Kyung Kim (2017) and Paurav Shukla (2010)
			Buying Erigo products, because my friends agree with the clothes I buy (X3.1.2)	

Table 3.1 Variable, Indicator, and Item (Continued)

			Buying Erigo products, because I see other people look cool when wearing it (X3.1.3)	
			Buying because many people know (X3.1.4)	
			Buying because someone else gives a good impression when wearing it (X3.1.5)	
			Buying because others want me to use it (X3.1.6)	
		Informational Interpersonal Influences (X. 3.2)	Seeking information from other people before buying (X.3.2.1)	Kiseol Yang, Jiyoung Kim & Youn-Kyung Kim (2017) and Paurav Shukla (2010)
			Asking the opinion of a friend or family before buying (X3.2.2)	
			Asking the opinion of others to choose the product before buying (X3.2.3)	
4.	Purchase Intention Y	Transactional Intention Y.1.1	Being interested in buying Erigo products (Y1.1.1)	Wahyuni Setyaningsih (2016),Yusrah Ubaid Salim and Sri Widaningsih (2017)
			Want to buy Erigo products soon (Y1.1.2)	
			More know about the Erigo, I want more to buy it (Y1.1.3)	
		Referential Intention Y.1.2	Want to promote the Erigo brand to others (Y.1.2.1)	Wahyuni Setyaningsih (2016), Ubaid Salim and Sri
			Want to tell others about the promotion from Erigo	

Table 3.1 Variable, Indicator, and Item (Continued)

			(Y.1.2.2)	Widaningsih (2017)
			Want to refer other people to buy Erigo products (Y.1.2.3)	
		Preferential Intention Y.1.3	Prefer to use Erigo products rather than other brand products (Y.1.3.1)	Wahyuni Setyaningsih (2016), Ubaid Salim and Sri Widaningsih (2017)
			Made the first choice Erigo product (Y.1.3.2)	
			Choose to use Erigo products because the costs incurred are more affordable (Y.1.3.3)	
		Explorative Intention Y.1.4	Looking for information about the discount promotion of Erigo (Y.1.4.1)	Wahyuni Setyaningsih (2016), Ubaid Salim and Sri Widaningsih (2017)
			Looking for information about the latest Erigo products (Y.1.4.2)	
			Looking for Erigo product reviews through social media (Y.1.4.3)	

4. Measurement Scale

The measurement scale used in this research is Likert Scale with interval data. According to Djaali and Muljono (2007), likert scale is a scale that can be used to measure attitudes, opinions, and perceptions of a person or group of people about a phenomenon or phenomenon of education.

Respondents were asked to respond to each question by choosing one of five responses based on their feelings. Giving weight between 1 to 5, the answer is strongly agree once given the greatest score is 5, while for the answer strongly disagree once given the smallest score is 1. The details are :

Table 3.2 Likert Scale

No.	Answer	Score
1.	Strongly Agree	5
2.	Agree	4
3.	Doubt	3
4.	Disagree	2
5.	Strongly Disagree	1

D. Population, Sample, Sampling Technique

1. Population

The population is a group of people, events or anything that has certain characteristics (Indriantoro and Supomo, 2012). The population also includes a generalization region consisting of, objects / subjects that have a certain quantity and characteristics set by the researcher to be studied, studied, and then drawn conclusions. Population taken in this research is college student of Erigo user in Malang city.

2. Sample Size

The sample according to Sugiyono (2010) defines that the sample is part of the number and characteristics possessed by that population. If the population is large, and the author is unlikely to learn everything in the population, for example

due to limited funds, manpower, and time, the writer can use samples taken in the population. Sampling should be done in such a way that a sample can be obtained that can describe the actual state of the population. In this case, the number of college student population in Malang city in range >17 years can not be known. Therefore, the number of samples taken from the number of populations whose numbers can not be known exactly can be determined through Machin and Campbell formulas are as follows :

$$U p = \frac{1}{2} \ln \left(\frac{1+p}{1-p} \right)$$

1) First Stage Iteration Formula:

$$n = \frac{(Z_{1-\alpha} + Z_{1-\beta})^2}{U^1 p^2} + 3$$

2) The first thing before do the second iteration :

$$U^2 p = \frac{1}{2} \ln \left(\frac{1+p}{1-p} \right) + \frac{p}{2(n-1)}$$

3) Second Stage Iteration Formula:

$$n = \frac{(Z_\alpha + Z_\beta)^2}{U^2 p^2} + 3$$

4) The first thing before do the third iteration :

$$U^3 p = \frac{1}{2} \ln \left(\frac{1+p}{1-p} \right) + \frac{p}{2(n-1)}$$

5) Third Stage Iteration Formula:

$$n = \frac{(Z_\alpha + Z_\beta)^2}{U^2 p^2} + 3$$

Description :
Up : Standarized normal random variable corresponding to particular value of
the   correlation coefisien
$Z_{1-\alpha}$: Constants obtained from the normal distribution table
$Z_{1-\beta}$: Constants obtained from the normal distribution table

p : Correlation coefficient price estimate

α : Type II error is to accept hypothesis that should be rejected
       (10%)

β : Type II error is to accept the hypothesis that should be accepted
       (10%)

In   : Log-e

Calculation I :

$$Up' = \frac{1}{2} \ln \left(\frac{1+\rho}{1-\rho} \right)$$

$$= \frac{1}{2} \ln \left(\frac{1+0,35}{1-0,35} \right)$$

$$= \frac{1}{2} \ln \left(\frac{1,5}{0,65} \right)$$

$$= 0,365444$$

$$n_1 = \frac{(Z_{1-\alpha} + Z_{1-\beta})^2}{(Up')^2} + 3$$

$$= \frac{(1,96+1,96)^2}{(0,365444)^2} + 3$$

$$= 115,0618 + 3$$

$$= 118,0618$$

Calculation II :

$$Up = \frac{1}{2} \ln \left(\frac{1+\rho}{1-\rho} \right) + \frac{\rho}{2\,(n-1)}$$

$$= \frac{1}{2} \ln \left(\frac{1+0,35}{1-0,35} \right) + \frac{0,35}{2\,(118,0618-1)}$$

$$= 0.366939$$

$$n_2 = \frac{(1,96+1,96)^2}{(0,366939)^2} + 3$$

$$= \frac{15,3664}{0,134644} + 3$$

$$= 114,1261 + 3$$

$$= 117,1261$$

Calculation III :

$$\text{Up} = \frac{1}{2}ln\left(\frac{1+\rho}{1-\rho}\right) + \frac{\rho}{2\,(n-1)}$$

$$= \frac{1}{2}ln\left(\frac{1+0,35}{1-0,35}\right) + \frac{0,35}{2\,(117,1261-1)}$$

$$= 0.366951$$

$$n_2 = \frac{(1,96+1,96)2}{(0,366951)2} + 3$$

$$= \frac{15,3664}{0,134653} + 3$$

$$= 114,1186 + 3$$

$$= 117,1186$$

Based on the above formula, to find the number of samples in this study, it is known $\rho = 0,35$; $\alpha = 5\% = 0,05$; $\beta = 5\% = 0,05$; $Z_{1-\alpha} = 1,96$; $Z_{1-\beta} = 1,96$. Based on the results of the second and third iterations showed almost the same number of $n = 117,1186$ and $n = 117,1261$ or rounded to 118, so the number of samples in this study **118 people.**

3. Sampling Technique

The sample in this research is 118 Erigo consumer candidate by using non probability sampling which every member of population do not have the same opportunities to be selected to be sampled. With using purposive sampling which method in determining sample selection meets the criteria specified. The criteria is college student in Malang City, male or female, has an age >17 years old, and knowing about Erigo. With intend that the selected sample can provide any information or information data that suits the purpose of the study.

E. Data Collection Techniques

1. Source of Data

Data used in this research are primary data and secondary data. Sources of research data used in this study consist of :

a. Primary Data is research data obtained directly from original source (not through intermediary). In this study, the primary data were obtained through the questionnaires distributed by respondents to college student of Erigo user in Malang city.

b. Secondary data is research data obtained from other parties that have been processed into finished form and relevant to this research. Secondary data can also be obtained from previous research, library materials and so forth.

2. Data Collection Method

In this study the method used is a questionnaire. A questionnaire is a collection method conducted by giving a series of written questions to respondents to answer. The questionnaire is also an efficient data collection method if researchers know with certainty the variables to be measured and know what can be expected from the respondents. The researcher used an online survey with online questionnaire and distributed to the various college student from different college in Malang City.

3. Research Instrument

The research instrument is a tool used to collect data in the field. The instrument used in this study is a questionnaire. The research instrument using questionnaires is a list of questions given to the respondents to be filled in

accordance with the information needed to support research objection. The researcher used online questionnaire types by using google forms as a research instrument in this study.

F. Research Instrument Test

The questionnaire in this study was used as an analysis tool. Therefore in the analysis carried out more relied on the score of respondents in each observation. While the true or not the response score depends on data collection. A good data collection instrument must fulfill two important requirements, should be valid and reliable. Therefore in this research, the researcher do the validity test and realibility test.

1. Validity Test

Validity is a measure that indicates the degree of cleverness and an instrument. According to Ancok in Singarimbun and Effendi, Ed. (2008) suggests that the validity indicates the extent to which a measuring instrument measures what it wants to measure. An instrument is said to be valid if it can reveal data from the variables studied appropriately.

In this research, validity test is done by correlating each item score in a variable with total score, so that the validity index is obtained. The following is the formula used in this study by Ancok in Singarimbun and Effendi, Ed. (2008) to test the validity of product moment correlation techniques, namely:

$$r = \frac{n\left(\sum xy\right) - \sum x \sum y}{\sqrt{[(n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2}}$$

Description :

x   : Item score

y   : Total score

n   : Number of respondents to be tested

r   : Correlation coefficient

If the correlation coefficient (r) between the question indicator and the total indicator score has a significant level below or equal to 0.05 (α = 5%), then the question indicator used in the research instrument is valid, otherwise if the correlation coefficient value between the indicator of the question with the total score indicator has a significant level above 0.05 (α = 5%) then the question indicator used in the research instrument is not valid.

Validity testing is very necessary in a study, especially those that use questionnaires in obtaining data. Validity testing is intended to find out the validity of understanding the validity of the concept and empirical reality. Validity test is a measure that shows the levels of validity and validity of an instrument. An instrument is said to be valid if it is able to measure what you want to measure or can reveal data from the variables that are examined appropriately. The high and low validity of the instrument shows the extent to which the data collected does not deviate from the description of the variable in question.

