

ABSTRACT

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THE EFFECT OF COUNTRY OF ORIGIN, PRODUCT QUALITY AND BRAND IMAGE TOWARDS PURCHASE INTENTION OF INNISFREE FROM INDONESIA

(97 pages, 7 figure, 21 table, 5 attachments)

The export from Korean cosmetics to Asia countries increasing explosively and the reason is because beauty concept from Korea can be shared in specific regions. Despite aggressive volume of imported Korean products, there still a gap where Korean brands still considered low in acceptance by consumer compares to Non-Korean brands in Indonesia (in this pre-research the study compared The Body Shop and Innisfree only).

This study is aimed to figure whether there is an effect of country of origin, product quality and brand image on purchase intention. This research used quantitative research methods with data collection methods using questionnaires filled by 220 respondents. The data analyzed and calculated by *PLS - SEM (Partial Least Square - Structural Equation Modeling)* with non probability sampling technique.

The results of this study indicate that country of origin has no effect on Indonesia consumers of purchase intentions for Innisfree, product quality and brand image has an effect on Indonesian consumers of purchase intentions for Innisfree. From this study, Innisfree should accentuate their natural ingredients from South Korea, for example: green tea from Jeju island. They can also use media social as a platform to promotion through influencers in addressing advantages based on the product review that have been used.

Keywords : Country of Origin, Product Quality, Brand Image, Purchase Intention, Innisfree

References : 33 (1995-2019)