

ABSTRACT

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THE INFLUENCE OF COUNTRY-OF-ORIGIN EFFECT (COE) ON CONSUMER PURCHASING DECISION AT PT NUTRIMAX PRIMA PERKASA

(xv + 102 pages; 12 figures; 36 tables; 11 appendices)

Consumers are now exposed to a wider range of products and broadening their range of choices due to the advancement of international business. The main objective of this final year is to find out the influence of Country-of-Origin Effect (COE) on Consumer Purchasing Decision.

Country-of-Origin Effect (COE) is one of the most widely studied phenomena in international business, marketing, and consumer behaviour literature. Country-of-Origin Effect (COE) is the extent to which the product's origin affects the consumers' evaluation of the product and the decision to purchase the product.

The research type is quantitative research along with descriptive and causal research design. As the number of population in this research is 247, the writer uses simple random sampling along with Slovin's formula to determine the sample size with the total of 153 consumers. The data analysis method used in this research includes descriptive data analysis, validity test, reliability test, normality test, linearity test, correlation test, determination test, linear regression test, and hypothesis test (z test).

Based on the data quality testing, all questions are valid and reliable, as well as the data is considered as normal and linear. Also, it was found that there is a strong positive relationship between Country-of-Origin Effect (COE) and Consumer Purchasing Decision, resulting in the acceptance of alternate hypothesis.

Therefore, the writer recommends PT Nutrimax Prima Perkasa to keep on importing products from countries that appeal consumers the most and import products from different countries with different range of products and price level.

Keywords: Country-of-Origin, Purchasing Decision, International Marketing

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