Validity testing can be done by correlating each factor or variable with the total factor or variable by using the correlation (r) product moment. Validity testing conducted through the SPSS program ver.20 by using product moment correlation to produce the value of each item statement with the overall question item score. For more details are presented in the Table 3.3 to 30 respondents as follows :

Table 3.3 Validity Test Variable Result

Item	r count	Sig.	r table	Description
X1.1.1	0.818	0.000	0.361	Valid
X1.1.2	0.859	0.000	0.361	Valid
X1.1.3	0.865	0.000	0.361	Valid
X1.2.1	0.849	0.000	0.361	Valid
X1.2.2	0.823	0.000	0.361	Valid
X1.2.3	0.815	0.000	0.361	Valid
X1.3.1	0.732	0.000	0.361	Valid
X1.3.2	0.550	0.002	0.361	Valid
X1.3.3	0.855	0.000	0.361	Valid
X2.1.1	0.561	0.001	0.361	Valid
X2.1.2	0.638	0.000	0.361	Valid
X2.1.3	0.845	0.000	0.361	Valid
X2.2.1	0.860	0.000	0.361	Valid
X2.2.2	0.779	0.000	0.361	Valid
X2.2.3	0.419	0.021	0.361	Valid
X2.3.1	0.364	0.048	0.361	Valid
X2.3.2	0.620	0.000	0.361	Valid
X2.3.3	0.518	0.003	0.361	Valid
X3.1.1	0.844	0.000	0.361	Valid
X3.1.2	0.806	0.000	0.361	Valid
X3.1.3	0.922	0.000	0.361	Valid
X3.1.4	0.881	0.000	0.361	Valid
X3.1.5	0.879	0.000	0.361	Valid
X3.1.6	0.739	0.000	0.361	Valid
X3.2.1	0.795	0.000	0.361	Valid
X3.2.2	0.738	0.000	0.361	Valid
X3.2.3	0.780	0.000	0.361	Valid
Y1.1.1	0.694	0.000	0.361	Valid
Y1.1.2	0.692	0.000	0.361	Valid
Y1.1.3	0.724	0.000	0.361	Valid
Y1.2.1	0.697	0.000	0.361	Valid
Y1.2.2	0.724	0.000	0.361	Valid
Y1.2.3	0.602	0.000	0.361	Valid
Y1.3.1	0.559	0.001	0.361	Valid
Y1.3.2	0.592	0.001	0.361	Valid
Y1.3.3	0.541	0.002	0.361	Valid
Y1.4.1	0.591	0.001	0.361	Valid
Y1.4.2	0.509	0.004	0.361	Valid
Y1.4.3	0.498	0.005	0.361	Valid

Source : Primary Data, 2018

From Table 3.3 above it can be seen that the value of sig. r question items smaller than 0.05 ($\alpha = 0.05$) which means that each variable item is valid, so it can be concluded that these items can be used to measure research variables.

2. Reliability Test

Ancok in Singarimbun and Effendi, Ed. (2008:35), argued that reliability is an index that indicates the extent to which a measuring instrument can be trusted and relied upon. If a measuring device is used twice to measure the same symptoms and the measured results are relatively consistent, then they are reliable. Looking for instrument reliability can use alpha conbranch formula that is:

$$r_{11} = \left(\frac{k}{k-1}\right)(1 - \frac{\sum si^2}{\sum st^2})$$

Description :

r   = Instrument reliability

k   = Total question item

si^2 = Total varian item

st^2 = Total varian

Instruments can be reliably reliable if it has reliability reliability coefficient $\geq$ 0.6 then the validity and reliability test results of each precise variable by using SPSS for Windows program.

Reliability testing shows the level of stability, constancy and accuracy of a measuring instrument or test used to determine the extent to which measurements are relatively consistent when repeated measurements are made. This test is used to determine the extent to which a person's answer is consistent or stable over time. Accroding to Arikunto (2006:154), reliability shows an understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is good.

Reliability testing technique is to use alpha reliability coefficient. The decision-making criteria is if the value of the alpha reliability coefficient is greater

than 0.6, then the variable is reliable. For more details are presented in the Table

3.4 to 30 respondents as follows:

Table 3.4 Reliability Test Variable Result

No.	Variable	Coefficient Reliability	Description
1	X1	0,927	Reliabel
2	X2	0,806	Reliabel
3	X3	0,939	Reliabel
4	Y	0,852	Reliabel

Source : Primary Data, 2018

From Table 3.2 it is known that the value of alpha cronbach for all variables

is greater than 0.6. From the provisions mentioned earlier, all variables used for

research are reliable.

G. Data Analysis

After the data collected, then the next step is to analyse the data in

accordance with existing methods, so that raw data can be understood at once

answer the problems presented next. In accordance with the formulation of the

problems that have been proposed then in the analysis of this study used :

1. Descriptive Statistic Methods

Descriptive analysis is used to give a description and interpretation on the

characteristics of the location of the study, the respondents studied and the

distribution of items from each research variable. The data that have been collected

and then edited and tabulated into the table, then carried out the descriptive

discussion with the provision of numbers both in the respondent and in percentage

figures.

2. Classical Asumption Test

Classical assumption test serves to obtain an unbiased and efficient examiner value from a multiple linear regression equation with the least squares method (Asnawi and Masyhuri, 2011: 176). Classical assumption tests in this study include Data Normality Test, Autocorrelation Test, Multicollinearity Test, and Heterocedasticity Test.

a. Normality Test

Normality Test is testing in a regression model to determine whether or not there is a normal distribution between dependent and independent variables (Asnawi and Masyhuri, 2011: 178). The normality test is intended to find out whether the residuals studied are normally distributed or not (Asnawi and Masyhuri, 2011: 179).

b. Autocorrelation Test

Autocorrelation Test according to Ghozali (2013: 107) aims to test whether in the linear regression model there is a correlation between the interfering problems in period t with the confounding error at t-1. In this study using the Durbin-Watson Test (DW Test) to detect the presence or absence of a correlation.

c. Multicollinearity Test

Multicollinearity test is a test conducted to determine the correlation between independent variables contained in the regression model. Multicollinearity occurs when the independent variables contained in the model have a perfect or near perfect relationship (Algifari, 2009: 84). Regression models can be said to be good if there is no correlation between the independent variables (Asnawi and Masyhuri, 2011: 176). According to Santoso (in Asnawi and Masyhuri, 2011: 176),

the detection of multicollinearity can be seen from the VIF (Variance Inflation Factor) value. The value used to indicate the presence of multicollinearity is the tolerance value <0.10 above equals the VIF value> 10 (Ghozali, 2016: 104). The occurrence of multicollinearity will interfere in significant estimates, so it is necessary to take several steps to eliminate it, namely by increasing the number of samples, entering additional equations into the model so that it becomes simultaneous equations, and using extra information to obtain other sources outside the sample (Gunawan in Asnawi and Masyhuri, 2011 : 177)

d. Heteroscedasticity Test

Heteroscedasticity test aims to examine whether in the regression model there is a variance inequality from residual one observation to another observation (Ghozali, 2016: 134). The consequence of heteroscedasticity in the regression model is that the estimator obtained is inefficient, both in small samples and large samples, this is due to the variance that is not minimum (Algifari, 2009: 85). The way to detect the presence or absence of heteroscedasticity is to look at the plot graph between the predicted values of the dependent variable, ZPRED and SRESID (Ghozali, 2016: 134). Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a particular pattern on the scatterplot graph between SRESID and ZPRED, ie the Y axis is Y that has been predicted, and the X axis is residual (Ghozali, 2016: 134). The basis of the analysis of this test is as follows:

1) If there are certain patterns, such as the dots that form a certain regular pattern (wavy, widened and then narrowed), then it indicates that heteroscedasticity has occurred.

2) If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, heteroscedasticity does not occur.

3. Multiple Linear Regression Analysis

Regression analysis has a function to predict the value of the dependent variable with one or more variables preceded by conducting a correlation test first (Martono, 2010: 201). Multiple linear regression occurs when in a regression equation there is one dependent variable and more than one independent variable. The more independent variables involved in a dining regression equation, the determination of statistical values will be more complicated to obtain the estimation regression equation (Algifari, 2009: 62).

In general, the multiple linear regression model for the population according to Arikunto (2013: 344) is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description :

Y = Purchase Intention
a = Constant value / intercept parameter
X_1 = Brand Image
X_2 = Brand Origin
X_3 = Interpersonal Influences
b_1, b_2, b_3 = Coefficient X1, X2, X3
e = Influence of Other Variables

a. Determination of Coefficient (R^2)

The coefficient of determination is a statistical value that can be used to determine the relationship of influence between independent and dependent variables. The coefficient of determination shows the percentage variation in the value of the dependent variable that can be explained by the regression equation produced (Algifari, 2009: 45). The coefficient of determination obtained from a sample is called the sample determination coefficient obtained from the relationship between two types of deviations, namely the deviation of the Y observation value in a data set around the regression line and the Y observation deviation around the average. According to Algifari (2009: 48) the magnitude of the coefficient of determination (R2) can be searched using the formulation as follows:

$$R^2 = \frac{SSR}{SST}$$

Description :

R^2 : The magnitude of the sample determination coefficient
SSR   : Sum of Squares Regression (Explained Variation)
SST   : Sum of Squares Total (Total Variation)

Another hypothesis test is useful to determine the significant level of influence simultaneously and partially in this study using the F Test and t test, which are as follows :

b. F Test or Simultaneous Test

According to Lupiyoadi and Ridho (2015: 167) Test of Statistics F is a Simultaneous test (overall) in the concept of linear regression is a test of whether the regression method obtained is truly acceptable. This simultaneous test aims to test whether the brand image, brand origin, and interpersonal influences variables have a significant overall effect on purchase intention.

Hypothesis testing according to Lupiyoadi and Ridho (2015: 158) using the following formula:

$$\text{F-Test} = \frac{R^2/K}{(1-R^2)/(n-K-1)}$$

Description :

F   = F-count which is then compared with F table

K   = Number of independent variables

R^2 = The multiple correlation coefficients that have been found

n   = Number of samples

The research hypothesis is :

H_0 = Brand Image (X1), Brand Origin (X2), and Interpersonal Influences (X3) variables have no significant effect on Purchase Interest (Y)

H_1 = Brand Image (X1), Brand Origin (X2), and Interpersonal Influence (X3) variables have a significant effect on Buying Interest (Y)

This test uses the SPSS computer program with the following criteria:

a. If F counts > Ftable then H0 is rejected

b. If F counts < Ftable then H0 is accepted

If H_0 is rejected, the independent variables tested have a significant effect on the dependent variable.

c. T test or Partial Test

The partial test is used to test whether an independent variable really influences the dependent variable (Lupiyoadi and Ridho, 2015: 168). The t test in this study was used to determine the effect of variable brand image, brand origin, and interpersonal influences partially on interest in purchase. To test the hypothesis, the following formula is used (Lupiyoadi and Ridho, 2015: 158) :

$$t = \frac{r_p\sqrt{n-2}}{\sqrt{1-r_p^2}}$$

Description :

t   = T-count value

r_p = Correlation Value

n   = Number of observations

The t test is used to show how much influence the independent variable is partially on the dependent variable. Tests are carried out at a 95% confidence level with the following testing criteria :

1) Using significance probability values :

a. H_0 accepted if the significance level is greater than 0.05 or 5%, then vice versa.

b. H_1 accepted if the significance level is 0.05 or 5%, then vice versa.

2) Compare the value of t count with t table:

a. H_0 accepted if t count <t table at α = 5%, then vice versa.

b. H_1 accepted if t count> t table at α = 5%, then vice versa.

The research hypothesis is :

a. $H_0$1 = Brand Image (X1) variables have no significant effect on Purchase Intention (Y)

$H_1$1   = Brand Image (X1) variables have a significant effect on Purchase Intention (Y)

b. $H_0$2 = Country of Origin (X2) variables have no significant effect on Purchase Intention (Y)

$H_1$2   = Country of Origin (X2) variables have a significant effect on Purchase Intention (Y)

c. $H_0$3 = Interpersonal Influences (X3) variables have no significant effect on Purchase Intention (Y)

H_13 = Interpersonal Influences (X3) variables have a significant effect on Purchase Intention (Y)

CHAPTER IV

RESEARCH RESULTS AND DISCUSSION

A. General Description of Research Location

1. History of Erigo

In November 28th 2010, the CEO, Muhammad Sadad started this business career in fashion industry by creating a brand named Selected and Co. By the time, the brand renamed as Erigo in June 2013 with new and fresh concept. Erigo brand iniciated their premium products by producing casual Batik which propose casual and exclusive style. Along with the growth of Erigo's name, CEO did a big business manouver by rebranding Erigo into street style and traveling concept for youth people. It was proved in September 15th, 2014 when Erigo released their first collection called "Reflective" which taking Erigo into next level of successsness (www.erigostore.id).

Figure 4.1 Erigo's Logo
Source : www.erigostore.id

In this following year, Erigo had achieved the target to bring Nation Series concept which adapted from Asia, America and Europe. Erigo's rapid growth was

62

evidenced by the growing size of Erigo on Instagram Social Media with a total reaching 373,000 followers, beating other Erigo competitors. Besides having a large number of followers on Instagram, Erigo also has a website that they manage to order Erigo products. In the last few years Erigo has also often toured various cities in Indonesia, and one of the cities that Erigo has never missed is the city of Malang which has a large number of campuses and students, according to Erigo's target market. Nowadays, Erigo brand will always develop with more inovative and creative concepts.

