

THE ROLE OF BRAND IMAGE MEDIATES THE EFFECT OF COUNTRY OF ORIGINS ON PURCHASE INTENTION

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ABSTRACT: This study aims to determine the role of brand image in mediating the influence of country of origin on purchase intention of UNIQLO products in Bali. The research was conducted in Bali, using a sample size of 120 people. Data obtained using a Likert scale in measuring 12 indicators. This study uses data analysis techniques, namely path analysis techniques (path analysis). The results showed that country of origin had a positive and significant effect on purchase intention. Country of origin has a positive and significant effect on brand image. Brand image has a positive and significant effect on purchase intention. Brand image is able to mediate the influence of country of origin on purchase intention. The implication of this research is to provide an understanding that a good country of origin can increase the brand image of a brand, when the brand image of a product is good in the minds of consumers, it can increase the purchase intention of the brand's product.

Keywords: country of origin, brand image, purchase intention

I. INTRODUCTION

UNIQLO Co., Ltd. (Kabushiki-gaisha yunikuro) is a Japanese company specializing in casual wear product planning, production and distribution. The company opened a casual clothing retail store under the brand name UNIQLO. All stages in the business by this company, from design to production to retail sales. UNIQLO first entered the Indonesian fashion market in 2013 in Jakarta. UNIQLO opened their store in Bali in 2018. Simplicity, quality and durability are the hallmarks of UNIQLO's lifewear products ([http //: Wikipedia.uniqlo.com](http://Wikipedia.uniqlo.com)).

Purchase intention or purchase intention is something that is related to the consumer's plan to buy a certain product (Priansa, 2017: 164). Yohana and Atmosphere (2020) argue that purchase intention generated by consumers is an important phenomenon in marketing activities. Marketers usually make marketing decisions based on consumer purchase intentions. The emergence of consumer buying interest in a brand begins with the formation of preferences of all available brands (Kotler and Armstrong, 2016: 185). Country of origin is one of the factors that can influence purchase intention. Country of origin will reflect the characteristics of a product that can shape the perception of whether the product is good or bad in the eyes of consumers. Tati et al., (2015) state that country of origin is an impression about a country, be it about thoughts about the characteristics of a country or about related products. Research by Arimbawa and Rahyuda (2015) states that country of origin has a positive and significant effect on purchase intention. When the country of origin is known to have good product quality, it can attract consumers' attention to buy it.

Kotler and Keller (2016: 330) state that brand image describes the extrinsic nature of a product or service, including the way brands try to meet customers' psychological or social needs. Consumers often associate the country of origin with the brand image of the product they are buying. This shows that the country of origin of a product can affect the product's brand image (Fauziyyah et al., 2018). Brands originating from a country with a good image are more accepted than brands originating from a country with a bad image (Dewa, 2015). Kusuma and Giantari's research (2018) shows that the country of origin has a positive and significant effect on brand image. This means that the better the country of origin of the brand is known to consumers, the better the image of the product originating from that country.

Candra and Suparna's research (2019) states that brand image has a positive and significant effect on purchase intention. Brand image is a very important aspect of purchase intention. Brand image can encourage consumers to consume more value in certain brands that have a good image, and help consumers to decide whether the brand is a better choice for them (Rahmi and Ahmad, 2017). In addition, companies are expected to pay attention to product quality in order to maintain the product's brand image, so as to attract consumers' attention to buy the products offered.

Bhakar et al., (2013) have no effect of country of origin on purchase intention. This is presumably because there is one variable that plays an important role in determining purchase intention, namely brand image. As stated by Gunawan and Sukaatmadja (2018), country of origin has a positive and significant effect on purchase intention. Similar results were found in Putra and Suprapti's (2019) research which stated that country of origin had a positive and significant effect on purchase intention. The better the quality of products produced from a country, the better the consumer's purchase intention. This research on the phenomenon of UNIQLO fashion products will discuss the purchase intention formed by the country of origin and brand image.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Dewa (2015) found on the effect of country of origin on purchase intention shows that country of origin has a positive effect on purchase intention, whereas Yunus and Rashid's (2016) research shows that there is a significant relationship between country of origin and purchase intention, however, Arimbawa's research and Rahyuda (2015), Gunawan and Sukaatmadja (2018) and Putra and Suprapti (2019) show that country of origin has a positive and significant effect on purchase instruction.

H1: Country of origin has a positive and significant effect on purchase intention

Research by Suria et al. (2016) and Ghaizani et al. (2018) regarding the effect of country of origin on brand image shows that country of origin has a significant effect on brand image, however, research by Moksoka and Rahyuda (2016) and research by Kusuma and Giantari (2018) shows that country of origin has a positive and significant effect on brand image. Likewise, the results of Wijaya and Sulistyawati's research (2018) show that the country of origin has a positive and significant effect on brand image.

