

ABSTRAK

Pengaruh *Country of Origin Effect* terhadap Minat Beli Sepatu fesyen Wanita Lokal di komunitas Fashionese Daily

Oleh: Rebecca Triana S (0906851). ““Pengaruh *Country of Origin Effect* terhadap Minat Beli (Survei pada Konsumen Sepatu Fesyen Wanita di Komunitas Fashionese Daily)” Dibawah bimbingan Dr. Vanessa Gaffar, SE,Ak.,MBA

Perdagangan bebas membuka peluang bagi tiap negara untuk memasarkan produknya tanpa batas. Kini produk alas kaki Indonesia mengalami peningkatan pangsa ekspor. Namun sayangnya peningkatan ini tidak seimbang dengan penguasaan pangsa pasar sepatu fesyen wanita lokal di dalam negeri dan peningkatan nilai impor alas kaki. Produk sepatu fesyen wanita lokal kurang diminati didalam negeri karena persepsi masyarakat mengenai kualitas produk sepatu fesyen wanita lokal masih rendah.

Tujuan penelitian ini adalah untuk mengetahui gambaran *COO (country of origin) Effect*, minat beli dan sejauh mana pengaruh *COO Effect* terhadap minat beli sepatu fesyen wanita lokal. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Teknik pengambilan sampel ini adalah kuota sampling, Populasi penelitian merupakan anggota komunitas Fashionese Daily dengan jumlah sampel sebanyak 100 responden. Teknik analisis menggunakan koefisien korelasi Pearson Product Moment dan analisis regresi linier sederhana.

Hasil pengolahan data menunjukan bahwa *COO Effect* berpengaruh signifikan terhadap minat beli. Berdasarkan analisis data didapat koefisien korelasi sebesar 0.718 menunjukan adanya hubungan yang kuat antara COO Effect dengan minat beli. Hasil perhitungan regresi linier sederhana didapat persamaan $Y = 1.940 + 0.274X$ dengan *R-square* sebesar 0.515 yang berarti bahwa besarnya pengaruh *COO Effect* terhadap minat beli sebesar 51.5% sedangkan sisanya 48.5% dipengaruhi faktor lain yang tidak diteliti dalam penelitian ini. Penelitian ini merekomendasikan produsen sepatu fesyen wanita lokal mampu meningkatkan *COO Effect* melalui, pemberian pelatihan bagi pengrajinnya, penggunaan material yang berkualitas dan penerapan teknologi tinggi dalam proses produksi. Langkah ini secara langsung akan meningkatkan minat beli.

Kata Kunci: *Country of Origin Effect*, Minat Beli

ABSTRACT

The Influence of Country of Origin Effect toward Purchase Intention Local Woman Fashion Shoes at Fashionese Daily Community

By: Rebecca Triana Siahaan (0906851). "The Influence of Country of Origin Effect toward Purchase Intention (survey on consumer of local woman fashion shoes at Fashionese Daily community)" Under guidance Dr. Vanessa Gaffar, SE,Ak.,MBA

Free trade has opened up opportunity for every country to marketing their products unborder. Now, Indonesian footwear is raising the export share. Unfortunately, this increasing number unbalance with domination of local woman fashion shoes in domestic market share and the increasing value of import footwear. In our country local woman fashion shoes has fewer proclivities because people perception about quality of local woman fashion shoes is low.

The aims of this research are to describe Country of Origin (COO) effect, purchase intention and how is the influence of COO effect toward the consumer purchase intention on local woman fashion shoes. This research uses the descriptive and verificative as a method. Quota sampling as the sampling techniques. The population is member of Fashionese Daily community with number of sample is 100 respondents. The techniques of analysis used Pearson Product Moment coefficient correlation and analysis of simple linier regression.

The result shows that COO effect has a significant impact on consumer purchase intention. According to the data analysis, it was 0.718 on correlation coefficient, it shows strong relation between COO effect and purchase intention. Calculation result of simple linear regression got equation $Y = 1.940 + 0.274X$ with R-square was 0.515; it means the influence COO effect towards purchase intention was 51.5% while the other 48.5% was influence by other variables which were not investigated in this research. This research recommends producer of local woman fashion shoes to improve their COO effect by offering training to their craftsman, use high quality material and apply high quality technology in production process. These steps directly will increase purchase intention.

Keywords: country of origin effect, purchase intention