

## **THE INFLUENCE OF COUNTRY OF ORIGIN (JAPAN), BRAND IMAGE, PRICE PERCEPTION AND PERCEIVED QUALITY TOWARDS REPURCHASE INTENTION: EVIDENCE FROM UNIQLO BRAND IN INDONESIA**

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### **ABSTRACT**

Indonesia is one of the countries with abundant population growth, as well as Indonesia is concluded as one of the countries with the most fashion users and buyers around the world. However, according to the data of sales revenue from Uniqlo in Indonesia, customers from Indonesia only contributed a little revenue towards global sales of Fast Retailing Co. or it is also called Uniqlo. This statement contradicted the point that Indonesia as one of the most fashion consumers around the world. This research aims to determine the effect and influence of country of origin, brand image, price perception, and perceived quality on repurchase intention in Uniqlo stores in Indonesia, Jakarta. This research uses explanatory research with a quantitative approach, the object of this research is people who have at least bought Uniqlo's product more than once. The non-probability purposive sampling method was used on 200 respondents who lived in Indonesia and had purchased products from Uniqlo at least more than once. Online questionnaires were employed as the research tool for the data. The results showed that H<sub>1</sub> Country of origin has a significant and positive effect towards repurchase intention is rejected, H<sub>2</sub> Brand image has a significant and positive effect towards repurchase intention is accepted, H<sub>3</sub> Price perception has a significant and positive effect towards repurchase intention is accepted, and H<sub>4</sub> Perceived quality has a significant and positive effect towards repurchase intention is accepted. For future research, some variables such as loyalty, satisfaction, and convenience can be added to the model to predict repurchase intention.

**Keywords:** Country Of Origin; Brand Image; Price Perception; Perceived Quality; Repurchase Intention

## INTRODUCTION

As globalization grows among the countries of the world, an evolution begins in the world of economy as well as world markets. Barriers among the competitors are open to compete in an international scale. Globalization pushes lots of stores starting from the fashion industry and many more to compete with others from other nations, as technology and businesses are advancing around the globe, expansion becomes an inevitable activity to survive and gain more capital as well as capacity. Expansion is a type of business activity that focuses on the growth of the business itself by increasing the amount of capital and production capacity by adding units for diverse production needs as well as the use of acquisition or merger processes with several other businesses (M Maulidya et al., 2023). In this era of globalization, the Indonesian fashion industry has become one of the sectors that is growing rapidly in the current era of globalization and is increasingly seen as a potential economic force. However, with the increasing pace of competition and the development of dynamic consumer trends, fashion industry players in Indonesia are faced with serious challenges in maintaining their competitiveness (Sjoraida et al., 2024).

To this day fashion has become one of the trendiest things among us. Trend fashions are beginning to thrive to fulfill as well as follow the fashion industry by demanding what a customer wants. Therefore, in this modern era, there are various designs as well as choices beyond the fashion industry. They started with trends and comfort. But the thing that makes the fashion industry thrive among all the other industries is its customers. Customers play a major role in the fashion industry, as they will determine how well a store develops in the modern era. The better the choice variety of clothes given to the customers their purchase intention might also high. So, repurchase intention is what drives the customers to buy something they want again, they have the intention and determination whether they want to purchase it or not. Repurchase Intention is the definition of a situation where a customer is willing and intending to engage in future transactions regarding the same brand that they purchased earlier. Purchase intention is the consumer's anticipated or planned future behavior and attitude to implement it. Purchase intention is an idea such as, "I should do . . .", "I will do . . .", or "I will . . .". So, purchase intention is defined as the possibility of purchasing a service or product in the future or as a subjective purchase probability based on the level of planning the purchase action (Dincer & Dincer, 2023).

Inside the fashion industry, there is one fashion industry and retail store that comes from Japan, the only store as well as corporation that has achieved top sales in the top 50 of top fashion industries in the world. Unique Clothing Warehouse or now the society refers to Uniqlo Co., LTD which is now concluded as one of the biggest stores and one of the most successful stores in the fashion industry. The word Uniqlo comes from the first store called Unique Clothing Warehouse that is established by Tadashi Yanai in Hiroshima Prefecture in 1984. Now, Uniqlo has become one of the best and leading fashion stores around the globe with the concept of comfortable.

