

ABSTRAK

Febi Rahmat Ramdani, 1305071, “Pengaruh *Country of Origin* terhadap Keputusan Pembelian di Maskapai Penerbangan Garuda Indonesia (Survei terhadap Wisatawan Mancanegara yang Menggunakan Garuda Indonesia)”, di bawah bimbingan Rini Andari, S.Pd., SE., MM dan Yeni Yuniawati, S.Pd., MM.

Tujuan dari penelitian ini adalah untuk menginvestigasi mengenai pengaruh *country of origin* terhadap keputusan pembelian di maskapai penerbangan Garuda Indonesia. Variabel bebas (X) dalam penelitian ini *country of origin* yang terdiri dari country image, perceived quality dan brand familiarity serta variabel terikat (Y) yaitu keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif. Data primer diperoleh dari tanggapan responden. Kuisisioner disusun dan didistribusikan kepada 205 orang wisatawan mancanegara yang merupakan penumpang Garuda Indonesia. Teknik analisis data yang digunakan adalah analisis jalur (*path analysis*) dengan menggunakan program SPSS 23.0. Hasil penelitian menunjukkan bahwa variabel *country of origin* memberikan pengaruh yang signifikan terhadap keputusan pembelian di Garuda Indonesia. Dimensi yang memiliki pengaruh paling tinggi terhadap keputusan pembelian adalah *country image* sedangkan dimensi yang memiliki pengaruh paling rendah adalah *brand familiarity*. Dengan demikian, penelitian ini memperkuat premis-premis yang telah dikemukakan peneliti sebelumnya bahwa terdapat pengaruh yang signifikan antara variabel *country of origin* terhadap keputusan pembelian.

Kata Kunci : *Country of Origin*, Keputusan Pembelian dan Garuda Indonesia

ABSTRACT

Febi Rahmat Ramdani, 1305071, “The Influence of Country of Origin towards Purchase Decision in Garuda Indonesia Airlines (Survey on International Tourist who Use Garuda Indonesia)”, under guidances of Rini Andari, S.Pd., SE., MM dan Yeni Yuniawati, S.Pd., MM.

The purpose of this study is to investigate the relationship between the variables of country of origin and purchase decision which took place in Garuda Indonesia Airlines. The independent variable in this study is country of origin (X) which consists of three dimensions; country image, perceived quality and brand familiarity. The dependent variable in this study is purchase decision (Y). This study employed quantitative approach and primary data obtained from responses given by respondents. Questionnaire was developed and distributed to a number of 205 international tourists as passenger of Garuda Indonesia to measure the influence of country of origin on their purchase decision. This research employed path analysis using the SPSS 23.0 program for data analysis technique as well as hypothesis test. Findings showed that the variable of country of origin contributed a significant influence on purchase decision in Garuda Indonesia Airlines. Dimension with the highest influence on purchase decision is country image, while dimension with lowest influence is brand familiarity. Therefore, this study has reinforced the premises put forward by the previous researchers that there is a significant influence between the variable of country of origin towards purchase decision.

Keywords : Country of Origin, Purchase Decision and Garuda Indonesia Airlines