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The Influence of Country of Origin on Purchase Intention Mediated by Perceived Quality Nature Republic Consumers in Denpasar City

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ABSTRACT: The purpose of this study is to explain the role of perceived quality in mediating the influence of country of origin on purchase intention. The research location is in Denpasar City using a sample of 140 respondents. The data analysis technique used is path analysis. The results obtained showed that all hypotheses were accepted. (1) country of origin has a positive and significant effect on purchase intention, (2) country of origin has a direct effect on perceived quality, (3) perceived quality has a direct effect on purchase intention and (4) perceived quality is able to mediate the influence of country of origin to purchase intention indirectly.

Keywords: country of origin, perceived quality, purchase intention

I.   INTRODUCTION

Millennial generation is often categorized as a group of people who in their daily interactions always pay attention to changing trends, such as research conducted by (Yin et al., 2019), that the social interaction of a group influences the buying interest of individuals in the group. A trend that has continued to develop rapidly among millennials is the Korean Wave.

The Korean wave phenomenon is not only affecting the entertainment industry but also other parts of the industry such as fashion style, food and even health and beauty increasingly crowded in the Indonesian market. Daily Chairman of PPAKI (Indonesian Cosmetics Association and Employers Association), Solihi Sofian, even stated that the cosmetics industry can grow positively until the end of 2018 because more and more millennials are familiar with beauty products (www.jpnn.com, 2019).

According to a report from Australian Trade in 2018, 70 percent of the market share in Indonesia is controlled by cosmetics brands from abroad. Imported skincare and make-up products have their own differentiation so that they can match Indonesian interests and demands, also explained that Korean beauty and care products are increasingly booming in Indonesia due to increasing popularity and public awareness of natural and organic products that are widely claimed in Korean skincare (Adhitya, 2018: 7). Reporting from the Marketeers page (Marketeers.com, 2019), the results of a survey conducted by the ZAP Beauty Index of 17,889 Indonesian women, explained that there are six brands of skin care and beauty that are the most popular, four of the six brands are from South Korea. The Nature Republic brand was even able to get a vote in the range of four percent competing with the Wardah and Innisfree brands that first existed in the Indonesian market.

Nature Republic began to be widely known in 2017 which became the talk of millennials through online media. Nature Republic products are claimed to have good benefits for the skin because of the content of natural ingredients such as aloe vera with its flagship product Nature Republic Aloe Vera Shooting Gel. The popularity of these products increased until in 2018, Nature Republic officially opened its first outlet in Indonesia which further established the brand to be one of Korea's most sought after skincare brands (www.idntimes.com, 2019).

According to Nature Republic's representative, Kim Suho, sales in Indonesia succeeded in becoming the largest contributor to the company globally so Nature Republic decided to open 32 official outlets which were expected to be able to meet the demands of the Indonesian people (ekbis.sindonews.com, 2019). The Korean wave phenomenon has quickly made products labeled 'Made in Korea' such as Nature Republic shift the position of local products in the community, thus making the origin of a product or country of origin a consideration in shaping the perception of a product to attract market interest.

Keegan and Green (2015: 329), states that the country of origin is an element of the brand in global marketing, the perception and attitude towards a particular country will expand knowledge on products and

brands from their home country. Perceptions and attitudes about the country of origin of the product can be positive or negative because consumers have their own perceptions about the country of origin of a product which will ultimately affect the consumer's decision making process.

Perception is the process by which consumers choose, organize, and translate information input to create a particular picture. Perception is more important than reality because the perception will affect the actual behavior of consumers (Kotler and Keller, 2009: 180). Each consumer can have different associations and mental trust in a product that is triggered by the country of origin of the product, so the better a country is in the consumer's memory, the better the perception of quality of a product (Kotler and Keller, 2009: 338).

II.   LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer behavior is a study of purchasing units and the exchange process involved in finding, consuming, and disposing of goods, services, experiences, and ideas (Mowen and Minor, 2002: 12). When marketers understand their consumer behavior, then they will be able to predict how consumers will react to various marketing and environmental cues so that based on the prediction results they can sharpen the appropriate marketing strategy (Suprapti, 2010: 6). In the pre-purchase process, consumers will usually search for information about products or brands, so that the greater the consumer's effort to dig up information, the stronger the interest in purchasing (Schiffman and Wisenblit, 2015: 369).

There are many consumer models that are used to define consumer behavior, one of which is the theory of planned behavior (TPB). This TPB theory explains that a person's intention towards behavior is formed by attitudes, subjective norms, perceived behavioral control and the intention itself. This element is used in understanding the intention of consumers in engaging both directly and indirectly in activities such as choosing and buying decisions (Yunus and Rashid, 2016).