However, strong competitors will always be around the corner, as competitors around the globe will also compete with each other. For example, the main competitors of Uniqlo are H&M as well as Zara. What differentiates Uniqlo from both H&M and Zara is the concept of comfortability, as H&M and Zara compete in terms of trend fashion. Uniqlo is an example of a fast fashion business that is currently growing competing to present the latest fashion models to meet the demand of the consumer. The data that is shown below is the rankings of apparel around the globe. A study conducted by Rizaldy et al. (2023) by using qualitative method into five fast fashion Inditex (ZARA), Fast Retailing Co. Ltd (UNIQLO), Gap Inc (GAP), Hennes

& Mauritz AB (H&M), dan Urban Outfitters Inc (Urban Outfitters) showed how this industry face fierce competition.

Based on data in 2022, a decrease in sales revenue happened to Uniqlo from the year 2021. In 2021, Uniqlo achieved several sales of \$13,071M however as stated from the data above, in 2022 Uniqlo has only achieved sales of \$9,640M. This indicated that there has been a decrease in sales of Uniqlo of approximately 26.25% from the year 2021 to 2022. This means that there is a decrease also in purchase intention regarding Uniqlo because there is a connection and relation between purchase intention and sales revenue. However, according to the data of sales revenue from Uniqlo in Indonesia, customers from Indonesia only contributed a little revenue towards global selling of Fast Retailing Co.

It is stated in the data above that it is indeed Uniqlo's sales performance in Indonesia shows progression every year. However, the number is still far from other Asian country that has reaching above 50 billion every year. So, based on this data, the researcher is interested in conducting a study on the repurchase intention of Uniqlo based on the perspective of Indonesia's customers. 164 respondents will be conducted to carry out the research. As the problems have been stated above, the dependent variable is based on purchase intentions. If the purchase intention increases, then the sales revenue of Uniqlo will also increase. 3 factors are related to purchase intention of Uniqlo, these factors are Country of Origin, Brand Image and Price Perception.

Based on the stated of facts above, researcher is interested to do research about the influence of Country of Origin (Japan), Brand Image and Price Perception towards Purchase Intention with the subject based on the sales revenue of Uniqlo around the world.

## LITERATURE REVIEW

Pratiwi & Ardani (2021) conducted research on Japanese cars in Indonesia to explain the role of brand image mediating the influence of country of origin (COO) on purchase intention on Honda brand cars in Denpasar. This research was conducted by involving 100 respondents using a purposive sampling method. The result showed that Country of origin has a positive and significant effect on the purchase intention on Honda brand cars in Denpasar, as well as Brand image. Brand image positively and significantly mediates the influence of country of origin on the purchase intention of Honda brand cars in Denpasar. The results in this study mean that consumers see Japan as a car publishing country as a developed country that has a good reputation, is innovative, and can design cars well. This shows that the consumer's view of the country-of-origin image influences consumer purchase intention towards Honda brand car products in Denpasar City.

Research on Japan television manufacturers as a first-mover country of television manufacturers is supposed to be able to lead the market share in Indonesia, has proved the influence of consumer perception about the COO, product quality, and customer value to product purchase intention of Japanese television. The results show that the country of origin Japan and product quality have a positive influence on purchase intention, while customer value has a positive influence on purchase intention and the effect is quite high (Sari et al., 2014).

The country of origin of the brand is perceived by consumers as a country with advanced, prestigious and creative designs. Thus, the country of origin is considered as an external brand link, therefore, customers will develop a favorable or unfavorable association with the brand image originating from that country (Hien et al., 2020). Hien et al conducted a study using Country of Origin variables to test its influence on customer purchase intention in the

household electrical appliance industry. The results showed that Country of Origin, brand image, brand evaluation, and purchase intention were statistically significant in the purchase intention of the household electrical appliance industry in the Vietnamese market. Consumers care about the whereabouts of the products and where the products are made. A study conducted by Bhattacharya et al. (2022) by examining the influence of COO on consumer privacy, trust and purchase intention on online retailing in India. The findings suggest that COO influences consumer privacy, trust and purchase intention. This study further found that the privacy practices of online retailers positively impact consumer trust. Trust acts as a mediating factor in influencing purchase intention.

