

Brand Image And Country Of Origin Effects On Consumer Behavior Towards Choosing Power Tools At PT. Link Hardware And Led

Pengaruh Citra Merek Dan Negara Asal Terhadap Perilaku Consumer Dalam Memilih Power Tools Di PT. Link Hardware And Led

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ABSTRACT

The main purpose of this research is to determine the effect of the Brand Image and Country of Origin either as partial or simultaneous toward the attitudes of the consumer at PT. Link Hardware and LED. This research is a quantitative research where the subject of it was taken from over thirty employees of PT Link Hardware and LED. The data collection is using the questionnaires which have been tested for its validity and reliability. The result of it indicates that there is a positive and significant effect between the Brand Image and the consumer's attitude. But then, there is also a positive and significant effect between the Country of Origin and the consumer's attitudes.

Keywords: Brand Image, Country of Origin, Consumer Attitude

ABSTRAK

Tujuan utama dari penelitian ini adalah untuk mengetahui pengaruh Citra Merek dan Negara Asal baik secara parsial maupun simultan terhadap sikap konsumen di PT. Link Hardware dan LED. Penelitian ini merupakan penelitian kuantitatif dengan subjek penelitian lebih dari tiga puluh orang karyawan PT Link Hardware and LED. Pengumpulan data dilakukan dengan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang positif dan signifikan antara Brand Image dan sikap konsumen. Selain itu, terdapat juga pengaruh positif dan signifikan antara Negara Asal dengan sikap konsumen.

Kata Kunci: Citra Merek, Negara Asal, Sikap Konsumen

1. Introduction

In this day and age which is full of competition, it gives caution to consumers in choosing the power tools product they want. In April 2018, PT. Link Hardware & LED Exhibition held at Kepri Mall Batam. Researcher participated in the ongoing exhibition. The number of power tools brands circulating in Indonesia in addition to making consumers more selective in choosing power tools, also raises uncertainty about the marketed products and consumers can also be confused about the quality of each product because each brand comes from different country. PT. Link Hardware & LED is a supplier company with imported goods from various countries. In recent months, sales volumes have declined, especially sales of products imported from China. There are many new brands of power tools circulating, especially in Indonesia. So consumers can choose their desired power tools easily. All suppliers of tools in Indonesia with different brands and country of origin backgrounds offer a wide range of tools products with their respective advantages. There are various brands of tools circulating in Indonesia such as Makita, Bosch, Maktec, Krisbow, Proxxon, Bitec etc.

Each tools company will build their own brand through the products they offer. Brand is a characteristic of the company to introduce its products through various marketing activities, because a brand will always be attached to the consumer when customer satisfaction has reached the maximum level. Company builds its brand to be well known by

every consumer, through innovation and creativity of every product offered so that the consistency of the company is maintained and increases consumer loyalty to the company.

As expressed in Imarta (2015) A brand is not just a name, symbol, image or sign that does not have any meaning. Brand is the identity of a product that can be used as a measure of the product's quality. Consumers see a brand as the most important part of a product, and a brand can be an added value to the product. Therefore, a brand is an important asset in a business. Although brand is intangible, but the value of a brand is more than something tangible. Brands can provide great benefits to both producers and consumers. For consumers, brands are able to add value to consumers. Where there is a perception and belief in the product that causes consumers to want to associate and buy it, so consumers do not hesitate to pay dearly to get a product with a particular brand. Consumers are willing to pay higher for a product because it is attached to the brand which is a guarantee of quality and certain values that are believed to be contained in it, without the brand, consumers become less secure from the possibility of bad beyond expectations. As expressed by Kenapp (2001) that the main purpose of a true brand is to add human value. Furthermore, Kenapp (2001) states that a true brand is about benefiting the customer and a differentiated brand is easier to communicate efficiently to the consumer.

Nurina Nadhifi Suria (2016) on her journal stated that on the process of purchasing products psychological factors become one of the factors that influence consumer attitudes in making purchasing decisions for a product. One of the psychological aspects behind the purchase decision is the brand image in the eyes of consumers. Brand image is the perception of a brand in the minds of consumers, therefore it becomes very important to build a brand image as well as possible to be used as a stimulant in the attitude of consumer purchasing decisions. In order for the company's sales or transaction process to increase in accordance with the targeted plan.

