PENGARUH *BRAND IMAGE,BRAND AWARENESS,PERCEIVED QUALITY* TERHADAP *PERCEIVED VALUE* DAN *PURCHASE INTENTION* PELANGGAN ALAT BERAT UNTUK INDUSTRI PERTAMBANGAN DI JAWA TIMUR DENGAN MODERASI *COUNTRY OF ORIGIN*

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PROGRAM DOKTOR ILMU EKONOMI DAN BISNIS
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS 17 AGUSTUS 1945 S U R A B A Y A
2020

DISERTASI

PENGARUH BRAND IMAGE, BRAND AWARENESS, PERCEIVED QUALITY TERHADAP PERCEIVED VALUE DAN PURCHASE INTENTION PELANGGAN ALAT BERAT UNTUK INDUSTRI PERTAMBANGAN DI JAWA TIMUR DENGAN MODERASI COUNTRY OF ORIGIN

THE EFFECT BRAND IMAGE ,BRAND AWARENESS,PERCEIVED QUALITY ON PERCEIVED VALUE AND PURCHASE INTENTION TO HEAVY EQUIPMENT CUSTOMER ON MINING INDUSTRIAL AT EAST JAVA WITHIN COUNTRY OF ORIGIN MODERATION

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Lembar Pengesahan

**PENGARUH BRAND IMAGE, BRAND AWARENESS,
PERCEIVED QUALITY, TERHADAP PERCEIVED VALUE DAN
PURCHASE INTENTION ALAT BERAT PADA INDUSTRI
PERTAMBANGAN DI JAWA TIMUR DENGAN MODERASI COUNTRY
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PENGARUH *BRAND IMAGE, BRAND AWARENESS, PERCEIVED QUALITY* TERHADAP *PERCEIVED VALUE* DAN *PURCHASE INTENTION* PELANGGAN ALAT BERAT UNTUK INDUSTRI PERTAMBANGAN DI JAWA TIMUR DENGAN MODERASI *COUNTRY OF ORIGIN*

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ABSTRACT

Business competition in the global heavy equipment industry involves more than 30 brands, with data from the International Construction Report in 2017 there are three main players namely Caterpillar (17%), Komatsu (11%), and Hitachi (5%), the rest are companies with market share of less than 5%. In Indonesia alone, there are three major manufacturers of heavy equipment namely Komatsu, Caterpillar, and Hitachi, followed below are Kobelco, Sumitomo and Sakai. The six brands control more than 60% of the heavy equipment market in Indonesia (Heavy Equipment Industry Report, 2017). Komatsu and Hitachi are heavy equipment industries originating from Japan, while Caterpillar is a heavy equipment industry based in America. This study aims to examine and analyze the effect of brand image, perceived quality, and brand awareness on perceived value and its impact on purchase intention on heavy equipment marketing in the mining industry in East Java Province, and the impact of country of origin in moderating the effect of perceived value on purchase intention. The study population was customers who used heavy equipment of excavators weighing 20 T operating in the quarry environment of industrial excavation materials in East Java, with the result of sample calculation of 102 customers. To answer the research hypothesis, the analysis technique used is Partial Least Square(PLS).The results of data analysis with PLS show that (1) brand image has no significant effect on perceived value, (2) perceived quality has a significant effect on perceived value, (3) brand awareness has a significant effect on perceived value, (4) brand image has a significant effect on purchases intention, (5) perceived quality has a significant effect on purchase intention, (6) brand awareness has no significant effect on purchase intention, (7) perceived value has a significant effect on purchase intention, and (8) country of origin does not moderate the effect of perceived value on purchase intention.

Key words : brand image, perceived quality, brand awareness, perceived value, purchase intention, country of origin.

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