Country of origin is defined as a description, reputation, stereotype that is believed by entrepreneurs and consumers so that they feel bound to the products of a particular country. These stereotypes can be positive or negative. The determining factors include advertising, previous promotions, product reputation, and consumer evaluation of the product so that it will affect the global marketing of the product (Chandra et al. 2004: 311). Solomon (2018: 355), states that country of origin becomes very important when consumers have a strong association with a product from a certain country so that certain products will benefit from its relationship with consumers.

Perceived quality or perceived brand quality is not a real quality of a brand, but only a subjective evaluation of the consumer consumed (Zeithaml, 2013: 454). Consumer perceptions of a product can be different depending on the positive or negative information received. The perception of quality can also be said as a consumer's assessment of the overall quality or excellence of the product in accordance with consumer expectations (Yanthi and Jatra, 2015). According to Ciptono and Budiarto (1997: 141), states that if a company's product is produced in a country that does not have an unfavorable state image for the product, then the company will experience difficulties in marketing its products. It was also stated that the more pleasant or good the image of a country, the more the label "Made in ..." would be exhibited in the community. Global brands tend to be preferred because they can show social status, perceptions of better quality, and have more prestige (Rizal and Furianto, 2009: 241).

Purchase interest according to Howard and Sheth (1969) in Priansa (2017: 164), is something that is related to consumers' plans to buy certain products and how many units of product are needed in a certain period. Purchasing interest is a model of a person's attitude towards the object of goods which is very suitable in measuring attitudes towards a certain class of products, services or brands. Purchase interest can arise because of the stimulation of the company's offer so that consumer purchasing actions emerge. The conclusions can be drawn from a number of opinions that purchase interest is a stage of evaluation carried out by consumers that involves feelings and psychological consumers of a product or service to the emergence of confidence to make a purchase . According to Assael, (2001: 53), interest in purchasing will increase when consumers are able to evaluate a brand that is perceived to be the closest to its expectations. According to Priansa (2017: 168), purchase interest can be measured in various dimensions. These dimensions can generally be divided into four main dimensions, namely: (1) transactional interest, (2) referential interest, (3) preferential interest, and (4) explorative interest. According to Kotler and Keller in Priansa (2017: 165), indicators used in measuring purchase intention are the AIDA model, namely: Attention, Interest, Desire and Action

According to the results of research conducted by (Kusuma and Giantari, 2018) as well as (Gunawan and Sukaatmadja, 2018) who both conducted research on automotive consumers in the city of Denpasar found that the country of origin of automotive products such as cars and motorbikes had a positive and significant influence to consumer buying interest. (Syauqina et al., 2017) states that the better the country's image is built, it can strengthen consumer buying interest. The results of research conducted by (Berbel-Pineda et al., 2018), show that consumers pay attention to the importance of the country of origin of a food product

before making a purchase so that it is found that the country of origin has a positive and significant effect on purchase intention. Based on this description, the hypothesis can be formulated as follows:

H_1: Country of origin has a positive and significant effect on purchase intention.

Based on the results of research conducted by (Abdelkader, 2015), the research states that country of origin influences perceived quality positively and significantly. The results of research conducted by (Dinata et al., 2015) who conducted research on prospective iPad consumers in Jakarta showed that country of origin significantly influenced quality perception. Kim and Chao (2018) conducted a study on perceptions of the quality of imported Samsung and Huawei smartphone brands in Colombian consumers also found that country of origin had a positive and significant influence on consumer quality perceptions. Based on this description, the hypothesis can be formulated as follows:

H_2: Country of origin has a positive and significant effect on perceived quality.

Research conducted by (Saleem et al., 2015), states that consumers are very concerned about the quality of the product before deciding to make a purchase so that shows that perceived quality has a significant positive effect on purchase intention. A similar opinion is shown by (Kalicharan, 2014), in his research finding that the perceived quality of the product has a stronger influence on buying interest than the country of origin. (Lomboan, 2017), found that perceived quality positively and significantly influenced consumer buying interest. (Bimartha and Aksari, 2019), states that the better the consumer's perception of quality will increase the desire to buy. Based on this description, the hypothesis can be formulated as follows:

H_3 :Perceived quality has a positive and significant effect on purchase intention.