Another research was conducted by Furqon & Abdurrahman (2022) about the influence of country of origin on repurchase intention in “Hoka-Hoka bento”. Furqon stated that country of origin has a positive effect and is significant towards repurchase intention. As it is stated country origin is one of the fundamental elements, thus, consumers will gain higher repurchase intention from before because they know the origin country of their products is better than the other competitors.

H1: Country of origin has a positive effect on repurchase intention.

According to Sihombing et al. (2023) brand image is a public perception of a company or product and plays a very important role in the consumer purchasing decision process. A good brand image can increase consumer desire in purchasing decisions for a product. The brand image also helps a product to get its consumers because it will certainly result in brand perceptions that exist in consumers being good and the result consumers feel confident in making product purchasing decisions.

Research conducted on purchase intention of Honda brand cars in Denpasar by Pratiwi & Ardani (2021) showed that Brand image positively and significantly mediates the influence of country of origin on the purchase intention of Honda brand cars in Denpasar. Another research conducted by Hadiyono & Palumian (2019) regarding the influence of brand image towards repurchase intention. The research is conducted at Starbucks in Surabaya city, it is stated that brand image is significant towards repurchase intention, the better and well-known a brand image it will also generate a high percentage of consumer repurchase intentions. The same result showed that Brand image dan facility have positive impact toward repurchase intention for Oasis Coffee Shop in Indonesia (Azizah & Hartono, 2022). Another research conducted by Furqon & Abdurrahman (2022) about the influence of country of origin on repurchase intention in “Hoka-Hoka bento”. Furqon stated that brand image has a positive effect and is significant towards repurchase intention. Brand image is that make a product differ from its competitors, by gaining a good and better brand image, it will affect the repurchase decision from consumers to buy the same product with the same brand.

H2: Brand image has a positive effect towards repurchase intention.

A study aims to examine the mediating role of perceived value, perceived quality, and perceived price in the relationship between attitude and purchase intention in the context of Indian organic food product. It was found that Perceived price and quality were identified as important mediators in this relationship (Pant et al., 2024). Research conducted by Bahasuan & Sienatra (2021) regarding the influence of price perception towards repurchase intentions on consumers in Surabaya Leather. Bahasuan stated that price perception has a significant effect and plays an important role in repurchase intention. Jessica & Hermeindito (2024) researched

the creative industry by analyzing the influence of brand image, price perception, and word-of-mouth on purchase intentions for Lunio products. The study concludes that price perceptions have an impact on consumers' intentions to purchase Lunio Design products, Brand image is a significant variable that influences consumers' intentions to purchase Lunio Design products.

Another research that is conducted by Krisna et al. (2023) regarding to the influence of price perception towards repurchase intention on customers stated that price perception has a positive and significant effect on repurchase intentions. Price perception is one of the elements of the marketing mix, the price itself plays an important role in determining the value of a product. Consumers tend to choose products with a low and fair price that meets their expectations. However, a high price of products may also gain customers' interest if it meets their expectation which will lead to consumers repurchase intention. H3: Price perception has a positive effect towards repurchase intention.

