

Pengaruh country of origin terhadap consumer purchase intention melalui brand image dan brand evaluation pada target konsumen skincare Laneige di Jakarta = The effect of country of origin towards consumer purchase intention through brand image and brand evaluation on Laneige skincare target consumer in Jakarta

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Abstrak

Penelitian ini penting dilakukan terhadap produk dari negara asal tertentu di dalam memahami perilaku konsumen dan gambaran produknya diterima dengan baik di negara tujuan. Penelitian ini bertujuan untuk mengetahui pengaruh country of origin terhadap consumer purchase intention melalui brand image dan brand evaluation. Penelitian ini menggunakan pendekatan kuantitatif metode survei pada target konsumen skincare Laneige di Jakarta. Sampel dalam penelitian ini berjumlah 160. Cronbach's alpha dan confirmatory factor analysis (CFA) digunakan untuk menilai reliabilitas serta validitas. Struktur Equation Model (SEM) digunakan dalam pengujian Hipotesis. Hasil penelitian menunjukkan bahwa country of origin memiliki pengaruh positif namun tidak signifikan terhadap purchase intention. Brand image memiliki pengaruh full mediation sebagai variabel mediator sedangkan brand evaluation memiliki pengaruh no mediation sebagai variabel mediator.

.....The study is necessary to employ towards a product from a particular country in understanding consumer behavior and market respon in the entry country. This research was conducted because in the intense global competition, producers need to understand the factors that cause purchase intention so that their products can be accepted by the public. This study uses a quantitative approach to survey methods on Laneige skincare target consumers in Jakarta. The sample in this study amounted to 160. Cronbach's alpha and confirmatory factor analysis (CFA) were used to assess reliability and validity. The Structural Equation Model (SEM) is used in hypothesis testing. The results showed that country of origin has a positive but insignificant effect on purchase intention. Brand image has a full mediation effect as a mediator variable, while brand evaluation has no mediation effect as a mediator variable.