H2: Country of origin has a positive and significant effect on brand image

Tulipa and Muljan(2015) found on the effect of brand image on purchase intention shows that brand image has a positive effect on purchase intention, however, Candra and Suparna's research (2019) states that brand image has a positive and significant effect on purchase intention. Likewise, research by Darmawan and Nurcaya (2018), Windyastari and Sulistyawati (2018), and Wedayanti and Ardani (2020) shows that brand image has a positive and significant effect on purchase intention.

H3: Brand image has a positive and significant effect on purchase intention

Research conducted by Ahasanul et al., (2015) shows that country of origin affects purchase intention through brand image as a mediating variable. Research by Bhakar et al., (2013) states that the country of origin will not have a significant impact on purchase intention if the relationship occurs directly, but differences occur when the country of origin is mediated by brand image on purchase intention, Bhakar et al., (2013) research. get positive and significant results. Research conducted by Kusuma and Giantari (2018) states that brand image mediates the influence of country of origin on purchase intention. Likewise, the results of research conducted by Moksoka and Rahyuda (2016) and Putra and Suprapti (2019) which state that country of origin has a positive and significant effect on purchase intention through brand image as a mediating variable.

H4: Country of origin has a positive and significant effect on purchase intention through brand image as a mediating variable

III. METHODS

The location of the research was conducted at UNIQLO which is located in Mal Bali Galeria, Jl. By Pass Ngurah Rai, Kuta, Badung Regency, Bali with consideration because the brand has a brand image that is well known by the public. The research objects in this study are brand image, country of origin, and purchase intention.

This study uses 12 indicators, so the sample size is vulnerable to 60-120. Based on these considerations, the sample size of this study was set at 120 respondents. In this study, data collection was carried out using a questionnaire to the respondents. The questionnaire is an efficient data collection method if the variables are known with certainty. Data collection will be carried out by submitting a questionnaire to people who have never and intend to buy UNIQLO products via google form.

The path analysis technique is used as an extension of multiple linear analysis in estimating the causal relationship between those that have been determined based on theory (Riduwan and Kuncoro, 2012). Path analysis is used to analyze the pattern of relationships between variables in order to determine the direct or indirect effect of exogenous variables on endogenous variables.

IV. RESULT AND DISCUSSION

Path Analysis Results

The theoretical path analysis model is presented in Figure 1 as follows:

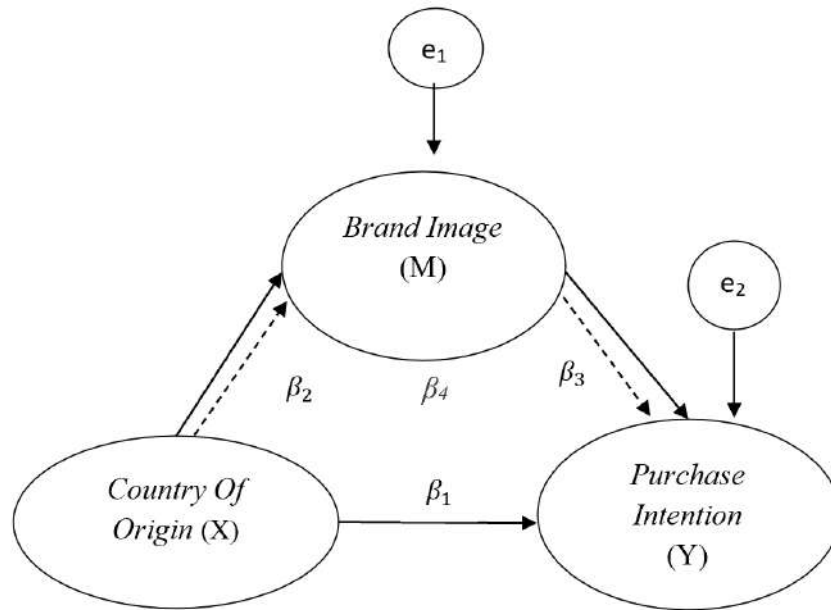


Figure 1. Path Analysis Model

Information:

- β1 = path coefficient X with Y
- β2 = path coefficient X with M
- β3 = path coefficient M with Y
- β4 = path coefficient (β2 x β3)
- e1 and e2 = error

The model can be expressed in the form of an equation, thus forming a system of equations as follows.

$$M = \beta_2 X + e_1 \dots\dots\dots (1)$$

$$Y = \beta_1 X + \beta_1 M + e_2 \dots\dots\dots (2)$$

Table 1. Result of Structure Path Analysis I

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2,011	,296		6,784	,000
	COO	,506	,074	,532	6,823	,000

Primary Data, 2020

Based on the results of the Path Structural I analysis as presented in Table 1, the following structural equations can be made.

$$M = 0.532 X + e_1 \dots\dots\dots (3)$$

The standardized beta coefficient value is 0.532 and the significance value is 0.000 (<0.05), which means that Ho is rejected and H1 is accepted. This means that country of origin (COO) has a positive and significant effect on the brand image of UNIQLO products.

