

ABSTRACT

Foreign branding which is the strategy of brand names with spelling or pronunciation in particular foreign language, with the main target to affect the dimensions of brand image and brand equity as well as affect the perception of the quality and consumers behavior towards products. Sour Sally, a frozen yogurt franchise is one of the many businesses in Indonesia that using foreign branding. The purpose of this study is to see is there any influence and how big foreign branding influence on the perceived quality and consumer purchase intention at Sour Sally in Bandung.

This research uses descriptive and quantitative methods with descriptive analysis and simple linear regression analysis. In this study the primary data obtained using questionnaires and using non probability sampling technique with total sample of 100 respondent which is the Sour Sally consumer in Bandung. All of the data is processed with SPSS 23.

The final result is, foreign branding that used by Sour Sally also the perceived quality and consumer purchase intention, overall included in good categories with a value percentage of each variable from descriptive analysis is 75.20%, 76% and 76,30% and the influence of foreign branding on the perceived quality is 54.46%, while foreign influence branding on the buying intention is 49%. In the end it was concluded that foreign branding has significant influence on the perceived quality and consumer purchase intention and help creating positive consumer perception on quality and influencing costumer purchase intention at Sour Sally in Bandung.

Sour Sally need continue to improve the overall service and product quality and provide more information on what it have to offer on more media to build more strong perceived quality, help to increase the reputation and stimulate consumer purchase intention

Keyword : Foreign branding, Country of origin, Perceived quality, Purchase Intention