2. Product of Erigo

Erigo is an apparel brand focused on men's and women's clothing products. Erigo tries to present products for youth who want to look trendy, semi-formal, casual and convenience. Erigo is a growing fashion brand in Indonesia that offers the best quality and design to support traveling and clothing for everyday needs.
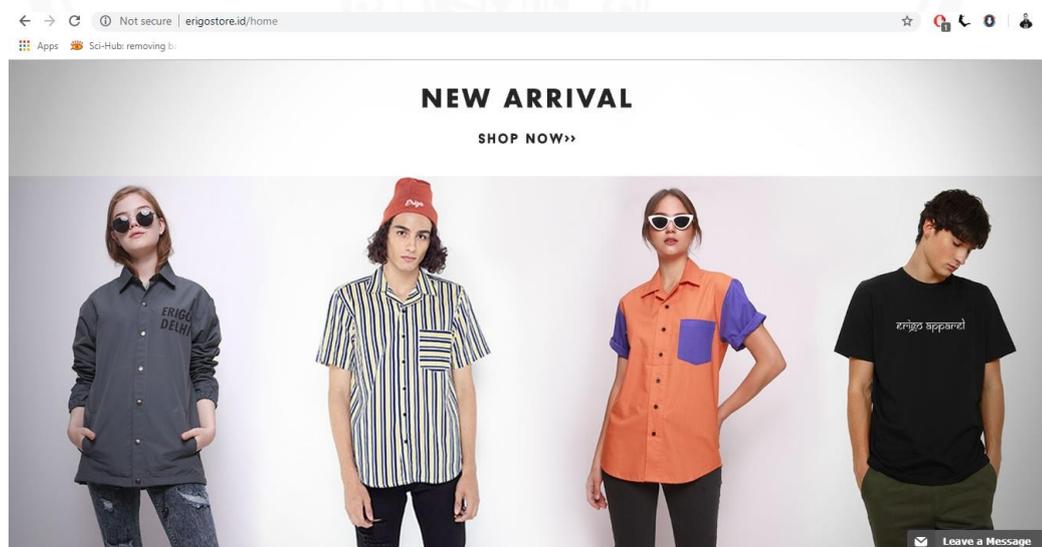
Figure 4.2 Erigo's Product on Website
Source : www.erigostore.id

The types of fashion sold from this store are joggerpants, chinos, shirts, jackets and accessories like hats. In Indonesia, Erigo is one of the best and high-quality clothing brands that are ready to compete with international brands in the fashion industry. Within the existing portfolio, Erigo tries to compete in international free trade as one of Indonesian brand in world fashion industry.

B. Characteristics of Respondents

From the results of distributing questionnaires to some college students in Malang City with total of 118 respondents, it can be obtained an overview of the characteristics of respondents based on the age of respondents, gender of respondents, income of respondents, respondents university, and frequency of buying Erigo products. The detailed description of the respondents characteristics is as follows :

1. Age of Respondents

The characteristics of respondents based on age can be seen in the following table 4.1 :

Table 4.1 Characteristics of Respondents by Age

Age	Frequency	Percentage
17-20 Years	20	16.95
21-24 Years	95	80.51
>24 Years	3	2.54
Total	**118**	**100**

Source : Primary Data, 2018

Based on Table 4.1 above, it can be seen that respondents aged between 17-20 years were 20 respondents or 16.95%, aged between 21-24 years as many as 95 respondents or 80.51%, aged more than 24 years as many as 3 respondents or 2.54%.

2. Gender of Respondents

Data on the characteristics of respondents based on gender can be seen in

the following table 4.2 :

Table 4.2 Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Male	62	52.54
Female	56	47.46
Total	**118**	**100**

Source : Primary Data, 2018

Based on table 4.2 above, it can be seen that respondents gender who are

man are 62 respondents or 52.54%, and woman are 56 respondents or 47.46%.

3. Income of Respondents

Data on the characteristics of respondents based on income can be seen in

the following table 4.3 :

Table 4.3 Characteristics of Respondents Based on Income

Income	Frequency	Percentage
< Rp.1000.000	29	24.58
>Rp.1.000.000 - Rp.2.000.000	60	50.85
>Rp.2.000.000 - Rp.3.000.000	20	16.95
> Rp.3.000.000	9	7.63
Total	**118**	**100**

Source : Primary Data, 2018

Based on Table 4.3 above, it can be seen that respondents who have income

< RP.1.000.000 as much as 29 respondents or 24.58%, who have income of Rp.

1.000.001 – Rp.2.000.000 as many as 60 respondents or 50.85%, who have Rp.

2.000.001 – Rp.3000.000 income as many as 20 respondents or 16.95%, and those

who have income > Rp.3.000.000 as many as 9 respondents or 7.63%.

4. Origin of Respondents University

The characteristics of respondents based on Campus Origin can be seen in table 4.4 below :

Table 4.4 Characteristics Based on Origin of Respondents University

University	Frequency	Percentage
UB	61	51.69
UM	11	9.32
UMM	14	11.86
UIN	10	8.47
POLINEMA	12	10.17
Others	10	8.47
Total	**118**	**100**

Source : Primary Data, 2018

Based on Table 4.4 above, it can be seen that respondents from the UB campus were 61 respondents or 51.69%, who came from the UM campus as many as 11 respondents or 9.32%, who came from UMM campus as many as 14 respondents or 11.86 %, who came from UIN campus as many as 10 respondents or 8.47%, who came from POLINEMA campus as many as 12 respondents or 10.17%, and those from other campus as many as 10 respondents or 8.47%.

5. Frequency of Buying

Respondent characteristics data based on frequency of buying can be seen in table 4.5 below :

Table 4.5 Characteristics of Respondents Based on Frequency of Buying

Frequency of Buying	Frequency	Percentage
1	35	29.66
2	43	36.44
3	28	23.73
>3	12	10.17
Total	**118**	**100**

Source : Primary Data, 2018

Based on Table 4.5 above, it can be seen that respondents who bought 1 time were 35 respondents or 29.66%, who bought Erigo Products 2 times as many as 43 respondents or 36.44%, who bought Erigo Products 3 times as many as 28 respondents or 23, 73% , and who bought Erigo Products more than 3 times as many as 12 respondents or 10.17%.

C. Data Analysis

1. Descriptive analysis of research variables

Descriptive analysis is a statistical analysis used to analyze data by describing or describing data that has been collected. Based on the questionnaire that has been distributed to 118 respondents, it can be known the frequency of respondents' answers to each question item. The researcher will calculate the average value so the researcher must first calculate the length of the class interval calculated using Sturges (Supranto 2000: 64) as follows:

$$\text{Class Interval (c)} = \frac{X_n - X_1}{k}$$

$$c = \frac{5-1}{5}$$

$$c = \frac{4}{5}$$

$$c = 0,8$$

Description :
c = interval estimated
k = number of classes
X_n = highest score
X_1 = lowest score

The criteria for interpreting the average score are as follows :

a. 1,00 – 1,8 = Very Low

b. ≥ 1,8 – 2,6 = Low

c. ≥ 2,6 – 3,4 = Medium

d. ≥ 3,4 – 4,2 = High

e. ≥ 4,2 – 5,0 = Very High

a. Brand Image Variable Frequency Distribution (X1)

The first variable is Brand Image Variables. There are nine items of questions given to respondents to be answered. Respondents answers can be seen in Table 4.6 :

Table 4.6 Brand Image Variable Frequency Distribution (X1)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X1.1.1	61	51.69	33	27.97	14	11.86	6	5.08	4	3.39	118	100	4.19
X1.1.2	64	54.24	39	33.05	9	7.63	2	1.69	4	3.39	118	100	4.33
X1.1.3	56	47.46	42	35.59	14	11.86	2	1.69	4	3.39	118	100	4.22
Mean													4.24
X1.2.1	44	37.29	48	40.68	19	16.10	4	3.39	3	2.54	118	100	4.07
X1.2.2	45	38.14	45	38.14	22	18.64	2	1.69	4	3.39	118	100	4.06
X1.2.3	47	39.83	41	34.75	22	18.64	4	3.39	4	3.39	118	100	4.04
Mean													4.05
X1.3.1	55	46.61	48	40.68	10	8.47	3	2.54	2	1.69	118	100	4.28
X1.3.2	43	36.44	54	45.76	15	12.71	5	4.24	1	0.85	118	100	4.13
X1.3.3	31	26.27	67	56.78	13	11.02	5	4.24	2	1.69	118	100	4.02
Mean													4.14
Grand Mean													4.15

Source: Primary Data, 2018

Description :

     5   : Strongly Agree

     4   : Agree

     3   : Doubt

     2   : Disagree

     1   : Strongly Disagree

     $X_{1.1.1}$: Erigo is a brand that has been known by many people

     $X_{1.1.2}$: Erigo is a brand that are easy to remember

     $X_{1.1.3}$: Erigo is a brand that has a good reputation in terms of fashion products

     $X_{1.2.1}$: Erigo is a brand that makes me proud when wearing it

$X_{1.2.2}$: Erigo is a brand that provides comfort when wearing it

$X_{1.2.3}$: Erigo is a brand that makes people look cool when wearing it

$X_{1.3.1}$: Erigo Product follows the latest fashion developments

$X_{1.3.2}$: Erigo Product has a characteristic of fashion

$X_{1.3.3}$: Erigo Product has good quality fashion products and affordable prices

In Table 4.6 it can be seen that out of 118 respondents, there were 61 respondents or 51.69% who stated strongly agreeing about Erigo is a brand that has been known by many people, who agreed 33 respondents or 27.97%, who expressed doubt as many as 14 respondents or 11.86%, who stated that they disagree as much as 6 respondents or 5.08%, and those who stated strongly disagree were 4 respondents or 3.39%. The total mean in this item is 4.19, it's mean Erigo is a brand that already known by many people.

For the second item, brands that are easy to remember, it can be seen that the respondents who stated that they strongly agree were 64 respondents or 54.24%, who agreed that there were 39 respondents or 33.05%, who expressed doubts 9 respondents or 7.63% , who stated that they disagree as much as 2 respondents or 1.69%, and who stated strongly disagree as much as 4 respondents or 3.39%. The total mean in this item is 4.33, it's mean Erigo is a brand that are very easy to remember.

For the third item, Erigo is a brand that has a good reputation in terms of fashion products, it can be seen that the respondents who agreed strongly were 56 respondents or 47.46%, who agreed as many as 42 respondents or 35.59%, who expressed doubts as much 14 respondents or 11.86%, who stated that they disagree as much as 1 respondent or 0.85%, and those who stated strongly disagree as many

as 4 respondents or 3.39%. The total mean in this item is 4.22, it's mean Erigo is a brand that has a very good reputation in terms of fashion products.

For the fourth item, Erigo is a brand that makes me proud when wearing it, it can be seen that the respondents who strongly agreed were 44 respondents or 37.29%, who agreed 48 respondents or 40.68%, who expressed doubts about 19 respondents or 16.10%, which stated that they disagreed as many as 4 respondents or 3.39%, and those who expressed strongly disagree were 3 respondents or 2.54%. The total mean in this item is 4.07, it's mean Erigo is a brand that makes consumer proud when wearing it.

For the fifth item, Erigo is a brand that provides comfort when wearing it, it can be seen that the respondents who strongly agreed were 45 respondents or 38.14%, who agreed that 45 respondents or 38.14%, who expressed doubts as many as 22 respondents or 18.64%, which stated that they disagreed as many as 2 respondents or 1.69%, and those who stated strongly disagree were 4 respondents or 3.39%. The total mean in this item is 4.06, it's mean Erigo is a brand that makes customer comfort when wearing it.

