

## ABSTRAK

Penelitian ini bertujuan untuk menguji pentingnya variabel *Consumer Xenocentrism*, *Perceived Value* dan *Country Of Origin Perception* terhadap *Purchase Intention* produk Reebok (*Running Shoes*) melalui *Brand Image* sebagai variabel *intervening* pada Komunitas *Indorunners* di Sidoarjo. Variabel dalam penelitian ini adalah *Consumer Xenocentrism*, *Perceived Value*, *Country Of Origin Perception*, *Brand Image* dan *Purchase Intention*. Populasi dalam penelitian ini adalah 170 Anggota pada komunitas *Indorunners* di Sidoarjo dan sampel yang ditentukan adalah 120 anggota yang diperoleh dengan menggunakan Rumus Slovin. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan teknik *purposive sampling* atau pengambilan sampel berdasarkan karakteristik tertentu. Teknik pengumpulan data menggunakan Kuesioner dengan Skala Likert yang telah di uji validitas dan reliabilitasnya dan dianalisis menggunakan Analisis Jalur dengan model regresi. Hasil penelitian ini membuktikan variabel *Consumer Xenocentrism* berpengaruh signifikan dan positif terhadap variabel *Brand Image*, *Consumer Xenocentrism* berpengaruh signifikan dan negatif terhadap variabel *Purchase Intention*, *Perceived Value* berpengaruh signifikan dan positif terhadap variabel *Brand Image*, *Perceived Value* berpengaruh signifikan dan positif terhadap variabel *Purchase Intention*, *Country Of Origin Perception* berpengaruh signifikan dan positif terhadap variabel *Brand Image*, *Country Of Origin Perception* berpengaruh signifikan dan positif terhadap variabel *Purchase Intention* dan *Brand Image* berpengaruh signifikan dan positif terhadap variabel *Purchase Intention*, *Consumer Xenocentrism* berpengaruh terhadap *Purchase Intention* melalui *Brand Image* sebagai variabel *intervening*, *Perceived Value* dan *Country of Origin Perception* berpengaruh terhadap *Purchase Intention* tidak melalui *Brand Image* sebagai variabel *intervening* pada Produk Reebok (*Running Shoes*) di Komunitas *Indorunners* Sidoarjo.

**Kata Kunci :** *Consumer Xenocentrism*, *Perceived Value*, *Country of Origin Perception*, *Brand Image*, *Purchase Intention*

## **ABSTRACT**

*This study aims to examine the importance of Consumer Xenocentrism, Perceived Value and Country of Origin Perception variables on the Purchase Intention of Running Shoes products through Brand Image as an intervening variable in the Indorunners Community in Sidoarjo. The variables in this study are Consumer Xenocentrism, Perceived Value, Country of Origin Perception, Brand Image and Purchase Intention. The population in this study was 170 Members in the Indorunners community in Sidoarjo and the samples determined were 120 members obtained using Slovin Formulas. This study uses a quantitative approach using purposive sampling or sampling techniques based on certain characteristics. Data collection techniques using questionnaires that have been tested for validity and reliability and analyzed using Path Analysis with regression models. The results of this study prove that the Consumer Xenocentrism variable has a significant and positive effect on the variable Brand Image, Consumer Xenocentrism has a significant and negative effect on the Purchase Intention variable, Perceived Value has a significant and positive effect on the Brand Image variable, Perceived Value has a significant and positive effect on Purchase Intention, Country The Origin Perception has a significant and positive effect on the variable Brand Image, Country Of Origin Perception has a significant and positive effect on the Purchase Intention and Brand Image variables that have a significant and positive effect on the Purchase Intention variable, Consumer Xenocentrism effect on the Purchase Intention through brand image as an intervening variable, Perceived Value and Country of Origin Perception effect on the Purchase Intention not through brand image as an intervening variable in Reebok Products (Running Shoes) in Community Indorunners Sidoarjo.*

**Keyword : Consumer Xenocentrism, Perceived Value, Country of Origin Perception, Brand Image, Purchase Intention**