Table 2. Result of Structure Path Analysis II

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-,149	,256		-,580	,563
	COO	,274	,064	,261	4,267	,000
	Brand Image	,730	,068	,660	10,816	,000

Primary Data, 2020

Based on the results of the Structural II path analysis as presented in Table 2, the following structural equations can be made.

$$Y = 0,261X + 0.660M + e_1 \dots\dots\dots (3)$$

The standardized beta coefficient value for country of origin on purchase intention is 0.261 and a significance value is 0.000 (<0.05), which means that Ho is rejected and H1 is accepted. This means that country of origin (COO) has a positive and significant effect on purchase intention of UNIQLLO products. The standardized beta coefficient value for brand image on purchase intention is 0.660 and a significance value is 0.000 (<0.05), which means that Ho is rejected and H1 is accepted. This means that brand image has a positive and significant effect on purchase intention of UNIQLLO products.

Examination of the validity of the model in path analysis is calculated using the total coefficient of determination. Previously, it was necessary to calculate the standard error value as follows.

$$e_1 = \sqrt{1 - R^2}$$

$$= \sqrt{1 - 0,283}$$

$$= 0,717$$

The standard error of e1 obtained is 0.717, which means that 71.7 percent of the total variance brand image (M) is not explained by the country of origin (X) variable.

$$e_2 = \sqrt{1 - R_2^2}$$

$$= \sqrt{1 - 0,687}$$

$$= 0,313$$

The error value of the e2 standard obtained is 0.313, which means that 31.1 percent of the variance of the purchase intention (Y) variable is not explained by the country of origin (X) and brand image (M) variables.

Based on the calculation of the effect of error, the result of the effect of error (e1) is 0.717 and the effect of error (e2) is 0.313. The results of the total coefficient of determination are as follows.

$$R^2_m = 1 - (Pe_1)^2 - (Pe_2)^2$$

$$= 1 - (0,717)^2 - (0,313)^2$$

$$= 0,949$$

Based on the calculation results, the total coefficient of determination is 0.949, it is found that the diversity of data that can be explained by the model is 94.9 percent. This means that 94.9 percent of the purchase intention variable is influenced by country of origin and brand image, while the remaining 5.1 percent is explained by other variables not contained in the model.

The calculation of the direct effect and the indirect effect as well as the total effect between variables is summarized in Table 3 as follows.

Table 3. Direct Effect and Indirect Effect and Total Effect of Variables

Variable	Effect		Total
	Direct	Indirect	
X → M	0,261	-	0,261
X → Y	0,532	(0,261 x 0,660) = 0,172	0,704
M → Y	0,660	-	0,660

Primary Data, 2020

Table 3 shows that the effect of country of origin on brand image is 0.261. The direct effect of country of origin on purchase intention is 0.532. The direct effect of the brand image variable on purchase intention is 0.660. Meanwhile, the indirect effect of the country of origin variable on purchase intention through brand image is 0.172. So the total effect of the country of origin variable on purchase intention through brand image is 0.704.

Sobel Test Results

The sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable. The Sobel test is formulated with the following equation and can be calculated using the Microsoft Excel 2007 application. If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable. Testing the indirect effect of the country of origin (X) variable on the purchase intention (Y) variable through the brand image (M) variable, is carried out using the following steps.

The significance test for the indirect effect of the z value of the ab coefficient is calculated by the following formula:

$$Z = \frac{ab}{\sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}}$$

$$= \frac{0,532 \times 0,660}{\sqrt{((0,660)^2(0,074))^2 + ((0,532)^2(0,068))^2 + (0,074)^2(0,068)^2}}$$

$$= \frac{0,351}{0,061} = 5,754$$

Keterangan :

Sa = 0,074

Sb = 0,068

a = 0,532

b = 0,660

Information :

Sa = 0.074

Sb = 0.068

a = 0.532

b = 0.660

Because Z count is $5.754 > 1.96$, brand image (M) is a variable that mediates country of origin (X) to purchase intention (Y) or in other words country of origin (X) has an indirect effect on purchase intention. (Y) through brand image (M).

The effect of country of origin on brand image

The results of the analysis of this study indicate that the perception of the country of origin has a positive and significant effect on brand image. This means that the better the consumer's perception of the country of origin of UNIQLO, the better the brand image of UNIQLO itself. This shows that the image of the country of origin of UNIQLO products (Japan) has succeeded in influencing consumer perceptions of UNIQLO's brand image. Consumers' perceptions of innovative and creative Japan can make consumers believe in the quality of Japanese-made products and enhance the brand image of these products. The results of this study are in accordance with previous research conducted by Moksaoka and Rahyuda (2016) which states that a positive country of origin perception can have a positive effect on increasing brand image. These results are reinforced by research conducted by Kusuma and Giantari (2018) and Wijaya and Sulistyawati (2018) which show the results that country of origin has a positive and significant effect on brand image.