For the sixth item, Erigo is a brand that makes people look cool when wearing it, it can be seen that the respondents who strongly agreed were 47 respondents or 39.83%, who agreed to 41 respondents or 34.75%, who expressed doubts as much as 22 respondents or 18.64%, who stated that they disagreed as many as 4 respondents or 3.39%, and those who expressed strongly disagreed were 4 respondents or 3.39%. The total mean in this item is 4.04, it's mean Erigo is a brand that makes people cool when wearing it.

For the seventh item, Erigo Product follows the latest fashion developments, it can be seen that the respondents who strongly agreed were 55 respondents or 46.61%, who agreed 48 respondents or 40.68%, who expressed doubts about 10 respondents or 8, 47%, who stated that they disagreed as many as 3 respondents or 2.54%, and those who expressed strongly disagree were 2 respondents or 1.69%. The total mean in this item is 4.28, it's mean Erigo products is very up-to-date and follows the latest fashion developments.

For the eighth item, Erigo Product has a characteristic of fashion, it can be seen that the respondents who stated strongly agree as many as 43 respondents or 36.44%, who agreed as many as 54 respondents or 45.76%, who expressed doubt as many as 15 respondents or 12, 71%, who stated that they disagreed as many as 5 respondents or 4.24%, and those who expressed strongly disagree as many as 1 respondent or 0.85%. The total mean in this item is 4.13, it's mean Erigo product has a good characteristic of fashion.

For the ninth item, the Erigo Product has good quality fashion products and affordable prices, it can be seen that respondents who strongly agreed were 31 respondents or 26.27%, who agreed 67 respondents or 56.78%, who expressed doubt as many as 13 respondents or 11.02%, who stated that they disagreed as many as 5 respondents or 4.24%, and those who stated strongly disagree were 2 respondents or 1.69%. The total mean in this item is 4.02, it's mean Erigo product has a good quality and and good prices.

From the data above shows that from 3 Brand Image indicators namely Corporate Image has a total mean of 4.24 which means that Corporate Image

judgment from respondent is already very good, User Image has a total mean of

4.05 which means that User Image judgment from respondent is already good, and

Product Image has a total mean of 4.14 which means that Product Image judgment

from respondent is already good. The grand mean of the Brand Image indicator is

4.15, which means that Brand Image judgment from respondent is already good.

b. Country of Origin Variable Frequency Distribution (X2)

The Country of Origin variable has nine questions that are given to the

respondent to be answered. Respondents answers can be seen in Table 4.7 :

Table 4.7 Distribution of Country of Origin Variable Frequency (X2)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X2.1.1	43	36.44	38	32.20	29	24.58	4	3.39	4	3.39	118	100	3.95
X2.1.2	41	34.75	44	37.29	26	22.03	4	3.39	3	2.54	118	100	3.98
X2.1.3	41	34.75	48	40.68	19	16.10	6	5.08	4	3.39	118	100	3.98
Mean													**3.97**
X2.2.1	48	40.68	46	38.98	15	12.71	6	5.08	3	2.54	118	100	4.10
X2.2.2	52	44.07	43	36.44	15	12.71	5	4.24	3	2.54	118	100	4.15
X2.2.3	17	14.41	68	57.63	23	19.49	8	6.78	2	1.69	118	100	3.76
Mean													**4.00**
X2.3.1	19	16.10	63	53.39	29	24.58	6	5.08	1	0.85	118	100	3.79
X2.3.2	19	16.10	63	53.39	28	23.73	7	5.93	1	0.85	118	100	3.78
X2.3.3	31	26.27	53	44.92	23	19.49	9	7.63	2	1.69	118	100	3.86
Mean													**3.81**
Grand Mean													**3.93**

Source : Primary Data, 2018

Description :

<div style="margin-left:2em">

5   : Strongly Agree

4   : Agree

3   : Doubt

2   : Disagree

1   : Strongly Disagree

$X_{2.1.1}$: Indonesia is a country that has good innovation and design in the field of fashion

$X_{2.1.2}$: Indonesia is a country that has good quality in the field of fashion

$X_{2.1.3}$: Proud when using fashion products from Indonesia

$X_{2.2.1}$: Indonesia has a creative workforce in the field of fashion

</div>

$X_{2.2.2}$: Indonesia has a qualified workforce in the field of fashion
$X_{2.2.3}$: Indonesia has an experienced workforce in the field of fashion
$X_{2.3.1}$: Indonesia is an ideal country to live in
$X_{2.3.2}$: Loving the products originating from Indonesia
$X_{2.3.3}$: Committ to using products from the Indonesia in the future

In Table 4.7 it can be seen that out of 118 respondents, there were 43 respondents or 36.44% who stated strongly agreeing about Indonesia is a country that has good innovation and design in the field of fashion, which states agree as many as 38 respondents or 32.20%, which expressed doubts as many as 29 respondents or 24.58%, who stated disagree as much as 4 respondents or 3.39%, and those who stated strongly disagree as many as 4 respondents or 3.39%. The total mean in this item is 3.95, it's mean Indonesia is a country that already has good innovation and design in the field of fashion.

For the second item, Indonesia is a country that has good quality in the field of fashion, it can be seen that the respondents who strongly agreed were 41 respondents or 34.75%, who agreed to 44 respondents or 37.29%, who expressed doubts as much as 26 Respondents or 22.03%, who stated that they disagreed as many as 4 respondents or 3.39%, and who stated strongly disagree as much as 3 respondents or 2.54%. The total mean in this item is 3.98, it's mean Indonesia is a country that has good quality in the field of fashion.

For the third item, I feel proud when using fashion products from Indonesia, it can be seen that the respondents who strongly agreed were 41 respondents or 34.75%, who agreed 48 respondents or 40.68%, who expressed doubts about 19 respondents or 16.10%, which states that they disagree as much as 6 respondents or 5.08%, and those who state strongly disagree as much as 4 respondents or 3.39%.

The total mean in this item is 3.98, it's mean Indonesian fashion products makes customer proud when wearing it.

For the fourth item, Indonesia has a creative workforce in the field of fashion, it can be seen that respondents who strongly agreed were 48 respondents or 40.68%, who agreed to 46 respondents or 38.98%, who expressed doubt as many as 15 respondents or 12.71%, which stated that they disagree as much as 6 respondents or 5.08%, and those who expressed strongly disagree were 3 respondents or 2.54%. The total mean in this item is 4.10, it's mean Indonesia already have a creative workforce in the field of fashion .

For the fifth item, Indonesia has a qualified workforce in the field of fashion, it can be seen that the respondents who stated strongly agree as many as 52 respondents or 44.07%, who agreed as many as 43 respondents or 36.44%, who expressed doubt as many as 15 respondents or 12.71%, which stated that they disagreed as many as 5 respondents or 4.24%, and those who expressed strongly disagree were 3 respondents or 2.54%. The total mean in this item is 4.15, it's mean Indonesia already have a good qualified workforce in the field of fashion.

For the sixth item, Indonesia has an experienced workforce in the field of fashion, it can be seen that the respondents who strongly agreed were 17 respondents or 14.41%, who agreed 68 respondents or 57.63%, who expressed doubts as many as 23 respondents or 19.49%, which stated that they disagreed as many as 8 respondents or 6.78%, and those who expressed strongly disagree were 2 respondents or 1.69%. The total mean in this item is 3.76, it's mean Indonesia already have a good experieced workforce in the field of fashion.

For the seventh item, Indonesia is an ideal country to live in, it can be seen that respondents who stated strongly agree were 19 respondents or 16.10%, who agreed 63 respondents or 53.39%, who expressed doubts as many as 29 respondents or 24 , 58%, who stated that they disagreed as many as 6 respondents or 5.08%, and those who expressed strongly disagree as many as 1 respondent or 0.85%. The total mean in this item is 3.79, it's mean Indonesia is a good and ideal country to live in.

For the eighth item, I like products originating from Indonesia, it can be seen that respondents who stated strongly agree were 19 respondents or 16.10%, who agreed 63 respondents or 53.39%, who expressed doubts about 28 respondents or 23.73%, which stated 7 disagreements or 5.93% disagreed, and 1 respondent or 0.85% strongly disagreed. The total mean in this item is 3.78, it's mean Indonesian products is already loved by consumer.

For the ninth item, I am committed to using products from the Indonesian State in the future, it can be seen that respondents who strongly agreed were 31 respondents or 26.27%, who agreed to 53 respondents or 44.92%, who expressed doubts of 23 respondents or 19.49%, who stated that they disagreed as many as 9 respondents or 7.63%, and those who expressed strongly disagree were 2 respondents or 1.69%. The total mean in this item is 3.86, it's mean Consumer already have a good commit to using Indonesian products in the future.

From the data above shows that from 3 Country of Origin indicators, Country Belief has a total mean of 3.97 which means that Country Belief indicator judgment from respondent is already good, People Affect has a total mean of 4.00

which means that People Affect indicator judgment from respondent is already good, and Desired Interaction has a total mean of 3.81 which means that Desired Interaction indicator judgment from respondent is already good. The grand mean of all the Country of Origin indicator is 3.93 which means that Country of Origin judgment from respondent is already good.

c. Interpersonal Influences Variable Frequency Distribution (X3)

Variable Interpersonal Influences has nine items of questions given to respondents to be answered. Respondents' answers can be seen in Table 4.8 :

Table 4.8 Frequency Distribution of Variable Interpersonal Influences (X3)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	F	%	f	%	f	%	Total	%	
X3.1.1	30	25.42	43	36.44	30	25.42	11	9.32	4	3.39	118	100	3.71
X3.1.2	29	24.58	37	31.36	32	27.12	15	12.71	5	4.24	118	100	3.59
X3.1.3	37	31.36	38	32.20	29	24.58	7	5.93	7	5.93	118	100	3.77
X3.1.4	30	25.42	39	33.05	31	26.27	12	10.17	6	5.08	118	100	3.64
X3.1.5	36	30.51	47	39.83	25	21.19	5	4.24	5	4.24	118	100	3.88
X3.1.6	17	14.41	30	25.42	47	39.83	12	10.17	12	10.17	118	100	3.24
Mean													**3.63**
X3.2.1	34	28.81	32	27.12	36	30.51	9	7.63	7	5.93	118	100	3.65
X3.2.2	34	28.81	38	32.20	35	29.66	7	5.93	4	3.39	118	100	3.77
X3.2.3	32	27.12	35	29.66	38	32.20	8	6.78	5	4.24	118	100	3.69
Mean													**3.70**
Grand Mean													**3.66**

Source : Primary Data, 2018

Description :

    5   : Strongly Agree

    4   : Agree

    3   : Doubt

    2   : Disagree

    1   : Strongly Disagree

    $X_{3.1.1}$: Buying Erigo products, because other people liked the product I buy

    $X_{3.1.2}$: Buying Erigo products, because my friends agree with the clothes I buy

$X_{3.1.3}$: Buying Erigo products, because I see other people look cool when wearing it

$X_{3.1.4}$: Buying because many people know

$X_{3.1.5}$: Buying because someone else gives a good impression when wearing it

$X_{3.1.6}$: Buying because others want me to use it

$X_{3.2.1}$: Seeking information from other people before buying

$X_{3.2.2}$: Asking the opinion of a friend or family before buying

$X_{3.2.3}$: Asking the opinion of others to choose the product before buying

In Table 4.8 it can be seen that out of 118 respondents, there were 30 respondents or 25.42% who said they strongly agreed about buying Erigo products, because other people liked the product I bought, which agreed to 43 respondents or 36.44%, which stated doubtful 30 respondents or 25.42%, which stated disagree as many as 11 respondents or 9.32%, and those who stated strongly disagree as many as 4 respondents or 3.39%. The total mean in this item is 3.71, it's mean people buy Erigo products because other people liked the product.

