PENGARUH COUNTRY OF ORIGIN TERHADAP PERSEPSI KUALITAS DAN INTENSI PEMBELIAN DENGAN VARIABEL MODERASI COUNTRY OF MANUFACTURE

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Abstract

In the current phenomenon, the relocation process of multinational companies are done by moving their production base from developed countries to developing countries. It was done to get the lower production costs. Lower production costs can make companies compete better in the global market and fulfill consumer’s demand. When consumers are purchasing a product, they will evaluate the quality of the product by looking at its country of origin. Meanwhile, outsourcing, which is done by a few multinational companies, makes consumers to start considering manufacturing country rather than the country of origin whenever they evaluate a product. Country of origin, country of manufacture, and perceived quality is a factor that cannot be considered in one eye. This research aims to know the influence of country of origin and the perceived quality against the purchase intention, with the moderate variable country of manufacture on the brand of Samsung smartphone. This research used a non-probability sampling method and a judgmental sampling technique. Data was tested using structural equation modelling with the PLS method and SmartPLS 2.0 software. This research obtain conclusions as follows: country of origin variable has a significant effect on perceived quality and perceived quality also has a significant effect on purchase intention. The variable country of manufacture as the moderate variable did not strengthen and weaken the influence of country of origin against the perceived quality.

Keywords: Country of Origin, Country of Manufacture, Perceived Quality, Purchase Intention