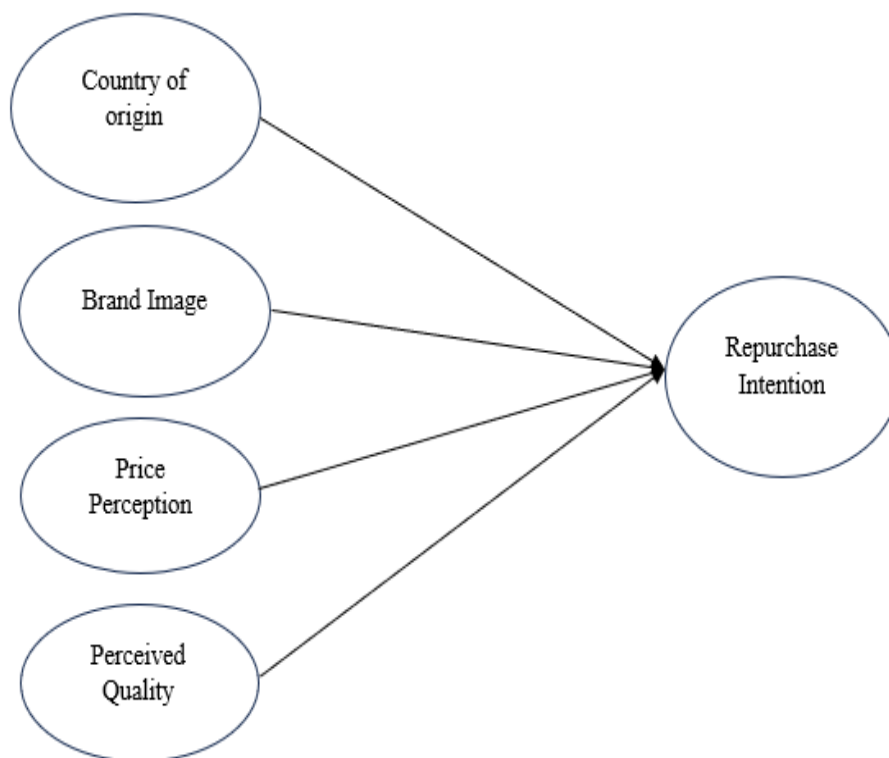
Pant et al. (2024) conducted a study that aims to examine the mediating role of perceived quality, and perceived price in the relationship between attitude and purchase intention in the context of Indian organic food products. It was found that Perceived price and quality were identified as important mediators in this relationship.

According to Firmansyah (2019) stated that there is one particular thing that needs to be remembered perceived quality is a perception of the consumers. And that is why perceived quality can't be stated objectively. In addition, the customer's perceptions will involve what is important to customers, because each customer has a different interest in certain products or services. Therefore, perceived quality is the domain of customer's interest and subjectivity (customer-based). Research to determine the effect of price perception, product quality and customer satisfaction on repurchase interest in Suckling Pig Putra Celagi, with the research sample being customers of Suckling Pig Putra Celagi. The results of the study indicate that product quality has a positive and significant effect on repurchase interest (Krisna et al., 2023).

Research conducted on perceived quality towards repurchase intention in "Shopee" application, stated that perceived quality has a positive as well as a significant effect towards repurchase intention. The high and low perception of quality will determine to the high and low consumer repurchase intention (Japariato & Koharyanto, 2020). Another research conducted by Gultom et al. (2021) regarding the influence of perceived quality towards repurchase intentions on "DBD Powder" in Medan, stated that perceived quality has a positive and significant effect on customer's repurchase intentions. Another research conducted by Pratama & Suryadi (2021) regarding to the influence of perceived quality on repurchase intention based on the study of sports accessories "Specs" in Malang City, stated that perceived quality has a positive and significant effect on repurchase intentions. Based on the previous studies above, this concludes that the better the perceived quality in a product the higher the chance of consumer repurchase intention as quality will always be what a consumer seeks in products they find.

H4: Perceived quality has a positive effect towards repurchase intention.

Thus, the research model is as follows:



**Figure 1. Research Model**

## **RESEARCH METHOD**

Explanatory research is used for this study, for customers of Uniqlo who reside in Jabodetabek. The object of this research is the Uniqlo store that opened in Indonesia. Sekaran & Bougie (2016) stated that the unit of analysis is used to conclude as it can determine the level of aggregation, which are the customers as the individual's unit of analysis. In this research, a quantitative approach is used to measure the relationship between repurchase intention, country of origin, brand image, price perception, and perceived quality. The quantitative research used is survey methods which undergo distribution in online questionnaires.

A study conducted by Sekaran & Bougie (2016) stated that there are 4 types of measurement of scale. Those are nominal, ordinal, interval, and ratio. For this research, an interval measurement of scale is used with the rating scales using the Likert Scales. A Likert Scale is still debatable as it is in the interval or in the ordinal category of measurement of scale. But Likert Scale likely belongs to the interval measurement of scale. Likert Scale has the definition of to test how strongly a research subject will be by using "Agree" or "Disagree" regarding to the statements that are given on a five-point scale.