Beside a brand, there are things that can affect consumers in choosing a product, namely the Country of Origin. Country of Origin (COO) can be defined as a manufacturing country that has a big influence on making consumer perceptions positive or negative, Novianty (2016) Country of Origin is part of a product because the picture of a country represents the product produced. Where does the product's brand come from, is a question for every consumer before buying a product, because the country of origin of the product is one of the considerations of consumers in buying a product. Progress of the country is a factor in consider by consumers. If the products come from developed countries, of course, consumers will feel more confident with these products. Because developed countries are countries known for their high technological advances so that the products produced will be superior to developing countries.

In developing countries such as Indonesia, consumers tend to be more interested in buying imported products, because consumers believe in quality assurance that imported products provided, so that consumers rely more on imported products because of the need and superiority of imported products themselves. Country of Origin has a greater influence on developing countries than western countries, Novianty (2016). The number of tools products that imported into Indonseia affect consumer attitudes in choosing.

Companies importing a product is certainly related to brand image and country of origin by considering the cost of raw materials and cheaper labor. Relocation of factories to developing countries is very profitable, but it still raises important questions when consumers evaluate the functionality and quality of products. Consumer perception of the image of a country and a brand can affect consumer attitudes. Putri Wahyu Tati (2015) showed that the influence of brand image and country of origin on buying interest tends to be stronger for electronic products, one of which is power tools products. The selective attitude of consumers to the country of origin of power tools is not without foundation, for example consumers are

more trusting and like boash power tools made in Germany than made in China, because many Chinese-made power tools circulating in Indonesia have low quality. Every consumer has different buying behavior, because consumers come from various segments that certainly have different attitudes and mindsets in assessing an object. Differences in consumer needs and desires give rise to unique purchasing behavior.

Companies want to produce works that attract consumer interest, thus the companies need to know and understand consumer behavior towards products that will later be aired. Consumer demand is a part of the purchasing process in which the consumer will find an assessment of the product received by the market. Power tools are now an important need for the community in helping to carry out their activities. Although many global and local power tools brands are marketed in the region, products from China are also products that are preferred by many middle-class people because there are price differences that occur. The influence of brand image and country of origin greatly affect consumer attitudes in PT. Link Hardware & LED. Thus, researcher intrigued to find out more about the influence between brand image variables and country of origin variables on consumer attitude variables.

2. Theoretical Review

Brand Image

Kotler (2009) stated that a brand image is the public perception of the company or its products. Image is influenced by many factors that are beyond the control of the company. Kotler also said that brand image is a number of beliefs, ideas, and impressions held by a person about an object. Brand image is the perception and belief held by the consumer, as reflected by associations embedded in the consumer's memory.

Country Of Origin

Country Of Origin of a product is an important marketing element and one that influences consumer perception of behavior. Awareness-raising understanding for Country Of Origin information benefits marketers in order to understand consumer behavior (Pappu, et al., 2006).

Consumer Behavior

According to Schiffman and Kanuk (2007), consumer behavior is defined as the behavior shown by consumers in finding, buying, using, evaluating, and spending products and services that they expect to satisfy their needs. Consumer behavior is the study of consumption carried out by consumers such as the exchange of something of value for a product or service that satisfies their needs.

Conceptual Framework

The Effect of Brand Images on Consumer Behavior

A good image increases a brand's value in the eyes of consumers by increasing its likability or desirability as well as differentiating it from its competitor brands (Hsieh, Pan, and Setiono, in Sial et al., 2011). Another favorable outcome of a good image towards a brand is increased loyalty, equity, consumer buying behavior and overall performance of the brand (Koo, Keller, Hsieh et al., and Roth in Sial et al., 2011).

The Effect of Country of Origin on Consumer Behavior

The consumers behavior towards foreign products can be influenced by various information obtained about a particular country. Information obtained by consumers can be macro (economic, political, cultural) and micro (image, brand equity, value/quality, price). That information will significantly affect the familiarity of the product and its country of origin which

will ultimately be able to create a certain perception in the minds of consumers. (Ginting, Ginta 2000).