Research conducted by (Kusumaningtyas et al., 2017), states that perceived quality is an important aspect that can affect consumer buying interest. The results of this study also show that perceived quality has a stronger influence when it becomes an intermediate variable between country of origin and purchase intention so perceived quality is stated to be able to mediate the influence between country of origin and purchase intention. (Rafida and Saino, 2015), who conducted research on Artomorro Cellular visitors in Madiun City stated that country of origin has no direct influence on buying interest, but has a significant influence on perceived quality as an intervening variable. This means that perceived quality can influence stronger on the influence of country of origin on consumer purchase intention for an imported product. Based on this description, the hypothesis can be formulated as follows:

H_4: Perceived quality is able to mediate the influence of country of origin on purchase intention.

III.   METHODS

This research is an associative research that is to find out the relationship between two or more variables. In this study discusses the influence of country of origin on purchase intention, the effect of country of origin on perceived quality, the effect of perceived quality on purchase intention, and the role of perceived quality in mediating the effect of country of origin on purchase intention. The location of this research is in the city of Denpasar. The object of this study is the purchase intention arising from the influence of the country of origin of the Nature Republic product and the perceived quality of consumers on the product. The independent variable in this study is country of origin, the dependent variable used in this study is purchase intention, and the intervening variable in this study is perceived quality.

The type of data based on its nature used in this study are: 1) Quantitative data in this study are respondents' opinions on statements that include country of origin, perceived quality, and purchase intention variables 2) Qualitative data in this study are qualitative data that is framed by the method scoring. Data sources of this study are: 1) Primary sources in this study are respondents who provide an assessment of the statements contained in the questionnaire regarding the variables in the study, 2) Secondary sources in this study are institutions or related parties that publish data cited related research topic. In this study the researchers used a questionnaire as a data collection technique with a Likert scale including questionnaire answer score data that is based on indicators of each variable with five (5) points "Strongly Disagree", "Disagree", "Doubtful", "Agree ", And" Strongly Agree "to the respondent.

The population used is consumers who already know the Nature Republic products but have never made a purchase with a minimum of high school or vocational education equivalent and domiciled in the City of Denpasar. The number of samples used in this study were 140 respondents. The sample collection method in this study is to use non-probability sampling, namely by purposive sampling technique. Research data were collected using an instrument in the form of an online questionnaire. The data analysis technique used in this study uses descriptive statistical analysis, the classic assumption test to test the equation model which includes the normality test, multicolliniarity test, and heteroscedasticity test. Inferential statistical analysis in the form of

path analysis as well as a single test to test the significance of the indirect effect of mediation variables which is preceded by testing of research instruments namely: validity test and reliability test.

IV.   RESULT AND DISCUSSION

1.1 Characteristics of Respondents

Based on the sex of the respondents, it was dominated by women with 108 people (77.1%) and men as many as 32 people (22.9%). Characteristics based on the age category of respondents, it can be seen that respondents aged 17-21 years were 85 people (60.7%), aged 22-26 years as many as 37 people (26.4%), aged 27-31 years as many as 11 people (7.9%), and 32 years old as many as 7 people (5%). Judging from the percentage of age, respondents aged 17-21 are the highest age who have known the product but have never purchased Nature Republic skincare products in Denpasar City. Based on the latest level of education, it can be seen that respondents who have the last high school education are 104 people (74.3%), Diploma as many as 3 people (2.1%), Bachelor as many as 29 people (20.7%), and Postgraduate as many as 4 people (2.9%).Judging from the percentage of the last level of education, respondents were dominated by respondents with the last high school education. Based on job categories, respondents were dominated by students as many as 90 people (64.3%), followed by private employees as many as 21 people (15%), as many as 9 public servants (6.4%), self-employed as many as 10 people (7.1 %) and other 10 people (7.1%). Based on income categories it can be seen that the highest respondents come from respondents with income less than Rp. 1,000,000 as many as 57 people (40.7%), then followed by compensation in the range of Rp. 1,000,000 to Rp. 3,000,000 as many as 50 people (35.7%). Respondents with incomes in the range of Rp. 3,000,000 to Rp. 5,000,000 as many as 15 people (10.7%) and respondents with income above Rp. 5,000,000 18 people (12.9%).

1.2 Instrument Testing Results

Validity test is done with the help of SPSS program by calculating the correlation. The validity test results show that all instruments used to measure the research variables have a Pearson Correlation above the value of 0.3 so that the overall indicators used are valid. The reliability test results showed that each variable had a Cronbach Alpha coefficient of more than 0.6. This shows that all variables in this study were stated to be reliable.

1.3 Classics Assumption Test

The classic assumption test conducted in this study is the normality test, multicollinearity test, and heterokedsticity test.