For the second item, which is buying Erigo products, because my friends agree with the clothes I bought, it can be seen that the respondents who strongly agreed were 37 respondents or 31.36%, who agreed 37 respondents or 31.36%, who stated doubtful as many as 32 respondents or 27.12%, which stated very disagreeing as many as 15 respondents or 12.71%, and who stated strongly disagree as much as 5 respondents or 4.24%. The total mean in this item is 3.59, it's mean people buy Erigo product, because their friends agree with that.

For the third item, which is buying Erigo products, because I see other people look cool when wearing it, it can be seen that the respondents who strongly agreed were 37 respondents or 31.36%, who agreed to 38 respondents or 32.20%, who expressed doubts - doubt as many as 29 respondents or 24.58%, which states

very disagreeing as many as 7 respondents or 5.93%, and who stated strongly disagree as much as 7 respondents or 5.93%. The total mean in this item is 3.77, it's mean people buy Erigo product because they see other people cool when wearing it.

For the fourth item that is Buying because many others know that it can be seen that respondents who strongly agree as many as 30 respondents or 25.42%, who agreed as many as 39 respondents or 33.05%, who expressed doubts as many as 31 respondents or 26.27%, who stated that they disagreed as many as 12 respondents or 10.17%, and who stated strongly disagree as much as 6 respondents or 5.08%. The total mean in this item is 3.64, it's mean people buy Erigo product because many people know about Erigo.

For the fifth item, Buying because someone else gives a good impression when wearing it, it can be seen that the respondents who stated strongly agree as many as 36 respondents or 30.51%, who agreed to 47 respondents or 39.83%, who expressed doubts as many as 25 respondents or 21.19%, who stated that they disagreed as many as 5 respondents or 4.24%, and those who stated strongly disagree were 6 respondents or 5.08%. The total mean in this item is 3.88, it's mean people buy Erigo product because someone gives a good impression when wearing it.

For the sixth item, which is Buying because others want me to use it, it can be seen that the respondents who strongly agreed were 17 respondents or 14.41%, who agreed as many as 30 respondents or 25.42%, who stated that they disagreed as many as 47 respondents or 39, 83%, which stated very disagreeing as many as

12 respondents or 10.17%, and who stated strongly disagree as much as 12 respondents or 10.17%. The total mean in this item is 3.24, it's mean people buy Erigo products sometimes because other people want them to use it.

For the seventh item that is seeking information from other people before buying it can be seen that the respondents who stated strongly agree as many as 34 respondents or 28.81%, who agreed as many as 32 respondents or 27.12%, who expressed doubts as many as 36 respondents or 30.51%, who stated that they disagreed as many as 9 respondents or 7.63%, and who stated very disagree as much as 7 respondents or 5.93%. The total mean in this item is 3.65, it's mean people searching for information from other people before buying.

For the eighth item, which is asking the opinion of a friend or family before buying, it can be seen that the respondents who strongly agreed were 34 respondents or 28.81%, who agreed as many as 38 respondents or 32.20%, who expressed doubts about 35 respondents or 29.66%, who stated that they disagreed as many as 7 respondents or 5.93%, and those who stated strongly disagree were 4 respondents or 3.39%. The total mean in this item is 3.77, it's mean people asking the opinion from their friend or family before buying.

For the ninth item that is Asking the opinion of others to choose the product before buying it can be seen that the respondents who stated strongly agree as many as 32 respondents or 27.12%, who agreed as much as 35 respondents or 29.66%, who expressed doubts as many as 38 respondents or 32.20%, which stated that they disagreed as many as 8 respondents or 6.78%, and those who expressed strongly

disagree were 5 respondents or 4.24%. The total mean in this item is 3.69, it's mean people asking the opinion from others to choose the product that they want to buy.

From the data above shows that of the 2 indicators of Interpersonal Influences namely Normative Interpersonal Influences has a total mean of 3.63 which means that Normative Interpersonal indicator judgment from respondent is already good and Informational Interpersonal Influences has a total mean of 3.70 which means that Informational Interpersonal indicator judgment from respondent is already good. The grand mean of the indicator Interpersonal Influences is 3.66 which means that all of Interpersonal Influences indicator judgment from respondent is already good.

d. Purchase Intention Variable Frequency Distribution (Y)

In the Purchase Intention variable there are twelve item that are given to the respondent to be answered. Respondents answers can be seen in Table 4.9 :

Table 4.9 Frequency Distribution of Variables Purchase Intention (Y)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1.1.1	28	23.73	46	38.98	34	28.81	7	5.93	3	2.54	118	100	3.75
Y1.1.2	35	29.66	43	36.44	32	27.12	4	3.39	4	3.39	118	100	3.86
Y1.1.3	22	18.64	27	22.88	58	49.15	9	7.63	2	1.69	118	100	3.49
Mean													**3.70**
Y1.2.1	29	24.58	27	22.88	42	35.59	12	10.17	8	6.78	118	100	3.48
Y1.2.2	29	24.58	70	59.32	12	10.17	7	5.93	0	0.00	118	100	4.03
Y1.2.3	31	26.27	70	59.32	11	9.32	6	5.08	0	0.00	118	100	4.07
Mean													**3.86**
Y1.3.1	31	26.27	69	58.47	10	8.47	8	6.78	0	0.00	118	100	4.04
Y1.3.2	16	13.56	71	60.17	22	18.64	8	6.78	1	0.85	118	100	3.79
Y1.3.3	20	16.95	78	66.10	14	11.86	2	1.69	4	3.39	118	100	3.92
Mean													**3.91**
Y1.4.1	24	20.34	61	51.69	23	19.49	5	4.24	5	4.24	118	100	3.80
Y1.4.2	47	39.83	44	37.29	21	17.80	2	1.69	4	3.39	118	100	4.08
Y1.4.3	34	28.81	55	46.61	24	20.34	2	1.69	3	2.54	118	100	3.97
Mean													**3.95**
Grand Mean													**3.86**

Source : Primary Data, 2018

Description :

    5   : Strongly Agree
    4   : Agree
    3   : Doubt
    2   : Disagree
    1   : Strongly Disagree
    $Y_{1.1.1}$: Being interested in buying Erigo products
    $Y_{1.1.2}$: Want to buy Erigo products soon
    $Y_{1.1.3}$: Getting to know about the Erigo, I want more to buy it
    $Y_{1.2.1}$: Want to promote the Erigo brand to others
    $Y_{1.2.2}$: Want to tell others about the promotion from Erigo
    $Y_{1.2.3}$: Want to refer other people to buy Erigo products
    $Y_{1.3.1}$: Prefer to use Erigo products rather than other brand products
    $Y_{1.3.2}$: Made the first choice Erigo product
    $Y_{1.3.3}$: Choose to use Erigo products because the costs incurred are more affordable
    $Y_{1.4.1}$: Looking for information about the discount promotion of Erigo
    $Y_{1.4.2}$: Looking for information about the latest Erigo products
    $Y_{1.4.3}$: Looking for Erigo product reviews through social media

In Table 4.9 it can be seen that out of 118 respondents, there were 28 respondents or 23.73% who stated strongly agree about being interested in buying Erigo products, which agreed 46 respondents or 38.98%, who expressed doubts about 34 respondents or 28.81%, who stated that they disagreed as many as 7 respondents or 5.93%, and those who expressed strongly disagree were 3 respondents or 2.54%. The total mean in this item is 3.75, it's mean people has a good interest in buying Erigo products.

For the second item, which is to buy Erigo products soon, it can be seen that the respondents who agreed strongly were 35 respondents or 29.66%, who agreed as many as 43 respondents or 36.44%, who expressed doubts about 32 respondents or 27 , 12%, who stated that they were very disagreeing as many as 4 respondents or 3.39%, and those who stated strongly disagree as much as 4 respondents or

3.39%. The total mean in this item is 3.86, it's mean people want to buy Erigo products soon.

For the third item, Getting to know about the Erigo, I want more to buy it, it can be seen that the respondents who strongly agree as many as 22 respondents or 18.64%, who agreed as many as 27 respondents or 22.88%, who expressed doubts about 58 respondents or 49.15%, which states very disagreeing as many as 9 respondents or 7.63%, and who stated strongly disagree as much as 2 respondents or 1.69%. The total mean in this item is 3.49, it's mean the more people know about the Erigo, the more people want to buy.

For the fourth item, I want to promote the Erigo brand to others, it can be seen that the respondents who strongly agreed were 29 respondents or 24.58%, who agreed as many as 27 respondents or 22.88%, who expressed doubts about 42 respondents or 35.59%, who stated that they disagreed as many as 12 respondents or 10.17%, and those who stated strongly disagree as much as 8 respondents or 6.78%. The total mean in this item is 3.48, it's mean people wants to promote the Erigo to others.

For the fifth item, I want to tell others about the promotion from Erigo in progress, it can be seen that the respondents who agreed strongly were 29 respondents or 24.58%, who agreed 70 respondents or 59.32%, who expressed doubts as many as 12 respondents or 10.17%, who stated disagree as many as 7 respondents or 5.93%, and no respondent who stated strongly disagree. The total mean in this item is 4.03, it's mean people wants to tell about Erigo promotion to others.

For the sixth item, I want to refer other people to buy Erigo products, it can be seen that the respondents who strongly agreed were 31 respondents or 26.27%, who agreed as many as 70 respondents or 59.32%, who said they doubtful as many as 11 respondents or 9.32%, which stated disagree as many as 6 respondents or 5.08%, and no one respondent who stated strongly disagree. The total mean in this item is 4.07, it's mean people wants to refer Erigo product to other.

For the seventh item, I chose to use Erigo products rather than other brand products, it can be seen that the respondents who strongly agreed were 31 respondents or 26.27%, who agreed to 69 respondents or 58.47%, who expressed doubts about 10 Respondents or 8.47%, who said they disagreed as many as 8 respondents or 6.78%, and and no one respondent who stated strongly disagree. The total mean in this item is 4.04, it's mean people prefer to use Erigo than other brand and another product.

For the eighth item, I made the first choice Erigo product, it can be seen that the respondents who strongly agreed were 16 respondents or 13.56%, who agreed as many as 71 respondents or 60.17%, who expressed doubts as many as 22 respondents or 18, 64%, who stated that they disagreed as many as 8 respondents or 6.78%, and those who stated strongly disagree as many as 1 respondent or 0.85%. The total mean in this item is 3.79, it's mean people made Erigo as their first choice.

For the ninth item, which is choosing to use Erigo products because the costs incurred are more affordable, it can be seen that the respondents who strongly agreed were 20 respondents or 16.95%, who agreed 78 respondents or 66.10%, who expressed doubts. 14 respondents or 11.86%, who stated that they disagree as much

as 2 respondents or 1.69%, and those who stated strongly disagreeed were 4 respondents or 3.39%. The total mean in this item is 3.92, it's mean people choose Erigo because erigo price is good and affordable.

For the tenth item, which is always looking for information about the discount promotion of Erigo products, it can be seen that the respondents who strongly agreed were 24 respondents or 20.34%, who agreed to 61 respondents or 51.69%, who expressed doubts about 23 respondents or 19.49%, who stated that they disagreed as many as 5 respondents or 4.24%, and those who stated strongly disagree were 5 respondents or 4.24%. The total mean in this item is 3.80, it's mean people looking for information about the discount promotion of Erigo.

For the eleventh item, which is always looking for information about the latest Erigo products, it can be seen that the respondents who strongly agreed were 47 respondents or 39.83%, who agreed as many as 44 respondents or 37.29%, who expressed doubts as many as 21 respondents or 17 , 8%, who stated that they disagreed as much as 2 respondents or 1.69%, and those who stated strongly disagreed were 4 respondents or 3.39%. The total mean in this item is 4.08, it's mean people looking for information about the latest Erigo products.

For the twelfth item that is to find out Erigo product reviews through social media (Youtube, Instagram, Facebook etc.) it can be seen that the respondents who stated strongly agree as many as 34 respondents or 28.81%, who agreed to 55 respondents or 46.61%, who expressed doubts as many as 24 respondents or 20.34%, who stated disagree as much as 2 respondents or 1.69%, and those who expressed strongly disagree as many as 3 respondents or 2.54%. The total mean in

this item is 3.97, it's mean people looking for Erigo product reviews through social media.

