

Pengaruh country of origin dan need for uniqueness terhadap sikap dan niat membeli produk kosmetik = The influence of country of origin and need for uniqueness on attitudes and intention to purchase cosmetic product

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Abstrak

Penelitian sebelumnya terkait efek *Country of Origin* (COO) terhadap niat beli konsumen telah banyak diselidiki oleh sejumlah peneliti namun, hanya sedikit penelitian yang menguji dengan menggunakan metode eksperimental. Penelitian ini bertujuan untuk menguji pengaruh negara asal, kebutuhan akan keunikan, sikap terhadap iklan, dan sikap merek terhadap niat membeli dalam produk kosmetik. Metode yang digunakan adalah kuantitatif dengan jenis kausal, 2 (karakteristik individu: keunikan tinggi vs keunikan rendah) x 4 (negara: Indonesia, Amerika Serikat, Korea Selatan, dan Perancis), eksperimen *between-subject*. Total sampel berjumlah 200 responden, usia 25 - 40 tahun.

Hasil penelitian menunjukkan bahwa pengaruh COO tidak signifikan terhadap sikap dan niat membeli kosmetik, namun COO memiliki pengaruh yang signifikan terhadap sikap merek, sikap terhadap iklan, dan niat beli konsumen dengan NFU rendah. Konsumen dengan NFU rendah cenderung memilih lipstik buatan Indonesia daripada buatan Prancis, AS dan Korea Selatan. Perbedaan tingkat NFU terbukti memoderasi efek COO terhadap sikap merek, sikap terhadap iklan, dan niat membeli.

Country of origin has been investigated by number of scholars however, there is a dearth of research using experimental methods. This research aims to examine the influence of country of origin, need for uniqueness, attitude toward the ad, and brand attitude on purchase intention in cosmetics product. The method used in this research is quantitative with causal type, 2 (individual characteristic: high uniqueness vs low uniqueness) x 4 (countries: Indonesia, USA, South Korea, and France) between-subjects experiment. The sample size was 200 respondents, age 25 - 40 years.

The result suggest that the influence of COO was not significant on attitudes and intentions to purchase cosmetics. However, COO has a significant effect on brand attitudes, attitudes toward advertising, and consumer purchase intention with low NFU. Consumers with low NFU tend to choose lipstick made in Indonesia rather than made in French, USA and South Korea. The difference in NFU levels moderates the COO effect on brand attitudes, attitudes toward advertising, and purchase intention.