

ABSTRAKSI

Penelitian ini membahas hubungan dan hubungan dari *country of origin image* (citra negara asal) terhadap variabel-variabel yang membentuk ekuitas suatu merek, yaitu *brand association*, *brand loyalty*, *brand awareness*, dan *perceived quality*. Penulis melakukan penelitian terhadap mobil Mazda 2 dan Ford Fiesta di Indonesia.

Penulis menggunakan *Structural Equation Modelling*, *factor analysis*, dan *reliability analysis* dalam melakukan analisa data. Hasil dari Structural Equation Modelling menunjukkan bahwa ada hubungan dan korelasi yang cukup signifikan antara *country of origin image* terhadap variabel-variabel *brand equity*. Hasil yang diperoleh penulis dari *factor analysis* adalah nilai *factor loadings* lebih dari 0,4 dan Kaiser-Meyer Olkin Measure of Sampling Adequacy yang lebih dari 0,5 yang menunjukkan bahwa setiap variabel dapat digunakan untuk mengukur sampel. Analisa reliabilitas menunjukkan bahwa nilai Cronbach's Alpha sebesar 0,843 menunjukkan instrumen penelitian konsisten dan dapat digunakan untuk mengukur setiap variabel.

Penelitian ini dilakukan secara kuantitatif dengan penyebaran kuesioner. Penelitian dilakukan terhadap 202 responden di Jakarta dengan menggunakan *convenience sampling*. Penelitian ini mengacu pada penelitian yang sebelumnya dilakukan oleh Riik Paul dan Siddart Dasgupta dalam penelitian mereka yang berjudul "*Country of Origin Image as an Antecedent to Brand Equity*".

ABSTRACTION

This purpose of this study is see the effect of country of origin image towards the variables of brand equity, which are brand association, brand loyalty, brand awareness, and perceived quality. This study is conducted Indonesia, with Mazda 2 and Ford Fiesta as research objects.

In this study, structural equation modeling, factor analysis, and reliability analysis is used to analyze data. The result in this study shows that there is a quite significant effect and correlation between country of origin image and the variables of brand equity. Results from factor analysis show the factor loading score is greater than 0.4 and Kaiser-Meyer Olkin Measure of Sampling Adequacy is greater than 0.5 which shows that each variables could be used to measure the sample. From reliability analysis, a Cronbach's Alpha score of 0.843 was obtained, which shows that the research instrument is consistent and could be used to measure each variable.

This is a quantitative research in which data is collected through questionnaires. The research is conducted to 202 respondents in Jakarta by using convenience sampling technique. This study is based on Riik Paul and Siddart Dasgupta, titled "Country of Origin Image as an Antecedent to Brand Equity."