In general, there are 2 types of sampling which are probability and non-probability sampling. The sampling that is used for this research is non-probability sampling because of the unavailable list and the series of names in order for the data collection. For non-probability sampling, there are 2 common types of sampling namely, convenience and purposive sampling. This study uses purposive sampling as the population to fulfill as the population is people who have bought the product from Uniqlo at least more than once. For the sample size, according to Kock & Hadaya (2018) in "Minimum sample size estimation in PLS-SEM: The inverse

square root and gamma-exponential methods” using the inverse square root method, a minimum sample was determined at the number of 160 samples. So, for this research, will have a minimum sample of 160.

This study uses a primary data collection method to undergo the research process. The data that is gained and obtained through the questionnaires will be statistically analyzed. The data then is processed and estimated using inductive statistics, by using the tools of Structural Equation Modelling (SEM) to determine the interconnection within the variables in the research. In data processing, Outer and Inner Model Structural Model testing is carried out.

## RESULTS AND DISCUSSION

The target population of this research is Indonesian customers who are familiar with the Japanese fashion brand called Uniqlo. It is known that UNIQLO does not define its target customers in terms of gender, age, or ethnicity. It targets all people. Apparel makers often focus on specific designs to satisfy their target customers, but UNIQLO serves a wide range of customers by offering high-quality, casual basics. The wide range of products offered by UNIQLO includes apparel for men, women, and children. The casual category includes items like shoes, undershirts, underpants, and even coats in addition to T-shirts, sweaters, and slacks. The items are multicolored and have a simple style in Porter Prize Organizing Committee 2009 (Roll, 2021). Therefore, for this research, the data or respondents taken are not segmented.

The online questionnaire distribution was done in Indonesia in the Jakarta area (Jakarta, Bogor Depok, Tangerang, and Bekasi). The profiles of the respondents are age, gender, and income. 200 respondents are available, 109 of them are female with a percentage of 54.5% while 91 of them are male with a percentage of 45.5%. The respondents Jakarta, Bogor, Depok, Tangerang, and Bekasi). The monthly income of the respondents are as follows: 13.5%, of respondents, have a monthly income of <Rp 1.000.000, 44.5% monthly income is from Rp 1.000.000 – Rp 5.000.000, 22% of respondents have a monthly income of Rp 5.000.000 – Rp 10.000.000, 11.5% respondents have monthly income of Rp 10.000.000 – Rp 15.000.000, and the rest 8.5%. of respondents have a monthly income of >Rp 15.000.000. This means that most consumers are in the middle-income level group.

For the outer and inner models, all tests meet the requirements, thus reliable and valid, and no multicollinearity. For the Coefficient of determination ( $R^2$ ) can be seen in the table below. Predictive Relevance test ( $Q^2$ ) for purchase intention is relevance.

**Table 1. Coefficient of Determination ( $R^2$ )**

Variables	$R^2$	Results
	$R^2$	
Repurchase Intention	0.431	Medium

As it is stated in the table above, consists of the value of the Coefficient of Determination ( $R^2$ ) from each of the variables that are available in the research. For the repurchase intention variable, it is stated from the table above the coefficient of determination value is 0.431 which means that 43.1% can be explained by the repurchase intention variable while the rest 56.9% will be explained outside of this research. It can be stated that this research can be described as medium or moderate based on the coefficient of the determination value. Coefficient of Determination can lead to an adjustment when an exogenous component is removed from the model,  $R^2$  changes; the more  $R^2$  changes, the less variance in the variable that factor can account

for. A research model's bias with regard to predictors is penalized by the presence of an adjusted  $R^2$ . The table below shows the adjusted Coefficient of Determination.

**Table 2. Coefficient of Determination Adjusted ( $R^2$  Adjusted)**

Variables	$R^2$	
	$R^2$ Adjusted	Results
Repurchase Intention	0.420	Medium

One-tailed hypothesis has been applied for hypothesis testing for the direct effect, with a significance level of 0.05. The T-Statistic needs to be greater than 1.645 and consists of a path coefficient according to the available hypothesis. The table below shows the direct hypothesis effect.

