

ABSTRACT

This research was conducted to determine and analyze country image, perceived product quality and brand familiarity of consumer purchase intention in Miniso Retail Companies in Bandung.

The research method used in this research is a quantitative method with a type of descriptive-causality research. Sampling was conducted by non-probability sampling method with saturation sampling type, with 100 respondents. Data analysis technique used are descriptive analysis and simple regression analysis. . Data collection in this study was conducted by distributing questionnaires distributed to all respondents, namely, Miniso consumers in Bandung.

The data analysis technique uses descriptive analysis and multiple regression linear analysis. The results of this study indicate that country image, product quality and brand familiarity variables significantly influence consumer purchase intention. Therefore, the results of the test of this study state that the independent variable supports the hypothesis that country image, product quality and brand familiarity has a significant effect on consumer purchase intention of 80.8% and the remaining 19.2% is influenced by other factors not examined.

Keywords: *Country Image, product quality, brand familiarity, consumer purchase intention*