

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



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2017

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THESIS

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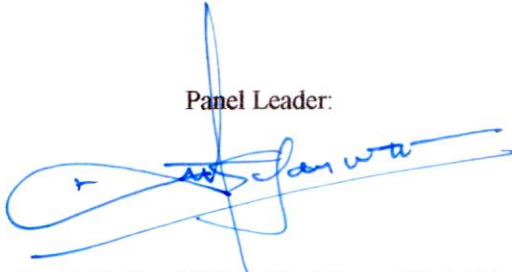
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FOREWORDS

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Surabaya,

2017

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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 globalisasi 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 ekstrinsik 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 mengintervensi hubungan antara citra negara asal dan keterlibatan produk terhadap keputusan pembelian konsumen.

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