**Table 3. Hypothesis Testing Direct Effect**

Hypothesis	Original Sample	T-Statistics	Reliability		Conclusion
			Sig P- Value	Hypothesis Analysis	
H <sub>1</sub> : Country of origin has a positive impact towards repurchase intention	0.071	0.886	0.188	Not Significant	Not Supported
H <sub>2</sub> : Brand image has a positive effect towards repurchase intention	0.132	1.692	0.045	Significant	Supported
H <sub>3</sub> : Price perception has a positive effect towards repurchase intention	0.298	4.066	0.000	Significant	Supported
H <sub>4</sub> : Perceived quality has a positive effect towards repurchase intention	0.357	4.465	0.000	Significant	Supported

Based on the result testing from the hypothesis of "Country of origin has a positive impact towards repurchase intention" stated that the original sample has a value of 0.071 which performs as an indicator of the relationship between country of origin towards repurchase intention is positive. However, it is not supported by the value of T-Statistics the value of 0.886 whereas the value is lower than 1.645, followed by the P-value of 0.188 which is also higher than 0.05. In conclusion, regarding the test result, hypothesis 1 is rejected while hypothesis 0 is accepted which leads to the indication there is no significant and positive effect between country of origin and repurchase intention. Concerning this result, some previous studies vary from China for Xiaomi, America for Maybelline, and Japan for Hoka-Hoka Bento, and one of the research projects conducted which is in line with the hypothesis about Xing Fu Tang also showed that the country of origin is not significant and positive towards repurchase intention. These results are similar to this research conducted on Uniqlo as a fashion brand from Japan. It is assumable, the country of origin is not the variable that customers look into first, customers tend to look into price, quality, and brand image first even though it is supported by one of the indicators "Japan is an innovative country in terms of manufacturing." This statement has an average respondent's answer of strongly agree but the result will stay the same that, country of origin does not have a positive effect and is not significant towards repurchase intention for Uniqlo products.

Brand image has a positive impact on repurchase intention, with a value of 0.132 and supported by the value of T-Statistics with the value of 1.692 whereas the value is larger than



1.645, followed by the P-Value of 0.045 which is also lower than 0.05. Price perception has a positive impact towards repurchase intention” stated that the original sample has the value of 0.298 which performs as an indicator of the relationship between price perception towards repurchase intention is positive, supported with the value of T-Statistics with the value of 4.066 whereas the value is larger than 1.645, followed with the P-Value of 0.000 which is also lower than 0.05. Perceived quality has a positive impact towards repurchase intention” stated that the original sample has the value of 0.357 which performs as an indicator of the relationship between perceived quality towards repurchase intention is positive, supported with the value of T-Statistics with the value of 4.065 whereas the value is larger than 1.645, followed with the P-Value of 0.000 which is also lower than 0.05.

## CONCLUSION

Three of the four existing hypotheses are significant, and one is not. H<sub>1</sub> Country of origin has a significant and positive effect towards repurchase intention is rejected, H<sub>2</sub> Brand image has a significant and positive effect towards repurchase intention is accepted, H<sub>3</sub> Price perception has a significant and positive effect towards repurchase intention is accepted, and H<sub>4</sub> Perceived quality has a significant and positive effect towards repurchase intention is accepted.

As it is stated by the results above, some implications will be concluded as suggestions from a managerial perspective. It is stated in this study that one of the hypotheses which is the brand image variable is not significant and hurts repurchase intention for fashion brand Uniqlo in Jakarta, Indonesia. It is assumable that when people in Indonesia especially in Jakarta, prefer the other variable as their major aspect before repurchasing something it is concluded that brand image will not always affect repurchase intention. However, as stated from the results of the respondents, their average response for each of the indicators for brand image, the total average mean value is 4.363 which is a part of the agreed category.

The highest mean value in this variable of 4.590 with the questionnaire statement of “Uniqlo brands are easy to pronounce” and it is considered as an “agree” category. Uniqlo’s competitors as well such as Zara, Hennes & Mauritz (H&M). Zara and H&M were fast-fashion and well-known companies that prevailed around the world first other than Uniqlo and there is no denying the fact that Uniqlo's brand image competed with both Zara and H&M. Zara first opened in Indonesia on 18 August 2005 in Plaza Indonesia, Jakarta. This first grand opening of Zara has given a good impression towards the brand Zara has also expanded 15 other stores in Indonesia and nominated as one of the most popular fashion brands, which implemented a luxurious clothing experience tailor-made in Spain, as Zara was first built in a city called La Coruna in Spain. As for H&M, its first store opened in Indonesia at Gandaria City, Jakarta on 9 October 2013 and it is stated as an immediate success and has become one of the main competitors of international fashion brands in Indonesia. As for Uniqlo, Uniqlo first opened in Lotte Mall Ciputra World on June 22, 2013. Which, year after year, after Uniqlo opened in Jakarta and started opening in other cities, Uniqlo has become one of the most famous fast fashion brands after Zara and H&M.

