

## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *country of origin* dan *innovation*, terhadap *repurchase intention* dengan *perceived quality* sebagai mediasi. Penelitian ini menggunakan *expectancy disconfirmation theory*. Objek penelitian ini adalah pada pembuatan kapal laut dengan berbasis menggunakan mesin kapal produk eropa. Daerah yang menjadi sample penelitian ada 3 kota besar, yaitu Jakarta, Batam dan Surabaya. Pendekatan yang digunakan dalam penelitian ini adalah menggunakan Structural Equation Model (SEM) dengan menggunakan software statistic Smart-PLS versi 3. Berdasarkan hasil penelitian terhadap 150 responden maka diperoleh hasil penelitian yang menyatakan *country of origin* secara signifikan mempengaruhi *repurchase intention*, *country of origin* secara signifikan mempengaruhi *perceived quality*, *innovation* secara signifikan mempengaruhi *repurchase intention*, *innovation* secara signifikan mempengaruhi *perceived quality*, *perceived quality* secara signifikan mempengaruhi *repurchase intention*. Berdasarkan hubungan mediasinya, *perceived quality* mampu memediasi pengaruh *country of origin* terhadap *repurchase intention* secara penuh (*full mediation*), *perceived quality* mampu memediasi pengaruh *innovation* terhadap *repurchase intention* secara penuh (*full mediation*).

**Kata Kunci:** *Expectancy Disconfirmation Theory, Country of Origin, Innovation, Repurchase Intention, Perceived Quality, Mesin Kapal Produk Eropa*



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## ABSTRACT

*This study aims to determine the effect of country of origin and innovation on repurchase intention with perceived quality as mediation. This research uses expectancy disconfirmation theory. The object of this research is the manufacture of marine vessels based on European ship engines. The research sample areas are 3 big cities, namely Jakarta, Batam and Surabaya. The approach used in this research is to use the Structural Equation Model (SEM) using Smart-PLS version 3 statistical software. Based on the results of research on 150 respondents, the research results state that country of origin significantly affects repurchase intention, country of origin significantly affects perceived quality, innovation significantly affects repurchase intention, innovation significantly affects perceived quality, perceived quality significantly affects repurchase intention. Based on the mediation relationship, perceived quality is able to mediate the effect of country of origin on repurchase intention in full (full mediation), perceived quality is able to mediate the effect of innovation on repurchase intention in full (full mediation).*

**Keywords:** *Expectancy Disconfirmation Theory, Country of Origin, Innovation, Repurchase Intention, Perceived Quality, European Product Ship Machinery*



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