

**NEGARA ASAL DAN BRANDING ASING TERHADAP PERSEPSI
KUALITAS PRODUK LOKAL DI INDONESIA: PERAN MODERASI
ETNOSENTRISME KONSUMEN**

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ABSTRAK

Konsumen di negara berkembang lebih menyukai produk impor karena dianggap lebih berkualitas. Untuk mengatasi masalah ini banyak perusahaan kosmetik dalam negeri menggunakan strategi yang dikenal sebagai "Foreign Branding" untuk meningkatkan persepsi kualitas produk lokal. COO (negara asal produk) berperan dalam mempengaruhi keputusan pembelian mereka. Etnosentrisme konsumen juga dianggap sebagai faktor potensial yang berpengaruh positif terhadap Persepsi Kualitas produk lokal. Namun, COO produk diyakini terdistorsi ketika branding asing digunakan untuk produk lokal. Penelitian ini bertujuan untuk mengetahui pengaruh COO dan Foreign Branding terhadap Persepsi kualitas dan peran Etnosentrisme konsumen dalam memoderasi pengaruhnya terhadap produk lokal yang menerapkan strategi Foreign branding. Pengumpulan data menggunakan metode non-probability sampling dengan cara purposive sampling dari 250 responden melalui kuesioner online. Populasi dalam penelitian ini adalah konsumen produk kosmetik lokal merek Somethinc di Indonesia. Structural Equation Modeling (SEM) dengan alat AMOS 26 digunakan untuk analisis data. Hasil penelitian ini menunjukkan bahwa COO dan Foreign branding berpengaruh positif dan signifikan terhadap Persepsi kualitas produk kosmetik lokal merek Somethinc di Indonesia. Namun pengaruh COO terhadap persepsi kualitas kosmetik produk lokal dengan branding asing di Indonesia tidak terbukti dimoderasi oleh Etnosentrisme konsumen.

Kata kunci: COO, Foreign Branding, Persepsi kualitas, Etnosentrisme konsumen, Indonesia.

**COUNTRY OF ORIGIN AND FOREIGN BRANDING ON PERCEIVED
QUALITY OF LOCAL PRODUCT IN INDONESIA: THE MODERATING
ROLE OF CONSUMER ETHNOCENTRISM**

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ABSTRACT

Consumers in developing countries prefer imported products since they are considered of higher quality. To deal with this problem many domestic cosmetics companies employ a strategy known as "Foreign Branding" to enhance the perceived quality of local products. COO (country of origin of the products) plays a role in influencing their purchasing decisions. Consumer ethnocentrism is also considered a potential factor with a positive effect on the perceived quality of local products. However, a product's COO is believed to be distorted when foreign branding is used for a local product. This study aims to investigate the effect of COO and Foreign Branding on Perceived quality and the role of consumer ethnocentrism in moderating its effect on local products that implemented foreign branding strategy. Data were gathered using a non-probability sampling method by purposive sampling from 250 respondents through an online questionnaire. The population in this study was consumers of local cosmetic products of the Somethinc brand in Indonesia. Structural Equation Modeling (SEM) with AMOS 26 tools was employed for data analysis. The results of this study show that COO and Foreign branding have a positive and significant effect on the perceived quality of local cosmetic products brand Somethinc in Indonesia. However, the effect of COO on the perceived quality of local product cosmetics with foreign branding in Indonesia not demonstrated to be moderated by Consumer ethnocentrism.

Keywords: Country of Origin, Foreign Branding, Perceived Quality, Consumer Ethnocentrism, Indonesia.