Normality test aims to test whether in the residuals of the regression model that are made normally distributed or not. This study uses the Kolmogorov-Smirnov non-parametric statistical test.

Table 1: Normality Test Result Regression Model 1

	Unstandardized Residual
N	140
Kolmogorov-Smirnov Z	0,902
Asymp. Sig. (2-tailed)	0,390

Source: *(Primary Data Processed), 2019*

Equation 1 is a test of the country of origin variable regression model of perceived quality. Based on the analysis results, the 2-tailed significant value of 0.390 is greater than 0.05. This shows that the data used in this study were stated to be normally distributed.

Table 2: Normality Test Result Regression Model 2

	Unstandardized Residual
N	140
Kolmogorov-Smirnov Z	1,335
Asymp. Sig. (2-tailed)	0,057

Source: *(Primary Data Processed), 2019*

Equation 2 is a test on the regression model of country of origin variables and perceived quality of purchase intention. Based on the analysis results, the 2-tailed significant value of 0.057 is greater than 0.05. This shows that the data used in this study were normally distributed.

Multicollinearity test aims to test whether the regression model has a correlation between independent variables. A good regression model if there is no correlation between independent variables.

Table 3: Test Result Multicollinearity

Variabel	Tolerance	VIF
Country of Origin (X)	0,663	1,508
Perceived Quality (M)	0,663	1,508

Source: *(Primary Data Processed), 2019*

Based on the results of the analysis presented, it can be seen that the tolerance value of the independent variable is greater than 0.10, which is 0.663 and the VIF value is less than 10, that is 1.508. This shows that the three variables do not contain symptoms of multicollinearity.

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is a regression model without heteroscedasticity.

Table 4: Test Result Heteroskidastity Regression Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,109	0,201		0,544	0,587
COO	0,071	0,048	0,125	1,482	0,141

Source: *(Primary Data Processed), 2019*

Based on the analysis results in Table 4, the country of origin variable significance value of 0.141 is greater than 0.05. This shows that there is no heteroscedasticity in the regression model.

Table 5: Test Result Heteroskidastity Regression Model 2

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.803	0,235		3,424	0,001
COO	-0,015	0,064	-0,024	-0,232	0,817
Perceived Q	-0,089	0,061	-0,149	-1,442	0,152

Source: *(Primary Data Processed), 2019*

Table 5 shows that the significance value of each variable namely country of origin has a significance value of 0.817 and perceived quality has a significance of 0.152 which is greater than 0.05 so that the regression model is declared free from heteroscedasticity symptoms.

1.4 Path Analysis

Models that have passed the classical assumption test will then be analyzed the magnitude of influence between variables using path analysis techniques. Testing equation 1 is to determine the effect of country of origin on perceived quality. The results of the analysis are as follows:

Table 6: Path Analysis Regression Model 1

Model	*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
	B	Std. Error	Beta		
1 (*Constant*)	1,428	0,301		4,741	0,000
Country of Origin	0,606	0,072	0,580	8,369	0,000
$R1^2$: 0,337	F statistik: 70,039		Sig. F: 0,000		

Source: *(Primary Data Processed), 2019*

Based on the analysis results, we can obtained the following equation:

$$M = \beta_1 X + e_1$$
$$M = 0{,}580X + e_1 \quad \dots \dots (1)$$

Based on the analysis of the path analysis results obtained by the large value of the beta coefficient 0.580 with a significance value of 0.000 less than 0.05, we could stated that the country of origin influences perceived quality positively and significantly.

Table 7: Path Analysis Regression Model 2

Model	*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
	B	Std. Error	Beta		
1 (*Constant*)	0,129	0,335		0,385	0,701
Country of Origin	0,394	0,092	0,318	4,292	0,000
Perceived Quality	0,564	0,088	0,475	6,422	0,000
R2^2 : 0,502	F statistik: 69,080		Sig. F: 0,000		

Source: *(Primary Data Processed), 2019*

Based on the analysis results, we can obtained the following equation:

$$Y = \beta_2 X + \beta_3 M + e_2$$
$$Y = 0{,}318X + 0{,}475M + e_2 \quad \text{...(2)}$$

Testing equation 2 is to see the effect of country of origin and perceived quality on purchase intention. The results of Table 8 show that the value of the beta coefficient of country of origin and perceived quality is 0.318 and 0.475 with a significance value of 0.000, which is less than 0.05 so that country of origin and perceived quality are stated to affect the purchase intention positively and significantly.

