

## Pengaruh country image terhadap purchase intention produk skin care Korea Selatan di Indonesia = The influence of country image on the purchase intention of South Korean skin care products in Indonesia

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### Abstrak

Penelitian ini bertujuan untuk meneliti pengaruh kognitif dan afektif dari country image kepada repurchase intention konsumen terhadap produk skin care dari Korea Selatan. Beberapa tahun belakangan ini dunia Korea semakin dikenal dan mendunia, khususnya dibidang entertainment. Banyak pengaruh yang datang dari musiknya yaitu melalui boyband dan girlband nya, serta drama Korea yang sangat menarik perhatian berbagai orang. Tujuan dari penelitian ini untuk melihat adanya pengaruh dari demam Korea atau Hallyu Wave, yang masuk ke Indonesia dan mempengaruhi pembelian dari konsumen-konsumennya terkait dengan produk skin care. Hasil dari penelitian ini membuktikan bahwa yang dapat mempengaruhi repurchase intention dari produk skin care Korea Selatan ternyata bukan hanya dari country image, melainkan dari beberapa variabel juga seperti product image, word of mouth, dan perceived price.

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This study is intended to see if there are cognitive and affective influences from country image to repurchase intention of customers toward skin care product from South Korea. A few years back in the beauty world of Korea, it is getting more well known globally, especially in the entertainment field. A lot of influences are coming from the music through their boybands and girlbands, also the famous Korean Drama that attracts a lot of attention from the people. The purpose of this study is to see if there is an influence from Korean Fever or Hallyu Wave, that goes into Indonesia and the effect of buying from the customers regarding the skin care product. The results of this study proves the one who can influence repurchase intention for skin care product from South Korea is not just from country image itself, however through several variables like product image, word of mouth, and perceived price.