THE EFFECT OF COUNTRY-OF-ORIGIN-IMAGE, PRODUCT INVOLVEMENT, AND ATTITUDES ON CONSUMER PURCHASE DECISIONS OF IPHONE IN SURABAYA

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THESIS

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TABLE OF CONTENT

COVER PAGE i
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND
PUBLICATION APPROVAL OF SCIENTIFIC PAPER ii
APPROVAL PAGE iii
RATIFICATION PAGE iv
FOREWORDS v
TABLE OF CONTENTS vi
LIST OF TABLES vii
LIST OF APPENDIX ix
ABSTRACT xii
Chapter 1 Introduction 1
1.1.Background of the Study 1
1.2.Problem Statement 6
1.3.Objective of the Study 6
1.4.Significance of the Study 7
1.5.Systematic of Writing 7
Chapter 2 Literature Review 9
2.1.Previous Research 9
2.2.Theoretical Bases 10
2.2.1.Consumer Purchase Decision 10
2.2.2.Attitudes 12
2.2.3.Country of origin image (COO) 14
2.2.4.Product Involvement 17
2.3.Relationship among Variables 21

2.4.Research Model 27
2.5.Hypotheses 27
Chapter 3 Research Methodology 28
3.1.Research Design 28
3.2.Variable Identification 28
3.3.Operational Definition 28
3.4.Variable Measurement 30
3.5.Type and Sources of the Data 30
3.6.Tools and Data Collection Methods 31
3.7.Population, Sample and Sampling Techniques 31
3.8.Analysis of Data 32
Chapter 4 Data Analysis and Discussion 41
4.1.Respondent Characteristic 41
4.1.1.Gender 41
4.1.2.Age 42
4.1.3.Education Level 42
4.1.4.Job 43
4.2.Variable Description 44
4.3.Partial Least Square 49
4.3.1. Outer Model 50
4.3.2. Inner Model 54
4.4.Discussion 61
4.4.1.The effect of Country of Origin Image on Consumer Purchase Decision 61
4.4.2.The effect of Product Involvement on Consumer Purchase Decision 62
4.4.3.The effect of Country of Origin Image on Attitudes 62
4.4.4.The effect of Product Involvement on Attitudes 63

4.4.5.The effect of Attitudes on Consumer Purchase Decision..63
4.4.6.The effect of Country of Origin Image on Consumer Purchase Decision through Attitudes.....64
4.4.7.The effect of Product Involvement on Consumer Purchase Decision through Attitudes 65
Chapter 5 Conclusion and Suggestions 66
5.1.Conclusion 66
5.2.Suggestions 67
References 69
Appendix……..79

LIST OF TABLE

Table 3.1. Rule of Thumb in Outer Model Measurement 37
Table 3.2. Rule of Thumb in Inner Model Measurement..... 39
Table 4.1. Gender..... 41
Table 4.2. Age..... 42
Table 4.3. Education Level 42
Table 4.4. Job..... 43
Table 4.5. Class Interval 44
Table 4.6. Descriptive Statistic of Country of Origin Image Variable..... 44
Table 4.7. Descriptive Statistic of Product Involvement Variable 46
Table 4.8. Descriptive Statistic of Attitudes Variable 47
Table 4.9. Descriptive Statistic of Consumer Purchase Decision Variable... 48
Table 4.10. Outer Loading Result 51
Table 4.11. Cross Loading Result 52
Table 4.12. AVE Value 53
Table 4.13. Reliability Test Result 54
Table 4.14. R-square 56
Table 4.15. f^2 Value..... 57
Table 4.16. Q^2 Value 58
Table 4.17. T-statistic Test 59

LIST OF FIGURE

Figure 2.1. Research Model 27
Figure 4.1. Outer Model 49
Figure 4.2. Inner Model 50

LIST OF APPENDIX

Appendix 1: Questionnaire
Appendix 2: Data
Appendix 3: Respondent Characteristic
Appendix 4: Descriptive Statistic
Appendix 5: Outer Model
Appendix 6: Inner Model
Appendix 7: Blindfold

ABSTRACT

The organizations that have a global presence need to be really vigilant regarding the management of manufacturing country associations. That is the reason why the concept in country-of origin (COO) is of high importance. Importance of country-of- origin image to the object are in case of choosing the smartphone that people are using their perception (attitudes) automatically by knowing which country and brand are the best selection in smartphone sector which is America, Korea and China. On the other hand, when the consumer product involvement level is high, they actively search for product related information regarding its intrinsic attributes, such as four characteristics, benefits, and its extrinsic attributes such as price, COO-image etc. These high involvement products are usually associated with high costs and risks, which is why considerable thought and evaluation is involved in their purchase decision making. The objective of this research are to analyze COO, and product involvement effect on consumer purchase decision for iPhone product in Surabaya by using attitude as intervening.

The sample in this study are set to 175 respondents with characteristic who are know and willing to buy an Iphone in Surabaya city. Tool used for data collection in this study is a set of questionnaires distributed to respondents. This research uses Structural Equation Modeling (SEM) with Partial Least Square (PLS) software approach. The results of this analysis indicate that the country of origin image and product involvement are found had positive and significant effect against attitude and consumer purchase decision. On the other hand attitude had also found can be intervening for the relationship between country of origin image and product involvement towards consumer purchase decision.

Keywords: Country of Origin Image; Product Involvement; Attitude; Consumer Purchase Decision

ABSTRAK

Organisasi yang memiliki tulang cakupan terhadap globalisai harus benar-benar waspada mengenai pengelolaan manajemen manufaktur Negara. Itulah alasan mengapa konsep citra negara asal sangat penting. Pentingnya citra negara asal adalah untuk memilih objek smartphone yang masyarakat gunakan dengan persepsi(sikap) secara otomatis memilih mana negara dan merek yang merupakan pemilihan terbaik yaitu Amerika, Korea dan Cina. Di sisi lain ketika keterlibatan produk konsumen termasuk tinggi maka mereka aktif mencari informasi terkait mengenai atribut intrinsik produk seperti empat karakteristik, keuntungan dan untuk atribut ekstrisik seperti harga, citra negara asal dan lain nya. Keterlibatan yang tinggi terhadap produk seringkali berhubungan dengan resiko dan biaya yang tinggi, itulah sebabnya pertimbangan dan evaluasi sangat terlibat di keputusan pembelian. Tujuan dari penelitian ini adalah untuk menganalisis efek citra negara asal, dan keterlibatan produk pada keputusan pembelian konsumen iPhone di Surabaya dengan menggunakan sikap sebagai variable interven.

Sampel di studi ini disiapkan untuk 175 responden dengan karakteristik yang mengetahui dan memiliki keinginan untuk membeli sebuah iPhone di kota Surabaya. Alat yang digunakan untuk pengumpulan data pada studi ini adalah satu set kuisioner didistribusikan kepada responden. Penelitian ini menggunakan Structural Equation Modeling (SEM) dengan Partial Least Square (PLS). Hasil dari analisis mengindikasikan bahwa efek citra negara asal dan keterlibatan produk ditemukan positif dan signifikan terhadap sikap dan keputusan pembelian konsumen. Di sisi lain sikap juga ditemukan dapat menginterven hubungan antara citra negara asal dan ketelibatan produk terhadap keputusan pembelian konsumen.

Kata Kunci: Citra Negara Asal; Keterlibatan Produk; Sikap; Keputusan Pembelian Konsumen.