

Pengaruh Country of Origin terhadap brand equity : studi pada merek kosmetik Wardah dan Innisfree = The effect of Country of Origin on brand equity : a study on Wardah and Innisfree cosmetics brands

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh country of origin image terhadap brand equity beserta dimensinya untuk dua merek kosmetik (Wardah dari Indonesia dan Innisfree dari Korea Selatan) pada pasar kosmetik di Indonesia, khususnya Kawasan Jabodetabek. Penelitian dilakukan dengan metode kuantitatif melalui penyebaran kuesioner secara online melalui Google Form dan diukur menggunakan skala likert 1-5. Jumlah sampel yang valid diperoleh dari 167 responden yang sebelumnya telah menggunakan dan/atau kosmetik merek Wardah dan Innisfree. Pengolahan data dilakukan dengan menggunakan software SPSS untuk analisis statistik deskriptif dan SmartPLS untuk analisis SEM-PLS. Hasil penelitian menunjukkan bahwa country of origin memiliki pengaruh positif dan signifikan terhadap brand equity (brand awareness, perceived quality, dan brand loyalty) pada merek Wardah dan Innisfree. Hasil penelitian ini juga menunjukkan pengaruh antara country of origin terhadap brand equity sedikit lebih kuat pada merek Wardah dibandingkan dengan merek Innisfree.

.....This study aims to analyse the effect of country of origin on brand equity and its dimensions for two cosmetics brands (Wardah from Indonesia and Innisfree from South Korea) in Indonesian cosmetics market, especially in Jabodetabek region. The study uses a quantitative method through online questionnaires via Google Form and measured with five-point Likert scale. Valid samples were collected from 167 respondents who have previously used and/or bought Wardah and Innisfree cosmetics. The data obtained were processed using SPSS for descriptive statistical analysis and SmartPLS for SEM-PLS analysis. The results of this study shows that the relationship between country of origin and brand equity (brand awareness, perceived quality, dan brand loyalty) has positive and significant effect on Wardah and Innisfree. Results of this study also shows that the relationship between country of origin and brand equity on Wardah are stronger than Innisfree.