Abstrak

Penelitian ini dilakukan untuk menguji pengaruh dimensi merek, negara asal, dan reputasi merek terhadap sikap konsumen. Populasi pada penelitian ini ialah konsumen wanita yang menggunakan merek kosmetik Korea Innisfree. Teknik pengambilan sampel dilakukan secara (purposive sampling) dengan kriteria khusus bagi yang pernah membeli dan menggunakan merek kosmetik Korea Innisfree. Pengumpulan data dalam penelitian ini dilakukan dengan membagikan kuesioner kepada 50 orang responden. Penelitian ini menggunakan analisis regresi linier berganda dengan menggunakan program IBM SPSS statistics version 16. Hasil penelitian menunjukkan bahwa pengaruh paling kuat diantara tiga dimensi variabel (merek, negara asal, reputasi merek) dalam sikap konsumen yaitu variabel reputasi merek. Dari hasil analisis regresi linier berganda, merek berpengaruh positif terhadap sikap konsumen, negara asal berpengaruh negatif terhadap sikap konsumen, dan reputasi merek berpengaruh positif terhadap sikap konsumen

Kata kunci : merek, negara asal, reputasi merek.

ABSTRACT

This research was conducted to examine the effect of brand dimensions, country of origin, and brand reputation on consumer attitudes. The population in this study is female consumers who use the Korea cosmetic brand Innisfree. The sampling technique was carried out (purposive sampling) with special criteria for those who had bought and used the Korean cosmetic brand Innisfree. Data collection in this study was carried out by distributing questionnaires to 50 respondents. This study uses multiple linear regression analysis using the IBM SPSS statistics version 16 program. The results show that the most powerful influence among the three dimensions of variables (brand, country of origin, brand reputation) in consumer attitudes is brand reputation variable. From the results of multiple linear regression analysis, the brand has a positive effect on consumer attitudes, the country of origin has a negative effect on consumer attitudes, and brand reputation has a positive effect on consumer attitudes.

Keywords: brand, home country, brand reputation.