

# Persepsi Konsumer Indonesia Dalam Efek Country-of-Origin Terhadap Produk High-End Fashion Brand : Studi Empirikal = Indonesian Consumers' Perception on Country-of-Origin Effect Towards High-End Fashion Brands : An Empirical Research

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## Abstrak

Tujuan dari skripsi adalah untuk menginvestigasi seberapa besar pengaruh <em>country-of-origin</em> terhadap konsumer Indonesia dalam mengevaluasi dan keputusan pembelian produk <em>high-end fashion brand</em>. Riset kuantitatif telah dilakukan melalui pengumpulan data dari 125 responden. Hasil menunjukkan bahwa konsumer Indonesia menggunakan <em>country-of-origin</em> dalam batas sedang. Konsumer Indonesia melihat COO sebagai <em>cue</em> penting dalam mengidentifikasi COO yang dianggap <em>desirable</em> untuk produk <em>high-end fashion brand</em>. Namun, dibandingkan harga, kualitas, desain, dan merek, COO merupakan variabel yang kurang penting dalam mengevaluasi dan keputusan pembelian produk <em>high end fashion brand</em>.

.....The purpose of this research is to investigate to what extent country-of-origin affects Indonesian consumers' evaluation and purchasing decision in high-end fashion brands. Quantitative research was employed in data collection, with using a survey on 125 respondents. Results showed that that for Indonesian consumers, COO cues are being used in a moderation or only has medium impact. Indonesian consumers perceived COO as an important cues on determining their preference on which COO is preferred when it comes to purchase the high-end fashion products. However, compared to other variables such as price, quality, design, and brand, COO is the least important item to be used to evaluate and purchase high-end fashion products.