The Effect of Brand Images and Country of Origin on Consumer Behavior

Consumer behavior in buying imported cosmetic products is influenced by various factors, namely the country of origin of the product and brand image of the product. This study aims to determine and analyze the influence of the country of origin and brand image to the purchase decision of Nature Republic products on students at the University of North Sumatra. (Soraya, Beautiful. 2020).

Hypothesis

Hypothesis is speculation which is an impermanent response to a difficulty that actually has a hypothetical nature on the grounds that the problem must be proven valid or not. Moreover, there is exploratory speculation, the analyst can say and at the same time demonstrate if the existing hypotheses are adequate in the current conditions.

Conceptual Framework

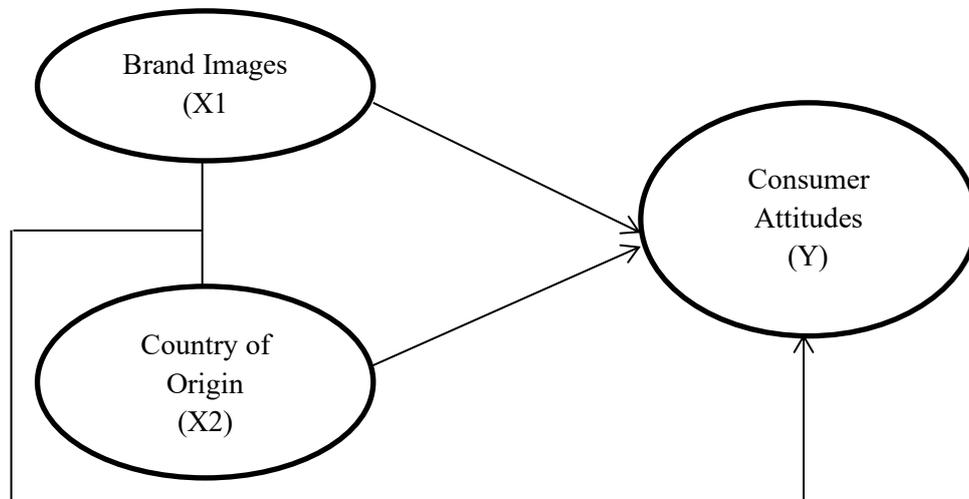


Figure 1. Conceptual Framework

Source : (Koo, Keller, Hsieh et al., dan Roth dalam Sial et al., 2011), Ginting, Ginta (2000), (Soraya, Ayu. 2020).

H.1 Brand Image has a positive and significant effect on consumer attitudes.

H.2. Country of Origin has a positive and significant effect on consumer attitudes.

H.3. Brand Image and Country of Origin has a positive and significant effect on consumer attitudes

3. Research Methodology

Descriptive Analysis

According to Sugiyono (2014), explanatory research is research that explains the influence and relationship between variables through hypothesis testing. Then the research is explanatory research, meaning that this study emphasizes the influence between variables in research and testing research) The elaboration of this relational the focus lies on the explanation of influences between variables.

Population and Sample

Population

Danang Sunyoto (2012) states that population is the sum of all objects (units or individuals) whose characteristics are to be expected.

Sample

According to Danang Sunyoto (2012) the sample is “part of the population whose characteristics are to be studied, and is considered to be representative of the entire population.” The sample in this study is 30 consumers who bought Power Tools at PT. Link Hardware & LED.

Data Collection’s Technique

A non-probability sampling method called purposive sampling was used in this study. Purposive sampling is a sampling technique for data sources with certain considerations (Sugiyono, 2019:133). Because not all samples have criteria that match the phenomenon studied, Purposive Sampling technique is used. Therefore, the Purposive Sampling technique was chosen by the authors, as it determines certain requirements or criteria that must be met by the samples used in this study. Consumers who meet specific requirements as a research sample.

4. Results And Discussions

Reliability Test

Reliability test is intended to measure a questionnaire that is an indicator of the variable, a questionnaire is said to be reliable or reliable if it has consistent and stable results over time (Ghozali, 2006 : 45). Cronbach alpha technique is used to test the reliability, where an instrument can be said to be reliable when it has a coefficient of reliability or Cronbach Alpha of 0.6 or more. Below are results of brand image and country of origin effects on consumer behavior.

