



ABSTRACT

COUNTRY OF ORIGIN EFFECT: AN EMPIRICAL STUDY OF STEEL INDUSTRY IN INDONESIA

The purpose of this thesis was to investigate how the buyers in the Indonesia market perceive country of origin (COO) and whether the COO has an influence on product quality, price, and brand equity. To attain the purpose of the thesis a concurrent mixed method using both qualitative and quantitative data collection and analysis was conducted. The qualitative approach entailed in-depth interviews with 4 industry buyers whilst the quantitative used a survey to gain opinions of 152 business to business buyers based on the questionnaire developed by the authors. The respondents were selected through purposive sampling. The major data analysis technique with path analysis modeling. The path analysis modeling showed that country of origin effects on product quality and price the significant, and that brand equity is significantly influenced by country of origin, product quality, and price. The findings from the thesis showed that country of origin is a significant effect on product quality and price. In addition, country of origin, product quality, and price directly effect on brand equity. For purchasing managers and project managers, the thesis provides evidence that brand equity should be sourced from both company and country as country of origin can achieve a superior product and price in the eyes of business to business buyers.

Keywords: country of origin, product quality, price, brand equity, business to business



ABSTRAK

PENGARUH NEGARA ASAL: STUDI EMPIRIS INDUSTRI BAJA DI INDONESIA

Tujuan dari tesis ini adalah untuk mengetahui bagaimana pembeli di pasar Indonesia memersepsikan negara asal (COO) dan apakah COO berpengaruh terhadap kualitas produk, harga, dan ekuitas merek. Untuk mencapai tujuan tesis, metode campuran serentak menggunakan pengumpulan dan analisis data kualitatif dan kuantitatif. Pendekatan kualitatif memerlukan wawancara mendalam dengan 4 pembeli industri sedangkan kuantitatif menggunakan survei untuk mendapatkan pendapat 152 pembeli bisnis ke bisnis berdasarkan kuesioner yang dikembangkan oleh penulis. Responden dipilih melalui sampel bertujuan. Teknik analisis data utama dengan pemodelan analisis jalur. Pemodelan analisis jalur menunjukkan bahwa negara asal berpengaruh signifikan terhadap kualitas produk dan harga, sedangkan ekuitas merek dipengaruhi secara signifikan oleh negara asal, kualitas produk, dan harga. Temuan dari tesis menunjukkan bahwa negara asal berpengaruh signifikan terhadap kualitas dan harga produk. Selain itu, negara asal, kualitas produk, dan harga berpengaruh langsung terhadap ekuitas merek. Untuk manajer pembelian dan manajer proyek, tesis memberikan bukti bahwa ekuitas merek harus bersumber dari perusahaan dan negara sebagai negara asal dapat mencapai produk dan harga yang unggul di mata bisnis untuk pembeli bisnis.

Kata kunci: country of origin, kualitas produk, harga, ekuitas merek, bisnis ke bisnis.