

Persepsi Konsumer Indonesia Dalam Efek Country-of-Origin Terhadap Produk High-End Fashion Brand : Studi Empirikal = Indonesian Consumers' Perception on Country-of-Origin Effect Towards High-End Fashion Brands : An Empirical Research

Malela, Erza Sidhi Rangga, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920533228&lokasi=lokal>

Abstrak

Tujuan dari skripsi adalah untuk menginvestigasi seberapa besar pengaruh country-of-origin terhadap konsumer Indonesia dalam mengevaluasi dan keputusan pembelian produk high-end fashion brand. Riset kuantitatif telah dilakukan melalui pengumpulan data dari 125 responden. Hasil menunjukkan bahwa konsumer Indonesia menggunakan country-of-origin dalam batas sedang. Konsumer Indonesia melihat COO sebagai cue penting dalam mengidentifikasi COO yang dianggap desirable untuk produk high-end fashion brand. Namun, dibandingkan harga, kualitas, desain, dan merek, COO merupakan variabel yang kurang penting dalam mengevaluasi dan keputusan pembelian produk high end fashion brand.

.....The purpose of this research is to investigate to what extent country-of-origin affects Indonesian consumers' evaluation and purchasing decision in high-end fashion brands. Quantitative research was employed in data collection, with using a survey on 125 respondents. Results showed that that for Indonesian consumers, COO cues are being used in a moderation or only has medium impact. Indonesian consumers perceived COO as an important cues on determining their preference on which COO is preferred when it comes to purchase the high-end fashion products. However, compared to other variables such as price, quality, design, and brand, COO is the least important item to be used to evaluate and purchase high-end fashion products.