Table 1. Reliability Test

No	Variables	Cronbach Alpha (a)	Critical Value	Criteria
1	Brand Image (X1)	0,885	0,6	Reliable
2	Country Of Origin (X2)	0,922	0,6	Reliable
3	Consumer Attitudes (Y)	0,843	0,6	Reliable

From Table 1 above, reliability test results shows that the country of origin variable has a large enough Alpha coefficient that is above 0.60 (> 0.60) so it can be said that all measuring concepts of each variable from the questionnaire are reliable so that for the next items on each concept of the variable is suitable for use as a measuring instrument. The complete summary of the validity and reliability tests can be seen in Table 1 above. It can be seen that all question items are valid and reliable and can be used to collect research data.

Table 2. Kolmogorov – Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N	30	
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.46064138
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.058

Kolmogorov-Smirnov Z	.450
Asymp. Sig. (2-tailed)	.988
a. Test distribution is Normal.	
b. Calculated from data.	

Based on Table 2 it can be seen that the value of Asymp.Sig (2-tailed) is 0.988 and above significant (0.05), it indicates that the residual variables are normally distributed.

Hypothesis Test: Brand Image and Country Of Origin influence on consumer behavior simultaneously (F – Test)

Table 3. Simultaneous Hypothesis Testing (F - Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.596	2	68.798	30.023	.000 ^b
	Residual	61.871	27	2.292		
	Total	199.467	29			

a. Dependent Variable: *Consumer_attitudes*

b. Predictors: (Constant), *Country_of_origin*, *Brand_image*

From the table above, we know that the regression value has a significance level of 0.000, this value is smaller than 0.05 or the value of Sig < α , this means that the research hypothesis stating “Brand Image and Country of Origin together have a significant influence on Consumer Behavior” is accepted. In addition to using probability values or Sig values, another method that can be used is to use the calculated F value compared to the table F value. Assessment criteria using this method is, if the value of F count is greater than F table; F count > F table then the research hypothesis is accepted, and vice versa. In the above case f count has a value of 30,023 while F table has a value of 3.35 this means F count > F table, so that the research hypothesis is accepted.

Hypothesis Test: Brand Image influence on Consumer Behavior partially (T- Test)

Table 4. Partial Hypothesis Testing (T – Test)

Coefficients ^a						
Model		Unstandardized		Standardized	t	Sig.
		Coefficients				
		B	Std. Error	Beta		
1	(Constant)	9.530	2.931		3.252	.003
	<i>Brand_image</i>	.402	.131	.571	3.062	.005
	<i>Country_of_origin</i>	.251	.158	.296	1.589	.124

a. Dependent Variable: *Consumer_attitudes*

From the table above can be seen that the value of the Brand Image regression coefficient has a significance level of 0.005, this value is smaller than 0.05 or Sig < α , this means that the research hypothesis stating “Brand Image has a significant influence on Consumer Behavior” is accepted. In addition to using probability values or Sig values, another method that can be used is to use t count compared to T table. Assessment criteria using this method is, if the value of t count greater than T table; t count > t table then the research hypothesis is accepted, and vice versa. In the above Case t count has a value of 3.062 while T table has a value of 3.35 this means t count < t table, so the research hypothesis is accepted. The results of this study are in line with research (Ihsanti, 2016), the results of the study show that there is a very significant positive effect between Image

Brands with Consumptive Behavior in young girls, this is evidenced by the correlation coefficient (r) is 0.527, and with a significance value (p) $0.000 < 0.05$. Matter this shows that the higher the brand image, the higher the consumptive behavior, conversely, the lower the brand image, the higher also low consumptive behavior.

Hypothesis Test: Country of Origin influence on Consumer Behavior partially (T- Test)

Table 5. Partial Hypothesis Testing (T – Test)

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	9.530	2.931			3.252	.003
1 Brand_image	.402	.131	.571		3.062	.005
Country_of_origin	.251	.158	.296		1.589	.124

a. Dependent Variable: *Consumer_attitudes*

From the table above can be seen that the value of the regression coefficient of the Country of Origin has a significance level of 0.124, this value is greater than 0.05 or $\text{Sig} > \alpha$, this means that the research hypothesis stating “Country of Origin have a significant influence on Consumer Attitudes” is rejected. In addition to using probability values or Sig values, another method that can be used is to use t count compared to T table. Assessment criteria using this method is, if the value of t count greater than T table; $t \text{ count} > t \text{ table}$ then the research hypothesis is accepted, and vice versa. In the above Case t count has a value of 1,589 while T table has a value of 3.35. This means $t \text{ count} < t \text{ table}$, so the research hypothesis is rejected.