The effect of country of origin on purchase intention

The results of the analysis of this study indicate that the perception of the country of origin of the product has a positive and significant effect on consumer purchase intention (purchase intention). This shows that the consumer's view of the image of the country of origin (Japan) affects consumer purchase intentions of UNIQLO products. This means that any increase in knowledge of the country of origin of UNIQLO products will increase the intention to buy UNIQLO products in Bali. Consumers believe that products made in Japan are of good quality and comfortable to use, so that consumers have the desire to buy products made in Japan such as UNIQLO. The results of this study are consistent with previous research conducted by Arimbawa and Rahyuda (2015) which states that positive country of origin perceptions can have a positive effect on product purchase intention. The results of this study are in line with the results of research conducted by Gunawan and Sukaatmadja (2018) and Putra and Suprapti (2019) which state that country of origin has a positive and significant effect on purchase instruction.

The effect of brand image on purchase intention

Hypothesis testing on the effect of brand image on purchase intention shows that brand image has a significant positive effect on purchase intention. This means that a brand must have a good image in the eyes of consumers in order to attract consumers' attention to buy the products that the brand offers. Most consumers use the brand image as a reference for buying the products they want. This means that the better the UNIQLO brand image will increase the purchase intention of UNIQLO products in Bali. The results of this study are in line with research conducted by Candra and Suparna (2019) and Darmawan and Nurcaya (2018), which state that a good brand image will have a positive impact on product purchase intention. Likewise, research conducted by Windyastari and Sulistyawati (2018) and Wedayanti and Ardani (2020) which shows the results that brand image has a positive and significant effect on purchase intention.

The role of brand image in mediating the effect of country of origin on purchase intention

Based on the results of hypothesis testing on the role of brand image mediating the influence of country of origin on purchase intention on UNIQLO products in Bali, it is found that brand image is able to mediate the effect of country of origin on purchase intention on UNIQLO products in Bali. This means that if the intensity of the country of origin increases, it will have an effect on increasing the brand image and this will automatically increase the purchase intention of a product. If consumers have a good view of the country of origin of the UNIQLO brand (Japan), it can automatically have a positive effect on the UNIQLO brand image itself, so that it can increase the purchase intention of UNIQLO products.

The results of this study are supported by research conducted previously by Bhakar et al., (2013) which states that country of origin will have an insignificant impact on purchase intention if the relationship occurs directly, but differences occur when country of origin is mediated by brand image to purchase. intention. This means that the better the brand image generated by the company will be able to influence the country of origin to generate consumer purchase intentions. Research conducted by Bhakar et al., (2013) is in line with research

conducted by Moksaka and Rahyuda (2016) and Putra and Suprapti (2019) which state that country of origin has a positive and significant effect on purchase intention through brand image as a mediating variable. The nature of the mediation variable is classified as partial mediation because the path coefficient X and M and the path coefficient M with Y are significant, and the path coefficient X and Y are also significant, where the path coefficient X and Y (0.532) are smaller than the path coefficient M with Y (0.660), then the brand image is said to be a partial mediation variable.

V. CONCLUSION

The research conducted is expected to contribute to the influence of country of origin on purchase intention with brand image as a mediating variable for UNIQLO products in Bali. This study supports the theory expressed by Kotler and Armstrong (2016: 185) which states that the emergence of consumer buying interest in a brand begins with the formation of preferences of all available brands. This causes the importance of brand image to attract consumer attention in increasing purchase intention of certain brand products. Consumers will intend to buy products from a brand if the product quality is better than its competitors. It is important for a brand to continue to innovate to create new, more attractive and quality products so as to enhance the brand image. Based on the results of the research obtained, this research is expected to make a positive contribution to all parties, especially the UNIQLO store in Bali, this research is expected to provide additional references regarding the achievement of maximum store profits by paying attention to brand image and country of origin. For future researchers, it is hoped that they can add other variables that affect consumer purchase intentions. In addition, involving more respondents will produce more accurate results.

Research Limitations

This research has been attempted and carried out in accordance with scientific procedures, however, it still has limitations, namely:

1. The number of respondents which only numbered 120 people, of course, is still not enough to describe the real situation.
2. There are limitations to research using a questionnaire, that is, sometimes the answers given by the sample do not show the real situation.
3. The factors that influence purchase intention in this study only consist of two variables, namely country of origin and brand image, while there are still many other factors that influence purchase intention.

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