

ABSTRAK

PENGARUH *COUNTRY OF ORIGIN* TERHADAP MINAT BELI *SMARTPHONE* OPPO DENGAN *PERCEIVED QUALITY* SEBAGAI VARIABEL INTERVENING

(Studi Pada Pengunjung Plaza Millennium)

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Country of origin effect (COOE) yaitu pengaruh negara asal produk yang di persepsikan konsumen dalam memutuskan pembelian. Beberapa konsumen memutuskan minat belinya dipengaruhi oleh asal negara produk. Asal negara (*country of origin*) suatu produk ini dapat mempengaruhi persepsi konsumen dengan melihat baiknya reputasi suatu negara dalam menghasilkan produk. Salah satu persepsi yang dapat timbul adalah persepsi kualitas (*perceived quality*) yang dirasakan konsumen terhadap produk. Semakin baik reputasi negara tersebut semakin baik pula persepsi kualitas (*perceived quality*) yang diterima konsumen.

Penelitian ini berjudul pengaruh *country of origin* terhadap minat beli *smartphone* OPPO dengan *perceived quality* sebagai variabel intervening (studi pada pengunjung Plaza Millennium). Penelitian ini bertujuan untuk mengetahui pengaruh *country of origin* terhadap *perceived quality*, pengaruh *perceived quality* terhadap minat beli, *country of origin* terhadap minat beli dan pengaruh *country of origin* terhadap minat beli dengan *perceived quality* sebagai variabel intervening.

Penelitian ini merupakan jenis penelitian asosiatif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 100 orang. Teknik pengumpulan data pada penelitian ini dilakukan dengan menyebarkan kuesioner kepada para pengunjung Plaza Millennium. Teknik penentuan skor yang digunakan adalah skala likert. Teknik analisis data yang digunakan adalah metode uji instrumen dengan perhitungan uji validitas dan uji reliabilitas. Metode analisis data dengan uji koefisien determinasi, pengujian hipotesis, uji asumsi klasik dan analisis jalur (*path analysis*).

Hasil penelitian menunjukkan secara parsial *country of origin* mempengaruhi *perceived quality* sebesar 6,389, *perceived quality* mempengaruhi minat beli sebesar 6,210 dan *country of origin* mempengaruhi minat beli sebesar 5,516. Namun dari hasil analisis jalur (*path analysis*) menunjukkan bahwa *perceived quality* bukanlah variabel intervening yang mampu memediasi pengaruh variabel *country of origin* dan variabel minat beli *smartphone* OPPO dalam penelitian ini.

Kata Kunci: *Country of Origin*, *Perceived Quality*, Persepsi Kualitas, Minat Beli

ABSTRACT

THE INFULENCE OF COUNTRY OF ORIGIN TOWARDS THE BUYING INTEREST OPPO SMARTPHONE WITH PERCEIVED QUALITY AS INTERVENING VARIABLE

(Study on the Visitor Plaza Millennium)

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Country of origin effect (COOE) that the influence of the country of origin of products that the perception of consumers in their purchasing decisions. Some consumers decide their purchasing interests affected by the country of origin of the product. Country of origin of a product can affect consumer perception to see the good reputation of a country to produce the products. One perception that may arise is the perception of quality (perceived quality) are perceived consumer of the product. The better the reputation of the country the better the perceived quality that is acceptable to consumers.

This study, entitled the influence of country of origin of the buying interest OPPO smartphone with perceived quality as intervening variable (study on the visitor Plaza Millennium). This study aims to determine the effect of country of origin on perceived quality, perceived quality influences the buying interest, country of origin of the buying interest and influence on the country of origin buying interest with pereceived quality as an intervening variable.

This research is a type of associative research with quantitative approach. The sample in this study amounted to 100 people. Data collection techniques in this study conducted by distributing questionnaires to the visitors Plaza Millennium. Scoring technique used is Likert scale. Data analysis technique used is the method of calculation instrument test with validity and reliability test. The data analysis method to test the coefficient of determination, hypothesis testing, the classic assumption test and path analysis.

The results showed a partial country of origin amounted to 6.389 affects perceived quality, perceived quality affects buying interest amounted to 3,854 and the country of origin affects the buying interest at 2.861. But from the results of path analysis (path analysis) showed that the perceived quality is not capable of intervening variables that mediate the effect of variable country of origin and variable interest in buying OPPO smartphone in this study.

Keywords: Country of Origin, Perceived Quality, Buying Interest