From the data above shows that from 4 Purchase Intention indicators, Transactional Intention has a total mean of 3.70 which means that Transactional Intention indicator judgment from respondent is already good, Referential Intention has a total mean of 3.86 which means that Referential Intention indicator judgment from respondent is already good, Prefential Intention has a total mean of 3.91 which means that Prefential Intention indicator judgment from respondent is already good, and Explorative Intention has a total mean 3.95 which means that Explorative Intention indicator judgment from respondent is already good. The grand mean of the Purchase Intention indicator is 3.86 which means that all of Purchase Intention indicator judgment from respondent is already good .

2. Classic Assumption Test

These classic assumptions must be tested to meet the use of multiple linear regression. After holding multiple regression calculations through the SPSS for Windows tool, a test of the classic regression assumption was conducted. The test results are presented as follows :

a. Normality Test

This test is conducted to find out whether the residual value is normal or not. The test procedure is carried out by the Kolmogorov-Smirnov test, with the description is if the value is sig. (p-value) > 0.05 then H_0 is accepted which means that normality is fulfilled. The results of the normality test can be seen in table 4.10 :

Table 4.10 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		118
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.90066608
Most Extreme Differences	Absolute	.063
	Positive	.053
	Negative	-.063
Kolmogorov-Smirnov Z		.682
Asymp. Sig. (2-tailed)		.740

a. Test distribution is Normal.

b. Calculated from data.

Source : Primary Data, 2018

From the calculation results obtained sig values. amounting to 0.740 (can be seen in Table 4.10) or greater than 0.05, hence the provision of H_0 is accepted, so that the assumption of normality is fulfilled.

b. Autocorrelation Test

This autocorrelation test is to find out the correlation between the sequences sorted by time (as in the time series) or space (as in the cross section data). In the context of regression, the classical linear regression model assumes that there is no autocorrelation in the rest. This shows that the classical model assumes that the elements of the associated with the observation are not influenced by the rest that relate to any other observations

This test can be done using the Durbin-Watson test (DW-test). The hypothesis underlying the testing is:

$H_0 : \rho = 0$ (there is no autocorrelation between the sides)

$H_1 : \rho \neq 0$ (there is autocorrelation between the sides)

Durbin-Watson statistics formulated by statistics d, namely:

$$d = \frac{\sum (e_t - e_{t-1})^2}{\sum e^2}$$

Many observations in the statistical numerator d are n - 1 because one observation is lost in getting successive distinctions. The Durbin-Watson test procedure is as follows:

1. By using the ordinary least squares method, calculate the regression coefficient, then specify e_i.

2. Using the formula above calculate statistics d

3. Based on the number of observations and explanatory variables determine the critical values d_L and d_U.

4. Apply decision rules :

a. If $d < d_L$ or $d > (4 - d_L)$, so H_0 rejected, which means there is an autocorrelation to the rest.

b. If $d_U < d < (4 - d_U)$, so H_0 accepted, means there is no autocorrelation between the sides.

c. But if $d_L < d < d_U$ or $(4 - d_U) < d < (4 - d_L)$, then the Durbin-Watson test does not produce definite conclusions (inconclusive). For these values, it cannot be concluded that there is a lack of autocorrelation between disturbance factors.

| Reject H_0 | Doubt Area | Accept H_0 | Doubt Area | Reject H_0 |

0   d_L d_U 2 $4 - d_U$ $4 - d_L$ 4
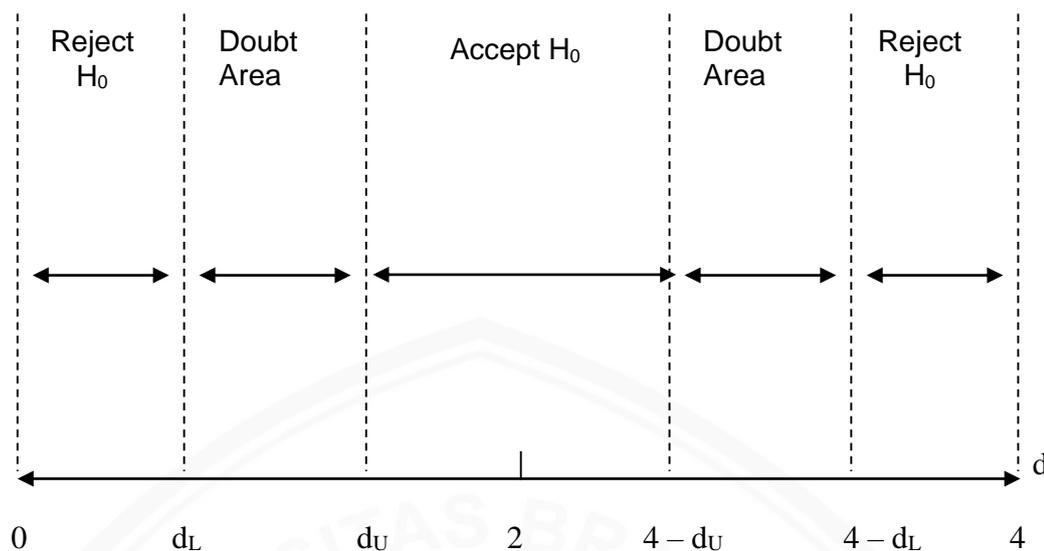
Description :

d_U = Durbin-Watson Upper (upper limit of the Durbin-Watson table)

d_L = Durbin-Watson Lower (lower limit of the Durbin-Watson table)From the

Durbin-Watson table for n = 118 and k = 3 (is the number of independent

variables) it is known that the value of du is 1.752 and 4-du is 2.248.

Autocorrelation test results can be seen in Table 4.10 :

Table 4.11 Autocorrelation Test Results

Model	Durbin-Watson
1	1,922

Source : Primary Data, 2018

From Table 4.10, it is known that the value of Durbin Watson test is 1.922

which is located between 1.752 and 2.248, so it can be concluded that the

assumption that there is no autocorrelation has been fulfilled.

c. Multicollinearity Test

This Multicollinearity Test is conducted to find out that there is no strong relationship or there is no perfect linear relationship or it can be said that between independent variables are not interrelated. The test method is to compare the Tolerance value obtained from multiple regression calculations, if the tolerance value is < 0.1 then multicollinearity occurs. Multicollinearity test results can be seen in Table 4.11 :

Table 4.12 Multicollinearity Test Result

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
X1	0.333	3.005
X2	0.369	2.710
X3	0.521	1.921

Sumber: Primary Data, 2018

Based on Table 4.12, the following test results of each independent variable is :

a. Tolerance for Brand Image is 0.333

b. Tolerance for Brand Origin is 0.369

c. Tolerance for Interpersonal Influences 0.521

In the test results obtained that the overall tolerance value > 0.1 so that it can be concluded that there is no multicollinearity between independent variables.

Multicollinearity test can also be done by comparing the value of VIF (Variance Inflation Factor) with the number 10. If the VIF value > 10 then multicollinearity occurs. The following test results for each independent variable :

a. VIF for Brand Image is 3.005

b. VIF for Brand Origin is 2.710

c. VIF for Interpersonal Influences is 1.921

From the results of these tests it can be concluded that there is no multicollinearity between independent variables. Thus the assumption of the absence of multicollinearity can be met.

d. Heteroscedasticity Test

Heterocedasticity test is used to determine whether there is an inequality in the value of residual deviation due to the size of the value of one of the independent variables. Or there is a difference in variance with the increasing value of the independent variable. The test procedure is carried out by testing scatter plots. Homogeneity testing of various features is based on the hypothesis:

H_0 : homogeneous range of features

H_1 : the range of features is not homogeneous
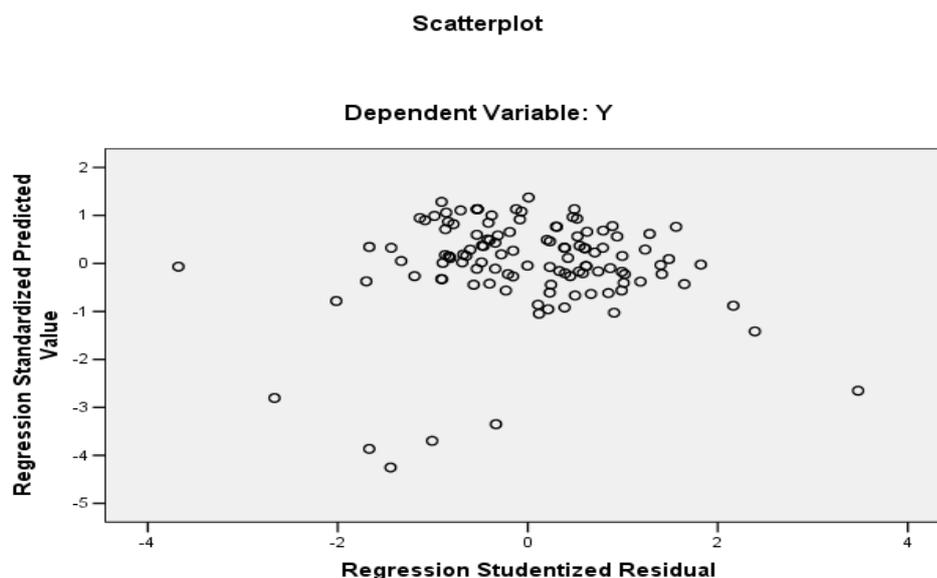
Figure 4.3 Heteroscedasticity Test Result
Source : Primary Data, 2018

From the test results, it is found that the scatterplot display diagram spreads and does not form a particular pattern, so heteroscedasticity does not occur, so it can be concluded that the residue has a homogeneous variety (constant) or in other words there are no symptoms of heteroscedasticity.

By fulfilling all the classical regression assumptions above, it can be said that the multiple linear regression model used in this study is already appropriate or appropriate. So that interpretation can be taken from the results of multiple regression analysis that has been carried out.

3. Multiple Linear Regression Analysis

This regression analysis is used to calculate the amount of influence between independent variables is Brand Image (X1), Country of Origin (X2), Interpersonal Influences (X3) on the dependent variable namely Purchase Intention (Y).

a. Regression Analysis

Regression analysis is used to determine the form of the relationship between the independent variable and the dependent variable. By using the help of SPSS for Windows ver 21.00 obtained regression models as in Table 4.12 :

Table 4.13 Regression Analysis

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13.567	2.818		4.814	0.000
X1	0.406	0.124	0.351	3.275	0.001
X2	0.274	0.120	0.232	2.283	0.024
X3	0.239	0.080	0.256	2.992	0.003

Source : Primary Data, 2018

Based on Table 4.12 the regression equation is obtained as follows:

$$Y = 13{,}567 + 0{,}406\,X_1 + 0{,}274\,X_2 + 0{,}239\,X_3$$

From the above equation can be interpreted as follows :

a. Regression coefficient X1 is 0.406, meaning that Purchase Intention will increase by 0.406 units for each additional one unit of X1 (Brand Image). So if Brand Image has increased 1 unit, then Purchase Intention will increase by 0.406 units with the assumption that the other variables are considered constant.

b. Regression coefficient X2 is 0.274, meaning that Purchase Intention will increase by 0.274 units for each additional one unit of X2 (Country of Origin), so if Country of Origin has an increase of 1 unit, then Purchase Intention will increase by 0.274 units assuming other variables are considered constant.

c. Regression coefficient of X3 is 0.239, meaning that Purchase Intention will increase by 0.239 units for each additional one unit of X3 (Interpersonal Influences), So if Interpersonal Influences has an increase of 1 unit, then Purchase Intention will increase by 0.239 units assuming the other variables are considered constant.

b. Determination Coefficient (R^2)

To determine the contribution of independent variables (Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3) to the dependent variable Purchase Intention (Y) the value of R^2 is used, the value of R^2 as in Table 4.13 below :

Table 4.14 Correlation and Determination Coefficients

R	R Square	Adjusted R Square
0.752	0.565	0.554

Source : Primary Data, 2018

The determination coefficient is used to calculate the influence or contribution of the independent variable to the dependent variable. From the analysis in Table 4.14, the adjusted R (coefficient of determination) is 0.554. This means that 55.4% of Purchase Intention variables will be affected by the independent variables, namely Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3). While the remaining 44.6% of Purchase Intention variables will be influenced by other variables that were not discussed in this study.

