

## Analisis pengaruh country-of-origin image terhadap brand equity pada industri laptop di Indonesia = Analysis of the effect of country of origin image towards brand equity in Indonesia laptop industry

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### Abstrak

Persaingan pasar yang begitu ketat memaksa pemasar mencari cara untuk memenangkan produknya di pasar. Brand equity menjadi salah satu cara untuk dapat meningkatkan nilai perusahaan di mata konsumen. Brand equity tidak hanya didapatkan dari strategi promosi seperti harga dan iklan saja namun juga dari negara asal sebuah merek. Penelitian ini bertujuan untuk menganalisis pengaruh country-of-origin image terhadap brand equity dengan mempertimbangkan perceived quality, brand loyalty, dan brand awareness/association yang dimiliki konsumen pada industri laptop di Indonesia. Sampel penelitian ini adalah mahasiswa yang berdomisili di Jabodetabek yang pernah membeli dan menggunakan produk laptop dalam kurun waktu enam tahun terakhir. Data diolah menggunakan metode Structural Equation Modelling SEM dan juga menggunakan metode Analysis of Variance ANOVA untuk melihat perbedaan antar merek laptop dan antar negara asal merek laptop. Hasil penelitian ini menunjukkan bahwa country-of-origin image memiliki pengaruh positif terhadap perceived quality, brand loyalty, dan brand awareness/association, namun country-of-origin image tidak berpengaruh signifikan terhadap brand equity. Hasil penelitian juga menunjukkan bahwa perceived quality dan brand awareness/association tidak memediasi hubungan antara country-of-origin image dan brand equity, hanya brand loyalty yang memediasi hubungan antara kedua variabel tersebut.

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The market competition is so tight forcing marketers to find ways to win their products in the market. Brand equity becomes a way to increase company value in costumers rsquo eyes. Brand equity is not only gained by promotional strategies such as pricing and advertising but also by brand rsquo s country of origin. This study aims to analyze the effect of country of origin image towards brand equity by considering perceived quality, brand loyalty, and brand awareness association in Indonesia laptop industry. Data for this research were collected from college student in Jabodetabek who have ever bought and used laptop in the last six years. The data were analyzed using Structural Equation Modelling SEM method using LISREL 8.51 and also using Analysis of Variance ANOVA method to analyze differences between laptop brands and between laptop brand rsquo s country of origin. The result of this research shows that country of origin image has positive effect on perceived quality, brand loyalty, and brand awareness association, whilst country of origin image tidak berpengaruh signifikan terhadap brand equity. Furthermore, the results shows that perceived quality and brand awareness association does not mediating the relationship between country of origin image and brand equity, only brand loyalty which mediating the relationship among those variables.