

## **Pengaruh *Country-of-Origin* terhadap *Industrial Brand Equity* (Studi pada PT Grundfos Pompa)**

### **Intisari**

Penelitian ini bertujuan untuk meneliti adanya pengaruh *country-of-origin* terhadap *industrial brand equity*. Penelitian dilakukan terhadap 60 responden yang merupakan konsumen B2B PT Grundfos Pompa. Pengujian hipotesis dalam penelitian ini menggunakan SEM PLS (*Partial Least Square*) melalui bantuan software Smart PLS3. Hasil penelitian menunjukkan bahwa *country of origin* tidak memiliki pengaruh yang bermakna terhadap *industrial brand equity*. Hasil pengujian hipotesis menunjukkan bahwa *country-of-origin* berpengaruh secara positif terhadap *perceived quality*, *brand awareness* dan *brand loyalty*. Hasil penelitian juga menunjukkan bahwa *brand loyalty* dan *perceived quality* berpengaruh secara positif terhadap *industrial brand equity* sedangkan hasil pengujian hipotesis menunjukkan bahwa *brand awareness* tidak memiliki pengaruh yang signifikan terhadap *industrial brand equity*.

Kata kunci: *Country-of-origin*, *industrial brand equity*, *perceived quality*, *brand awareness*, *brand loyalty*, B2B

***Country-of-Origin effects on Industrial Brand Equity  
(Case study on PT Grundfos Pompa)***

***Abstract***

*The objective of this research is to examine country-of-origin effects to industrial brand equity. 60 respondents were chosen as sample and they are B2B customer of PT Grundfos Pompa. This study surveyed using SEM PLS (Partial Least Square) with SMART PLS3 software. The finding is that country-of-origin has no significant effect on industrial brand equity while country of-origin has a positive effect on perceived quality, brand awareness and brand loyalty. The finding also shows that brand loyalty and perceived quality have positive effects on industrial brand equity while brand awareness has no effect on industrial brand equity.*

*Keywords: Country-of-origin, industrial brand equity, perceived quality, brand awareness, brand loyalty, B2B*