In addition to the coefficient of determination also obtained a correlation coefficient that shows the magnitude of the relationship between independent variables, namely Brand Image, Country of Origin, and Interpersonal Influences with Purchase Intention variable, R value (correlation coefficient) of 0.752, this correlation value indicates that the relationship between independent variables is Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3) with Purchase Intention are included in the strong category because they are at an interval of 0.6 - 0.8.

4. Hypotesis Testing

Hypothesis testing is an important part of research, after data is collected and processed. Testing the hypothesis in this research are as follows :

a. Hypotesis I (F Test / Simultaneous Test)

F Test or testing the model is used to find out whether the results of the regression analysis are significant or not, in other words the model is assumed to be appropriate or not. If the result is significant, then H_0 is rejected and H_1 is accepted. Whereas if the result is not significant, then H_0 is accepted and H_1 is rejected. This can also be said as follows :

H_0 rejected if F count $>$ F table

H_0 accepted if F count $<$ F table

Table 4.15 F Test / Simultaneous Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3653.837	3	1217.946	49.412	0.000
Residual	2809.934	114	24.649		
Total	**6463.771**	**117**			

Source : Primary Data, 2018

Based on Table 4.15 the calculated F value is 49.412. While F table (α = 0.05; db regression = 3: db residual = 114) is 2.684. Because F Count $>$ F Table is $49,412 > 2,684$ or sig value F (0,000) $<\alpha$ = 0.05, the regression analysis model is significant. This means that H_0 is rejected and H_1 is accepted so that it can be concluded that the dependent variable (Purchase Intention) can be significantly influenced by the independent variable (Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3)).

b. Hypotesis II (t-Test / Partial Test)

T test is used to determine whether each independent variable partially has a significant effect on the dependent variable. It can also be said if t count $>$ t table or t-count $<$ -t table then the result is significant and means H_0 is rejected and H_1 is

accepted. Whereas if t counts < t table or -t counts > -t table then the results are not significant and means H_0 is received and H_1 is rejected.

The t test is used to show how much influence independent variable partially to the dependent variable. Testing performed at a 95% confidence level the results of the t test can be seen in Table 4.15 :

Table 4.16 t-Test / Partial Test Results

Independent Variable	t-count	Sig.	Description
X1 Brand Image	3.275	0.001	Significant
X2 Country of Origin	2.283	0.024	Significant
X3 Interpersonal Influences	2.992	0.003	Significant

Source : Primary Data, 2018

Based on Table 4.15 the following results are obtained :

a. Brand Image

1) Comparing the value of t count with t table :

T-test between X_1 (Brand Image) with Y (Purchase Intention) shows t-count = 3,275. While t table (α = 0.05; db residual = 114) is 1.981. It's mean t-count > t-table is 3,275 > 1,981. This means H_1 is accepted so that it can be concluded that Purchase Intention can be significantly influenced Partially by Brand Image.

2) Using significance probability values :

We also can see from the value of sig.t of Brand Image is 0,001. While sig.t of Brand Image is more low than α = 0.05, its's mean 0,001 < 0,05. This means that H_0 is rejected and H_1 is accepted so that it can be concluded that Purchase Intention can be significantly influenced partially by Brand Image

b. Country of Origin

1) Comparing the value of t count with t table:

T-test between X_2 (Country of Origin) with Y (Purchase Intention) shows t-count = 2.283. While t table ($\alpha = 0.05$; db residual = 114) is 1.981. It's mean t-count > t-table is 2.283 > 1,981. This means H_1 is accepted so that it can be concluded that Purchase Intention can be significantly influenced Partially by Country of Origin.

2) Using significance probability values :

We also can see from the value of sig.t of Country of Origin is 0,024. While sig.t of Country of Origin is more low than $\alpha = 0.05$, its's mean 0,024 < 0,05. This means that H_0 is rejected and H_1 is accepted so that it can be concluded that Purchase Intention can be significantly influenced partially by Country of Origin.

c. Interpersonal Influences

1) Comparing the value of t count with t table:

T-test between X_3 (Interpersonal Influences) with Y (Purchase Intention) shows t-count = 2.992. While t table ($\alpha = 0.05$; db residual = 114) is 1.981. It's mean t-count > t-table is 2.992 > 1,981. This means H_1 is accepted so that it can be concluded that Purchase Intention can be significantly influenced Partially by Interpersonal Influences.

2) Using significance probability values :

We also can see from the value of sig.t of Interpersonal Influences is 0,003. While sig.t of Interpersonal Influences is more low than $\alpha = 0.05$, its's mean 0,003 < 0,05. This means that H_0 is rejected and H_1 is accepted so that it can be concluded that Purchase Intention can be significantly influenced partially by Interpersonal Influences.

D. Discussion

1. Descriptive Analysis Results

a. Brand Image Variable (X1)

Brand Image (X1) variable has three indicators : Corporate Image, User Image and Product Image. Based on the results of the calculation of the average score of respondents' answers to the three indicators, the average value for Brand Image (X1) is 4.15. This value is included in the interval class range from 3.41 to 4.20 which is the average respondent answer is agree. The results of the average value of the Brand Image variable (X1) can show that the respondents in this study have given a good assessment of Erigo Brand Image which includes Corporate Image, User Image, and Erigo Product Image. In addition, the assessment for the Brand Image variable (X1) of the respondents of this study gets the highest average rating compared to the other 2 independent variables.

b. Country of Origin Variable (X2)

Country of Origin (X2) variable has three indicators : Country Belief, People Affect, and Desired Interaction. Based on the results of the calculation of the average score of Country of Origin (X2) of 3.93. This value is included in the interval class range from 3.41 to 4.20 which is the average respondent answer is agree. The results of the mean value of Country of Origin (X2) can show that the respondents in this study have provided a good assessment of Country of Origin, namely Indonesia which includes Country Belief, People Affect, and Desired Interaction. In addition, the assessment of Country of Origin (X2) variables from

the respondents of this study received an average rating in the second position compared to the other 2 independent variables.

c. Interpersonal Influences Variable (X3)

Variable Interpersonal Influences (X3) has two kinds of indicators, namely: Normative Interpersonal Influences and Informational Interpersonal Influences. Based on the results of the calculation of the average score of the variable Interpersonal Influences (X3) of 3.66. This value is included in the interval class range from 3.41 to 4.20 which is the average respondent answer is agree. The results of the average value of the variable Interpersonal Influences (X3) can show that the respondents in this study have given a good assessment for Interpersonal Influences which includes Normative Interpersonal Influences and Informational Interpersonal Influences. In addition, the assessment for the variables of Interpersonal Influences (X3) from the respondents of this study get the average rating in the third or lowest position compared to the other 2 independent variables.

d. Purchase Intention Variable (Y)

The Purchase Intention (Y) variable has four indicators, namely: Transactional Interest, Referential Interest, Prefential Interest, and Explorative Interest. Based on the calculation of the average score of Purchase Intention (Y) variable of 3.86. This value is included in the interval class range from 3.41 to 4.20 which is the average respondent answer is agree. The results of the average value of Purchase Intention (Y) variable can indicate that the respondents in this study have given a good assessment and have Erigo purchase intentions based on an

assessment that includes Transactional Interest, Referential Interest, Prefential Interest, and Explorative Interest.

Based on the explanation above, it can be said that the results of the average score of the respondent's answer on the Brand Image variable (X1) shows that the consumer's assessment of Erigo's Brand Image is in the high category with a Grand Mean Variable of 4.15. In addition, the results of the average score of the respondents' answers to the Country of Origin variable also showed that the consumer's assessment of the Erigo Country of Origin was in the high category with a Grand Mean Variable of 3.93. The results of the average score of the respondents' answers to the variables Interpersonal Influences (X3) indicate that the consumer's assessment of Interpersonal Influences is in the high category with the Grand Mean Variable value of 3.66. And the average score results from the respondents' answers to the Purchase Intention (Y) variable are included in the high category with a Grand Mean Variable of 3.86.

2. Inferential Analysis Results

a. Results of Partial Regression Analysis (t-test) on Purchase Intention

1) Brand Image Variable (X1)

Based on the Multiple Linear Analysis Test that has been done, the results show that Brand Image (X1) has a significant and positive effect on Purchase Intention (Y) with a regression coefficient of 0.406. This means that if the Brand Image (X1) variable increases, it can also increase the Purchase Intention (Y) variable. Then, the results of the Partial Test (t-Test) with a significant value t is less than the significance level of alpha. So the hypotesis 1 (H1) in this study that

"There is a positive influence between Brand Image (X1) on the purchase intention (Y)" is accepted and this results is already answer the research problem in this study.

In addition, based on the results of field research carried out by distributing questionnaires to 118 respondents, the results obtained were that respondents with very agreeable answers were the most. This shows that Erigo has created a good Brand Image, so consumers receive well. These results indicate that Brand Image (X1) has a significant and positive effect on Purchase Intention (Y) so that it can be said that the consumer's assessment of Erigo Brand Image is one of the highest factors and variables that can influence consumer Purchase Intention (Y) compared to two other variables.

These results support the theory proposed by Assael (2002) that the purchase intention is due to attractiveness of products or service offered by a mentality of consumers who reflect the purchase of a product plan against a particular brand. Based on Assael, it can be concluded that one of the reasons of purchase intention is the power of the product, and about the attractiveness of the brand. In addition, the results of this study also support research conducted by Paurav Shukla (2010), Sher Singh Bhakar (2013), and Wahyuni (2016) which show that purchase intention is influenced by Brand Image.

2) Country of Origin Variable

Based on the Multiple Linear Analysis Test that has been done, the results of the Country of Origin (X2) have a significant and positive effect on Purchase Intention (Y) with a regression coefficient of 0.274. This means that if the Country

of Origin (X2) variable increases, it can also increase the Purchase Intention (Y) variable. Then, the results of the Partial Test (t-Test) with a significant value t is less than the significance level of alpha. So the hypotesis 2 (H2) in this study that "There is a positive influence between Country of Origin (X2) on the purchase intention (Y)" is accepted and this results is already answer the research problem in this study.

In addition, based on the results of field research carried out by distributing questionnaires to 118 respondents, the results obtained were that respondents with the most agreeable answers were the most. This shows that Erigo has presented the Country of Origin factor well, so that consumers receive well. These results indicate that the Country of Origin (X2) has a significant and positive effect on Purchase Intention (Y) so that it can be said that consumer appraisal of the Country of Origin Erigo factor is one of the factors and third in the variables that can affect Purchase Intention (Y) consumers compared two other variables.

These results support the theory proposed by Lin and Kao (2004), Country of Origin will create a certain perception of a product, where perceptions can be positive or negative, until the next level of positive perception will be encouraging the actual creation of purchases. In addition, the results of this study also support research conducted by Paurav Shukla (2010), Sher Singh Bhakar (2013), Dinata and Hidayat (2015), and Wahyuni (2016) which show that purchase intention is influenced by Country of Origin.

3) Interpersonal Influences Variable

Based on the Multiple Linear Analysis Test that has been done, the results show that Interpersonal Influences (X3) has a significant and positive effect on Purchase Intention (Y) with a regression coefficient of 0.239. This means that if the Interpesonal Influences (X3) variable increases, it can also increase the Purchase Intention (Y) variable. Then, the results of the Partial Test (t-Test) with a significant value t is less than the significance level of alpha. So the hypotesis 3 (H3) in this study that "There is a positive influence between Interpersonal Influences (X3) on the purchase intention (Y)" is accepted and this results is already answer the research problem in this study.