Therefore, for Uniqlo to maintain its brand image for a distinguished amount of repurchase intention, Uniqlo needs to differentiate itself from other brands such as Zara and H&M, whereas one method is to emphasize its unique value proposition. Such as their Japanese heritage as it is known Uniqlo is one of the brands from Asia that entered the top 10 best fast fashion products in the world. Elevate and implement their quality commitment towards their products or its sustainability practices. For instance, Uniqlo can launch a campaign that

highlights the use of Japanese high-quality fabric as well as craftsmanship. It is also one of the possibilities for Uniqlo to partner up with the environmental government to promote its commitment to sustainability. By developing a more distinctive brand image full of aspiration, creating marketing campaigns, conducting partnerships with different fashion influencers in Indonesia as well as collaborating with other brands. For instance, Uniqlo could launch a campaign that emphasizes featuring a stylish and edgy look that is created by its in-house design team or partner up with other fashion influencers for a new collection for younger target markets which will attract more customers. Uniqlo also needed to ensure that its brand image is in line and well aligned with its target markets. Market research is needed to gain a better understanding of their customers' needs and wants. Which will lead to developing a brand image that resonates together with them. For instance, to target young customers, an edgy and trendsetting collection is needed.

## APPENDIX

**Table 4. Construct Reliability and Validity**

Variables	AVE	
	AVE	Composite Reliability
Country of Origin (COO)	0.685	0.812
Brand Image (BI)	0.632	0.774
Price Perception (PP)	0.767	0.868
Perceived Quality (PQ)	0.594	0.814
Repurchase Intention (RI)	0.565	0.838

**Table 5. Outer Loadings**

Indicator	Country of Origin	
	Outer Loading	Categories (>0,7)
COO1	0.778	Valid
COO4	0.811	Valid
Indicator	Brand Image	
	Outer Loading	Categories (>0,7)
BI5	0.777	Valid
BI6	0.875	Valid
Indicator	Price Perception	
	Outer Loading	Categories (>0,7)
PP5	0.844	Valid
PP6	0.907	Valid
Indicator	Perceived Quality	
	Outer Loading	Categories (>0,7)
PQ5	0.752	Valid
PQ7	0.794	Valid
PQ9	0.766	Valid
Indicator	Repurchase Intention	
	Outer Loading	Categories (>0,7)
RI1	0.745	Valid
RI3	0.723	Valid
RI5	0.751	Valid
RI6	0.785	Valid

**Table 6. Discriminant Validity – Cross Loading**

Indicators	Cross Loadings	Rule of Thumb	Brand Image	
			Model	Evaluation
BI6	0.777	>0.7	Valid	
BI5	0.875		Valid	
Country of Origin				
Indicators	Cross Loadings	Rule of Thumb	Model	Evaluation
COO1	0.778	>0.7	Valid	
COO4	0.811		Valid	
Price Perception				
Indicators	Cross Loadings	Rule of Thumb	Model	Evaluation
PP5	0.844	>0.7	Valid	
PP6	0.907		Valid	
Perceived Quality				
Indicators	Cross Loadings	Rule of Thumb	Model	Evaluation
PQ5	0.752	>0.7	Valid	
PQ7	0.794		Valid	
PQ9	0.766		Valid	
Repurchase Intention				
Indicators	Cross Loadings	Rule of Thumb	Model	Evaluation
RI1	0.745	>0.7	Valid	
RI3	0.723		Valid	
RI5	0.751		Valid	
RI6	0.785		Valid	

**Table 7. Heterotrait-Monotrait Ratio**

BI	HTMT			
	COO	PP	PQ	RI
BI				
COO	0.794			
PP	0.409	0.761		
PQ	0.846	0.842	0.531	
RI	0.648	0.716	0.672	0.799

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