

Pengaruh Country of Origin Image, Perceived Brand Prestige dan Perceived Product Quality terhadap Purchase Intention pada Konsumen Produk Perawatan Kulit Wajah Korea di Indonesia dengan Consumer Ethnocentrism sebagai Variabel Moderasi = The impact of country of origin image, perceived brand prestige, perceived product quality to Korean facial skincare product consumer's purchase intention in Indonesia with consumer ethnocentrism as a moderating variable

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Abstrak

Penelitian ini bertujuan untuk memajukan kerangka kerja konseptual yang menjelaskan pengaruh country of origin image pada purchase intention konsumen dengan peran moderasi consumer ethnocentrism yang secara eksplisit dimodelkan dan diuraikan. Consumer ethnocentrism (CE) diuji sebagai faktor moderasi antara country of origin image dan perceived brand prestige, dan antara country of origin image dan perceived product quality, dan antara country of origin image dan purchase intention. Model yang diusulkan memberikan kesaksian tentang hasil penelitian kuantitatif dalam survei yang dilakukan dengan metode convenience sampling yang menargetkan konsumen Generasi Y yang telah menggunakan produk perawatan kulit wajah di Indonesia, yaitu 303 responden. Survey online menggunakan Google Form dengan cara snowball melalui chat Whatsapp. Analisis data digunakan Partial Least Squares - Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa terdapat pengaruh positif country of origin image terhadap perceived brand prestige, perceived product quality, dan purchase intention konsumen. penelitian ini juga menemukan bahwa perceived product quality berpengaruh signifikan terhadap purchase intention. Selain itu, consumer ethnocentrism mengurangi hubungan positif antara country of origin image dan perceived product quality serta mengurangi perceived brand prestige. Temuan penelitian ini juga menyiratkan bahwa pemasar harus membangun strategi pemasaran yang sesuai untuk meningkatkan purchase intention konsumen Indonesia

.....This research aims to advance a conceptual framework that illuminates the impact of country of origin image on consumer's purchase intention with moderating roles of consumer ethnocentrism which is explicitly modelled and decomposed. Consumer ethnocentrism (CE) was tested as a moderating factor between country of origin image and perceived brand prestige and between country of origin image and perceived product quality. The proposed model testified drawing on the results of quantitative research in a survey conducted on a convenience sample targeting Generation Y consumers who have used facial skin care products in Indonesia, that is 202 respondents. An online survey using Google Form is conducted with snowball manner via Whatsapp chat. Data was analyzed by using Partial Least Squares - Structural Equation Modeling (PLS-SEM). Results indicated that there was a positive impact of country of origin image on perceived brand prestige, perceived product quality and consumers' purchase intention. Moreover, this study also found that perceived product quality has significant effect on purchase intention. Furthermore, consumer ethnocentrism has no moderating effect on purchase intention. The findings also implied that marketers should build a suitable marketing strategy to increase consumers' purchase intentions