

ABSTRAK

PENGATUH COUNTRY OF ORIGIN DAN PERCEIVED QUALITY TERHADAP BRAND IMAGE KOSMETIK FOCALLURE

Oleh

Dian Monica Deariesty

Penelitian ini bertujuan untuk meneliti apakah country of origin dan perceived quality berpengaruh positif terhadap brand image Kosmetik Focallure di Lampung. Kuesioner dengan 20 item pernyataan disebarakan secara daring kepada 100 responden pengguna kosmetik Focallure di Lampung, sehingga penelitian ini menggunakan teknik purposive sampling. Metode Analisis data yang digunakan adalah Regresi Linear Berganda. Berdasarkan hasil bahwa variabel country of origin dan perceived quality berpengaruh positif terhadap brand image kosmetik Focallure di Lampung. Dan diperoleh kesimpulan bahwa konsumen saat ini memiliki persepsi yang positif terhadap citra negara China sebagai negara asal kosmetik merek Focallure yang berpengaruh terhadap brand image kosmetik tersebut, sama halnya dengan perceived quality yang juga mempengaruhi brand image kosmetik Focallure.

Kata kunci: *Country Of Origin, Perceived Quality, Brand Image, Kosmetik Focallure, Analisis Regresi Berganda.*

ABSTRACT

THE EFFECT OF COUNTRY OF ORIGIN AND PERCEIVED QUALITY ON BRAND IMAGE OF FOCALLURE COSMETICS

By:

Dian Monica Deariesty

The purpose of this study was to examine the effect of country of origin and perceived quality on the brand image of Focallure Cosmetics in Lampung. A questionnaire with 20 items of the statement was distributed online to 100 respondents as users of Focallure cosmetics in Lampung. Therefore, this study used a purposive sampling technique. The data analysis method used multiple linear regression. The result of this study found that country of origin and perceived quality had a positive effect on the brand image of Focallure cosmetics in Lampung. Furthermore, it was concluded that consumers currently had a positive perception of China Country Image as a country of Focallure cosmetics origin, so that it had an effect on brand image.

Keywords: Country of Origin, Perceived Quality, Brand Image, Focallure Cosmetic, Multiple Regression Analysis