There is an indirect effect of the perceived quality variable through country of origin on purchase intention with an effect of 0.275 so that the total effect of country of origin on purchase intention through perceived quality is 0.593. The significance level of the mediating variable tested using the sobel test. Mediation variables are stated to be able to mediate the effect of independent variables on the dependent when the calculated Z value is greater than 1.96. Based on the sobel test the Z value is 4.4692 so we could stated that perceived qualityis able to mediate the influence of country of origin on purchase intention.

The role of perceived quality as a mediating variable seen from the influence of country of origin has a significant effect on purchase intention, country of origin has a significant effect on perceived quality and perceived quality has a significant effect on purchase intention. This means that perceived quality has a role as partial mediation.

To find out the number of variable variants not explained by country of origin in the model we could seen through the value of the error variable. The R square value of the regression equation 1 is 0.337 therefore the perceived quality is influenced by the country of origin variable variance of 81.4 percent and the remaining 18.6 influenced by other factors not included in the model. The value of R square in the regression equation 2 is 0.502 so that the number of country of origin and perceived quality variants of purchase intention is 70.5 percent and the remaining 29.5 percent is influenced by other factors not included in the model.

The coefficient of total determination is used to find out how much the variation of the dependent variable will be able to be explained by the variation of the independent variable while the rest is explained by other variables outside the model used. A total determination value of 0.670 means that 67 percent of the purchase intention variable is influenced by the country of origin and perceived quality variables, while the remaining 33 percent is explained by other factors not included in the model.

V. HYPOTHESIS AND RESULT
The influence of country of origin on purchase intention

The results show that the country of origin variable influences the purchase intention where the better the country of origin perception in the minds of consumers, the higher the consumer's intention to buy the country's products. This means that South Korea has succeeded in building a good country image in the minds of respondents regarding technological progress in their countries, so that products produced with good technology have led to a desire to buy products from that country. This is in line with the results of research conducted by Yunus and Rashid (2016) where economic growth and technological development affect consumers' tendencies towards the country's products so that consumers have a strong desire to make purchases. Similar opinion was raised by Syauqina, et al (2017) through his research which stated that the better the image of the country that was built, the more it would strengthen consumer buying interest, so that it could be stated that the country of origin of South Korea influenced the purchase intention of Nature Republic.

The Influence ofcountry of origin onperceived quality

Based on the results of the analysis of the influence of country of origin on perceived quality shows that the country of origin variable influences perceived quality where the better the country of origin's perception of the product will increase the perception of the quality of the product in the minds of consumers.

Research conducted by Abdelkader (2015) also found that perceptions of countries of origin where products are produced can affect perceptions of the quality of products produced. The results of Kim and Chao's research (2018) state that the country of origin of imported products can affect the perceived quality of consumers of these products, so that the country of origin of South Korea positively and significantly influences the perceived quality of Nature Republic brand skincare products

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The Influence ofperceived quality onpurchase intention

Based on the results of the analysis of the effect of perceived quality on purchase intention shows that the variable perceived quality affects the purchase intention where the better the perceived quality of the product in the minds of consumers, the higher the purchase intention for the product. The interest of respondents to look for price information in accordance with the opinions expressed by Aaker (1997: 407) that a positive perception of quality can be achieved by providing high quality and communicating quality messages in a convincing way. This research is in accordance with the findings of Vo and Nguyen (2015) which states that perceived quality perceived by consumers will affect consumers' willingness to buy products.

The role of perceived quality in mediating the influence of country of origin on purchase intention

The results of testing the hypothesis of the role of perceived quality mediate the influence of country of origin on purchase intention, indicating that perceived quality significantly mediates the effect of country of origin on purchase intention so that H4 in this study is accepted. This research is in accordance with the statement of Kotler and Keller (2009: 338) that the better a country is in consumers' memories, the better the perception of quality of the product. Durianto (2004: 109) also states that perceived quality can be a reason for consumers to make purchases because of good perceived quality, so advertising and promotion are carried out effectively so consumers are interested in making purchases.

VI. CONCLUSION

Based on the results of data analysis and discussion presented in the previous chapter, we can conclude all of the hyphotesis are accepted. The conclusions of the results of this study are as follows: 1) country of origin has a positive and significant effect on purchase intention, 2) country of origin has a positive and significant effect on perceived quality, 3) perceived quality has an positive and significant effect towards purchase intention. And 4) perceived quality is able to mediate the influence of country of origin on purchase intention. This shows the better country of origin of the product and followed by the better perceived quality of the product, it will increase purchase intention.

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