

Pengaruh country image dan strategi celebrity endorser terhadap purchase intention produk DFSK Glory 580 = The impact of country image and celebrity endorser strategy on purchase intention

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Abstrak

Persaingan pasar global semakin kompetitif, begitu juga dengan industri otomotif Indonesia yang diperkirakan akan tumbuh positif di 2019. Kini produsen mobil asal Cina turut bersaing untuk memasarkan produknya di Indonesia. Country image merupakan salah satu hal penting yang konsumen pertimbangkan untuk mengevaluasi kualitas dari sebuah produk. Sebelumnya konsumen Indonesia menganggap produk otomotif asal Cina merupakan produk murahan yang berkualitas rendah, namun kini anggapan tersebut kian bergeser. Salah satu produsen mobil asal Cina, DFSK (DongFengSokon) pada pertengahan 2018 memperkenalkan salah satu produk SUV-nya yaitu DFSK Glory 580. Bersamaan dengan hal tersebut, perusahaan juga menggunakan strategi pemasaran dengan menggunakan celebrity endorser yaitu Agnez Monica yang diklaim dapat mencerminkan citra dari produk DFSK Glory 580. Penelitian ini bertujuan untuk mengidentifikasi dampak country image yang terbagi dalam cognitive country image dan affective country image terhadap product image serta purchase intention. Selain itu, penelitian ini juga mengidentifikasi success driver dari strategi celebrity endorser terhadap purchase intention produk DFSK Glory 580. Sampel yang digunakan dalam penelitian ini adalah 211 responden yang berdomisili di Jakarta dan sekitarnya, dan data diolah melalui Structural Equation Modeling dengan software AMOS 23. Hasil penelitian menunjukkan bahwa kedua komponen kognitif dan afektif pada country image memiliki pengaruh signifikan terhadap product image, begitu juga dengan product image terhadap purchase intention. Dan ketiga faktor pendorong kesuksesan strategi celebrity endorser yang berpengaruh signifikan terhadap purchase intention adalah attitude toward brand, familiarity of the brand, dan brand fit of the endorser and the brand.

.....The global market competition is getting intense, as well as the automotive industry in Indonesia that has been predicted will grow positively in 2019. Today, Chinese car manufacturers flock to market their products in Indonesia. Previously, consumers perception about Chinese automotive products were considered as low quality inexpensive products, but now the trend is shifting. Country image become one of the important things for consumer to evaluate the quality of products. In the middle of 2018 DFSK (DongFengSokon), one of Chinese car manufacturer launched their SUV product, DFSK Glory 580. In conjunction with the launch of their new product, DFSK also took Agnez Monica as the celebrity endorser to promote and also be the reflection of their products. The purpose of this study is to investigate the impact of country image (cognitive and affective) toward product image and purchase intention. And also investigate the success driver of marketing strategy by using celebrity endorser on purchase intention of DFSK Glory 580. There are 211 respondents domiciled in Jakarta and surround areas that participated in this survey. The data processed with Structural Equation Modeling through AMOS 23 software. The study shows both two components of country image cognitive and affective has significant impact to product image, and also product image to purchase intention. And there are three out of four endorsers success driver that has significant impact to purchase intention of DFSK Glory 580, they are attitude toward brand, familiarity of the brand, and brand fit of the endorser and the brand.