

Pengaruh country of origin terhadap brand image kosmetik Korea Selatan pada Mahasiswi Program Sarjana FISIP UI (Studi pada pembelian online dan offline merek etude house) = The effect of country of origin on South Korean's cosmetic brand image on College Student in FISIP UI (Study of online and offline purchase brand etude house)

Shabrina Vianita, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20385863&lokasi=lokal>

---

Abstrak

Etude House merupakan merek kosmetik asal Korea Selatan yang membentuk brand image nya sebagai kosmetik wanita dengan menonjolkan unsur negara asal kosmetik yaitu Korea Selatan. Penelitian ini bertujuan untuk mengetahui pengaruh antara country of origin terhadap brand image kosmetik korea baik pada sampel keseluruhan, pembelian online, maupun pembelian offline, melihat dimensi country of origin manakah yang paling berpengaruh terhadap brand image merek Etude House pada pembelian online dan offline, serta melihat perbedaan varians dan mean pada masing-masing dimensi di kedua sampel.

Penelitian ini menggunakan metode kuantitatif dan teknik pengambilan sampel purposive. Pada penelitian ini sampel yang diambil sebanyak 120 responden yang terdiri atas 70 responden yang membeli produk secara offline dan 50 responden yang membeli produk secara online. Hasil penelitian ini membuktikan bahwa country of origin memiliki pengaruh terhadap brand image merek Etude House baik pada sampel keseluruhan, pembelian online, maupun pembelian offline. Dimensi country of origin yang memiliki pengaruh terbesar pada brand image merek Etude House pada pembelian online dan offline adalah specific product attributes dan terdapat perbedaan varians pada dimensi general country attributes serta mean pada dimensi price.

<hr>

Etude House is a cosmetic from South Korea which forms its brand image as a woman`s cosmetic by showing its country of origin, South Korea. This research was intended to observe the effect of country of origin on south korean`s cosmetic brand image of all sample, online purchase sample, offline purchase sample, to observe which dimension of country of origin had the greatest effect on Etude House`s brand image for online and offline purchase, and to observe varians and mean difference in both sample.

This research applied quantitative approach and purposive sampling technique with 120 respondents consist of 70 respondents who purchased products offline and 50 respondents who purchased products online. This research proved that country of origin had an effect on Etude House`s brand image in all samples, online purchase sample, and offline purchase sample. The dimension of country of origin which has the greatest effect on Etude House`s brand image in online and offline purchase was specific product attributes, and also there is varians difference in general country attributes and mean difference in price dimension.