Brand Images influence on Consumer Behaviour

Brand image is product’s image that formed in the minds of consumers. brand image is shaped through consumer experience, and a variety of other factors. A strong brand image can help a brand build a good reputation among consumers and increase consumer trust. This can have a positive impact on the consumer's decision to choose and buy a brand's product or service. Consumer behavior include everything they feel about a brand, from first impressions to their beliefs about its values. Consumer attitudes can influence their decision to choose and buy a brand's products or services. If consumers have a positive attitude towards a brand, they will be more likely to buy products or services from that brand. Conversely, if consumers have a negative attitude towards a brand, they will be reluctant to buy products or services from that brand.

Overall, brand image and consumer behavior are important factors in influencing consumer behavior in choosing and buying products or services of a brand. They can help brands build a good reputation among consumers and increase consumer confidence in the brand, so that consumers are more likely to choose and buy products or services from the brand. This is in line with research conducted by Hsieh, Pan, and Setiono, in (Sial et al., 2011). A good image increases the value of the brand in the eyes of the consumer by increasing his liking or desire as well as differentiating it from its competitor brands.

Country of Origin influence on Consumer Attitudes

Country of Origin (COO) is the country of origin of a product or brand. The COO can influence consumer perceptions of quality, reliability, and brand image. The influence of COO on the consumer can vary depending on the positive or negative associations that the country

has. On the other hand, consumer attitudes are personal and emotional evaluations related to a brand or product. Consumer behavior can fluctuate depending on the consumer's own experience, environmental influences, and information received. Therefore, although the COO can affect consumer behavior, it is not the only factor that affects consumer attitudes towards a brand or product. Consumer attitudes can be influenced by a variety of other factors such as product quality, brand image, brand trust, and previous consumer experiences with the brand. This is in line with research conducted by (Salma Fauziyyah , et al 2016) which says that the country of origin of a product plays a role in shaping the quality perceived by consumers and will then affect the purchase intention by consumers. Thus, the Company must be able to face competitive strategies from various countries. The establishment of the ASEAN Economic Community (AEC) has facilitated consumers to see and enjoy products from various countries. Therefore, when companies promote their products to the global market, they must also consider the image of their country of origin.

Brand Images and Country of Origin influence Consumer Attitudes

Brand images and country of origin (COO) can influence consumer behavior toward a brand or product. The combination of brand image and COO can significantly influence consumer attitudes. For example, if a brand or product comes from a country that is considered a producer of a good quality products, and the brand also has a positive brand image, then it can improve consumer behavior towards the brand or product significantly. Conversely, if a brand or product comes from a country that is considered to have poor product quality, and the brand also has a negative brand image, then it can be negatively affect consumer behavior. Therefore, brands or products must pay attention to both brand images and COO in building brand reputation and influencing consumer attitudes towards the brand or product. But in this study, we found that the brand image and COO does not affect consumer behavior. This is different from the research conducted by Soraya, Ayu (2020) where in this study it is found that there is an influence from the country of origin and brand image on the decision to purchase Nature Republic products at students at the University of North Sumatra. This difference occurs because the object under study has a significant difference resulting in a difference in the expected end result.

This study can not be separated from its limitations, but nevertheless is expected to provide material consideration in future research. Other researchers can explore other variables that influence consumer behavior. In addition, this study was conducted on a specific population so that it may not be generalized to a wider population.

5. Conclusions

There is a positive and significant influence between Brand Images and Consumer Behavior. There is a positive and significant influence between Country of Origin and Consumer Behavior. There is no significant influence between Brand Images and Country of Origin simultaneously on Consumer Behavior.

Companies should build a positive brand image and relevant to the target market. They must understand the values desired by consumers and build a brand image capable of meeting these needs. Country of origin of the product can affect the consumer's perception of the brand or product. The company must take into account COO of the product and ensure that the country is considered a manufacturer with excellent quality in the eyes of consumers.

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