

ABSTRAK

PERAN CITRA NEGARA ASAL DAN SENSITIVITAS HARGA SEBAGAI PEMODERASI PENGARUH SIKAP TERHADAP PRODUK, NORMA SUBJEKTIF, PERSEPSI KONTROL KEPERILAKUAN PADA NIAT BELI PRODUK PERAWATAN KULIT INNISFREE

Sumiriyati
18/432867/24133

Tujuan penelitian ini yaitu untuk menganalisis pengaruh citra negara asal, dan sensitivitas harga sebagai pemoderasi niat beli konsumen pada produk perawatan kulit Innisfree. Hipotesis dalam penelitian ini diuji secara kuantitatif dengan menggunakan data yang diperoleh melalui kuesioner dari 200 responden. Pengujian validitas menggunakan *Confirmatory Factor Analysis* sedangkan pengujian reliabilitas dilakukan dengan *Cronbach Alpha*. Pengujian pengaruh antar variabel dalam penelitian digunakan analisis regresi berganda. Kriteria responden dalam penelitian ini adalah wanita di Indonesia yang telah mengetahui perawatan kulit Innisfree namun belum pernah membeli perawatan kulit Innisfree. Metode pengambilan data menggunakan metode *purposive sampling* melalui *google docs*.

Hasil penelitian ini menunjukkan bahwa variabel Sikap terhadap produk, Norma Subjektif dan Persepsi Kontrol Keperilakuan berpengaruh pada Niat beli perawatan kulit Innisfree. Variabel pemoderasi Citra Negara Asal menguatkan pengaruh antara Sikap terhadap produk dengan Niat Beli, namun hasilnya melemahkan pada hubungan Norma Subjektif dan Persepsi Kontrol Keperilakuan dengan Niat Beli. Pada variabel pemoderasi Sensitivitas Harga menguatkan pengaruh antara Sikap terhadap produk, Norma Subjektif dan Persepsi Kontrol Keperilakuan dengan Niat Beli perawatan kulit Innisfree.

Kata kunci: *Citra Negara Asal, Persepsi Kontrol Keperilakuan, Niat Beli, Norma Subjektif, Sikap, Sensitivitas Harga.*

ABSTRACT

THE ROLE OF COUNTRY OF ORIGIN AND PRICE SENSITIVITY AS A MODERATING INFLUENCE OF ATTITUDE TOWARD PRODUCT, SUBJECTIVE NORM, PERCEIVED BEHAVIORAL CONTROL IN PURCHASE INTENTION ON INNISFREE SKINCARE PRODUCT

Sumiriyati
18/432867/24133

The purpose of this study is to analyze the effect of the country of origin, and price sensitivity as moderator consumer purchase intentions for Innisfree skin care products. The hypothesis in this study was tested quantitatively using data obtained through a questionnaire from 200 respondents. Validity testing uses Confirmatory Factor Analysis while reliability testing is done with Cronbach Alpha. Testing the influence between variables in the study used multiple regression analysis. Criteria for respondents in this study were women in Indonesia who had known Innisfree skin care but had never bought Innisfree skin care. The method of collecting data using the method of purposive sampling through google docs.

The results of this study indicate that the Attitude toward Products, Subjective Norm and Perceived Behavioral Control variables influence Purchase Intention of Innisfree skincare. The moderating variable of the Country of Origin reinforces a positive relationship between Attitude toward Products and Purchase Intention, but the results weaken the relationship between Subjective Norms and Perceived Behavioral Control with Purchase Intention. In the moderating variable Price Sensitivity reinforces the positive relationship between Attitude toward Products, Subjective Norms and Perceived Behavioral Control with Purchase Intention of Innisfree skincare.

Keywords: *Attitude, Country of Origin, Purchase Intention, Perceived Behavioral Control, Price Sensitivity, Subjective Norms*