

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND COUNTRY OF ORIGIN ON INTENTION TO BUY UNIQLO THROUGH PRODUCTS QUALITY AS AN INTERVENING VARIABLE

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This research aimed to determine the influence of social media marketing and Country of Origin on Purchase Interest at Uniqlo with Perceived Quality as Intervening Variables. This research used associative quantitative research. This research used a purposive sampling technique. The sampling method in this research used the Hair, et.al formulas where the number of respondents in this study was 140 respondents. The sample represents the Uniqlo product market segment in Lampung. Research data was processed using Microsoft Excel. Independent variables in this research were Social Media Marketing and Country of Origin. The dependent variable was Perceived Quality, and the intervening variable was Purchase interest. The data analysis method used the Partial Least approach Square (PLS). PLS is a model Structural Equation Modeling (SEM) equation. The results found that Social Media Marketing influences Perceived quality, Social Media Marketing has an influence on Purchase Interest, Country of Origin influences Perceived quality, Country of Origin influences purchasing interest, Perceived quality does not affects purchasing interest, Social Media Marketing does not affect it Purchase Interest with Perceived quality and Country of Origin has no effect on Purchase Interest with Perceived Quality.

Keywords: Social Media Marketing, Country of Origin, Perceived Quality, Purchase Interest.