In addition, based on the results of field research carried out by distributing questionnaires to 118 respondents, the results obtained were that respondents with the most agreeable answers were the most. This shows that Erigo has paid attention to the factors of Interpersonal Influences well, so that consumers receive well. These results indicate that Interpersonal Influences (X3) have a significant and positive effect on Purchase Intention (Y) so that it can be said that consumer appraisal of the factors of Interpersonal Influences is one of the second sequential factors and variables that can affect consumer Purchase Intention (Y) compared to two other variables.

These results support the theory proposed by Bearden et al (1989), Interpersonal Influences is tendency to accept information from others as evidence of reality. Interpersonal Influences affect consumer decision regarding product evaluation (Pincus and Waters, 1977), product/brand selection (Bearden et al., 1989

; Mourali et al., 2005), and purchase intention (Argo, Dahl and Manchanda, 2005). In addition, the results of this study also support research conducted by Paurav Shukla (2010) which show that purchase intention is influenced by Interpersonal Influences.

b. Results of Simultaneous Regression Analysis (F-Test) on Purchase Intention

Based on the results of F-test show that Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3) variables on Purchase Intention (Y) has a significant and positive effect on Purchase Intention (Y). Then, the results of the Simultaneous Test (F-Test) with a significant value F is less than the significance level of alpha. So the hypotesis 4 (H4) in this study that "There is a positive influence between Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3) on the purchase intention (Y)" is accepted and this results is already answer the research problem in this study. Therefore it can be said that the Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3) variables have a significant effect together on Purchase Intention (Y).

The results of this study also showed that the Purchase Intention (Y) of the consumers of Erigo products was influenced by Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3) with a given contribution of 55.4% where these results were obtained based on the Adjusted value R Square. While the rest is obtained by other variables outside this research. Therefore, it can be concluded that the results of this study can show all variables, namely Brand Image, Country of Origin, and Interpersonal Influences, which significantly influence jointly the Purchase Intention (Y). The meaning is, the consumer's assessment of

Brand Image Erigo, Country of Origin Erigo, and Interpersonal Influences is good, so that if the company approaches consumers better, it can improve the influence of Brand Image, Country of Origin, and Interpersonal Influences. can increase Purchase Intention (Y) of consumers for Erigo products.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

This research was conducted to find out which variables have influence on Purchase Intention. Based on the results of research that has been conducted on students in Malang City regarding The Effect of Brand Image (X1), Country of Origin (X2), and Interpersonal Influences (X3) on Purchase Intention (Y), concluded as follows:

1. The results of the descriptive analysis in this study indicate that the average respondent's answer in assessing each statement in the Brand Image (X1), Country of Origin (X2) variable , Interpersonal Influence (X3) variable, and Purchase Intention (Y) variable judgment from respondent is already good.

2. From the results of multiple linear regression analysis, obtained all of the independent variables in this research there is Brand Image (X1), Country of Origin (X2) and Interpersonal Influences (X3) have a significant effect simultaneously on Purchase Intention. So that it can be concluded that the testing of the hypothesis which states that the independent variable simultaneously influence on Purchase Intention variables can be accepted.

3. From the results of multiple linear regression analysis, obtained each of the independent variables in this research there is Brand Image (X1) , Country of Origin (X2), and Interpersonal Influences (X3) has a significant effect partially on Purchase Intention. So that it can be concluded that the testing

of the hypothesis which states that the each of the independent variable partially influence on Purchase Intention.

4. Based on the results of the t-Test, it is found that the Brand Image variable has the highest t count and beta coefficients. So that the Brand Image variable has the most powerful influence compared to other variables, the Brand Image variable has the dominant influence on Purchase Intention.

Based on the results of this study, it can be seen that in fact the purchase intention generated by consumers to buy Erigo products is influenced by the good view of Brand Image, the view of Country of Origin from Good Erigo, and Interpersonal Influence from the closest people and people around who have experience with Erigo.

B. Recommendations

Based on the conclusions above, some suggestions can be put forward which are expected to be beneficial for the company and for other parties. The suggestions given are :

1. For the Erigo Company

Based on the three independent variables contained in this study, namely Brand Image (X1), Country of Origin (X2), Interpersonal Influences (X3), all three are factors that need to be considered by the company because it has a significant influence on Purchase Intention (Y). The Brand Image (X1) variable for Erigo based on the results of this study has the highest average score and the highest t-test results. Therefore the Erigo company is expected to be able to maintain a good corporate brand image to maintain consumer buying interest. Variable Country of

Origin Erigo based on the results of this study has an average score in the second place. However, from the results of the t-test, the Country of Origin variable is ranked lowest in its influence on Purchase Intention. Therefore, the company is expected to be sufficient to maintain the Country of Origin factor from Erigo. Variable Interpersonal Influences based on the results of this study have an average score in the third rank. However, from the results of the t-test conducted, the variable Interpersonal Influences ranks second in its influence on Purchase Intention. Therefore, the company is expected to be able to further improve and give more attention to the factors of Interpersonal Influences that can affect consumers' buying interest, so as to increase in Erigo products.

2. For the Next Researcher

The results of this study are expected to be able to help the next researcher to be used as a reference in his research. Given that the independent variables in this study are very important in influencing Purchase Intention, it is hoped that the results of this study can be used as a reference for further researchers to develop this research by considering other variables which are other variables outside the variables that have been included in this study. Because the results of this study state that the contribution of Brand Image, Country of Origin, and Interpersonal Influences to Purchase Intention is 55.4%, so it is necessary to re-examine other factors that have a greater contribution to Purchase Intention.

REFERENCES

Abdillah, Gega Fata. 2014. Pengaruh Country of Origin terhadap Persepsi Kualitas dan Intensi Pembelian yang Dimoderasi Variabel Country of Manufacture. Skripsi Fakultas Ekonomika dan Bisnis Universitas Kristen Satya Wacana. Salatiga.

Alma, Buchari. 2003. Pemasaran Stratejik Jasa Pendidikan. Bandung: Alfabeta.

Arikunto, S. 2010. Prosedur Penelitian: Suatu Pendekatan Praktik. Edisi Revisi. Jakarta: Rineka Cipta.

Arista, E. Desi, dan Sri Rahayu Tri Astuti. 2011. Analisis Pengaruh Iklan, Kepercayaan Merek, dan Citra Merek terhadap Minat Beli Konsumen Telkom Speedy. Aset, Vol. 13 No. 1 : 37-45.

Assael, Henry. 2002. Consumer Behavior and Marketing Action. 4th Edition, Boston: PWS-Kent Publishing Company.

Azwar, Saifuddin. 2009. Penyusunan Skala Psikologi. Yogyakarta: Pustaka Belajar.

Cobb-Walgren, C., Ruble, C.A. dan Donthu, N. 1995. Brand Equity, Brand Preference and Purchase Intent. Journal of Advertising, Vol. 24 No. 3: 2540.

Counter Point Research. Indonesia Handset Market Q2 2015: LTE Crosses One Million Shipments For The First Time. 2015. http://www.counterpointresearch.com/press_release/indonesiamarketmonit o r2q15.

Darmadi Durianto, dkk. 2001. Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Jakarta: PT. Gramedia Pustaka Utama.

Demirbag, M., Tatoglu, E., Tekinkus, M. and Zaim, S. 2006. An Analysis of The Relationship Between TQM Implementation and Organizational

Performance: Evidence from Turkish SMEs. Journal of Manufacturing Technology Management, Vol. 17, No. 6: 829-47.

Dinata, Jovita S. Srikandi Kumadji dan Kadarisman Hidayat. 2015. Country of Origin dan Pengaruhnya Terhadap Persepsi Kualitas dan Minat Beli iPad di Indonesia. Jurnal Administrasi Bisnis (JAB), Vol. 25, No. 1 : 1-8.

E-Marketer. Two Billion Consumers Worldwide Smartphones. 2016. http://www.emarketer.com/Article/2-Billion-Consumers-WorldwideSmartphones-by-2016/1011694.

Ferdinand, Augusty. 2006. Metode Penelitian Manajemen. Semarang: Badan Penerbit Universitas Diponegoro.

Ferrinadewi, Erna. 2008. Merek dan Psikologi Konsumen. Jakarta: Graha Ilmu.

Ghozali, Imam. 2007. Aplikasi Analisis Multivariate Dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponogoro.

Gujarati, Damodar. 2006. Dasar-Dasar Ekonometrika. Jakarta: Erlangga.

Hadi, Sutrisno. 2004. Metodologi Research Jilid 3. Yogyakarta: Andi.

Hair, Joseph F. Et al. 2010. Multivariate Data Analysis a Global Perspective. 7th Edition. Pearsom

Kasali, Rhenal. 2001. Membidik Pasar Indonesia, Segmentasi, Targeting, Positioning.Edisi Kelima.Jakarta:PT.Gramedia Pustaka Utama

Kotler,Philip.Keller, K.L.2009.Manajemen Pemasaran, Edisi 13, Jilid 1. Jakarta:Erlangga

Indrayani, Linda dan I Nyoman Nurcaya. 2014. Peran Persepsi Kualitas Produk dalam Memediasi Pengaruh Gaya Hidup Terhadap Niat Beli Handphone Samsung Galaxy di Kota Denpasar. E-Jurnal Manajemen Universitas Udayana, Vol. 3, No. 4 : 1-17.

Indriantoro dan Supomo. 2002. Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen. Edisi Pertama.Yogyakarta: BPFE-Yogyakarta.

Jogiyanto. 2010. Analisis dan Desain Sistem Informasi. Edisi IV. Yogyakarta: Andi Offset.

Kaynak, E., Kucukemiroglu, O., and Hyder, A.S. 2000. Consumers' Country-Of Origin (COO) Perceptions of Imported Products in a Homogenous LessDeveloped Country. European Journal of Marketing, Vol. 34, No. 9/10: 1221-1241.

Kementerian Komunikasi dan Informatika Republik Indonesia. Indonesia Raksasa Teknologi Digital Asia. 2015. https://kominfo.go.id/content/detail/6095/indonesia-raksasa-teknologidigital-asia/0/sorotan_media.

Keller, L.L. 1993. Conceptualising, Measuring and Managing Customer based Brand Equity. Journal of Marketing. Vol. 57, No.1: 1-22.

Kotler, Philip dan Gary Armstrong. 2001. Prinsip-Prinsip Pemasaran. Jilid 2, Edisi Kedelapan, Jakarta: Erlangga.

Lin, C.H., and Kao, D.T. 2004, The Impacts of Country-of-Origin on Brand Equity. The Journal of American Academy of Business, Cambridge.

Sekaran, Uma. 2007. Metodologi Penelitian untuk Bisnis. Edisi 4, Buku 2. Jakarta: Salemba Empat.

Shukla, Paurav.2010. The Impact of Brand Image, Brand Origin, and Interpersonal Influences on Purchase Intention.

Sugiyono. 2008. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.

Simamora, Bilson. 2004. Panduan Riset Perilaku Konsumen. Jakarta: Gramedia Pustaka Umum

Sutantio, Magdalena. 2004. Studi Mengenai Pengembangan Minat Beli Merek Ekstensi terhadap Produk Sharp di Surabaya. Jurnal Sains Pemasaran Indonesia Vol.III.

Tekno Kompas. Duta Tokopedia-Oppo Takut Belanja "Online" dan Pakai Iphone. 2016.

Tjiptono, Fandy.2008.Strategi Pemasaran.Edisi Kedua.Yogyakarta:Andi

Yasin, Norjaya Mohd., Mohd Nasser Noor dan Osman Mohamad. 2007. Does Image Of Counry-Of-Origin Matter To Brand Equity? Journal Of Product & Brand Management Vol. 16, No.1: 38-48.