

THE INFLUENCE OF COUNTRY OF ORIGIN AND CELEBRITY ENDORSEMENT ON PRODUCT PURCHASE DECISIONS VIVO SMARTPHONE (Case Study on Mobile Global Customers of Lhoksumawe City)

Hamid Saremi¹, Mutual Oktivani², Jannatunnaim³, Marbawi⁴

¹Azad University of Iran

²⁻⁴Faculty of Economics and Business, Universitas Malikussaleh

E-mail: marbawi@unimal.ac.id

Abstract

The results of this study show. (1) It can be seen that the adjusted R square value is 0.712 or 71.2%. This shows that the Country Of Origin Variable (X1), Celebrity Endorsement Variable (X2), can explain the Purchase Decision Variable (Y) of 28.8%, the remaining % (100% - 71.2%) is explained by other variables outside the research model. (2) The results of the t-test (partial) can be seen that the obtained tcount (11,076) > ttable (2,010), as well as the significance value of 0,000 < 0.05, it can be concluded that the hypothesis first accepted, it means The Country Of Origin (X1) variable has a positive and significant effect on the Purchase Decision Variable (Y). (3) The results of the t-test (partial) can be seen that the value of tcount (0.634) < t table (2.010), and the significance value is 0.529 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that Variable Celebrity Endorsement (X2) has no significant effect on the Purchase Decision Variable (Y). (4) The results of the simultaneous test (F) can be seen that the value of Fcount (61,617) > Ftable (3,18), and a significance value of 0,000 < 0.05, it can be concluded that the third hypothesis is accepted, meaning that Country Of Origin Variable (X1), Celebrity Endorsement Variable (X2), have a significant effect simultaneously (simultaneously) on Purchase Decision Variable (Y).

Keywords: Country Of Origin, Celebrity Endorsements, and Purchase Decision

1. BACKGROUND

Competition in the increasingly open business world makes entrepreneurs look for the right strategy to market their products. Buying interest is obtained from a learning process and a thought process that forms a perception. Buchari Alma (2013: 96) suggests that purchasing decisions are as follows: "The purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. Most large companies research consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, and why they buy. Companies can explain what consumers buy to find answers to questions about the reasons for consumer behavior is not an easy result, the answer is often hidden deep in the minds of consumers. Thus the company must be able to follow these developments. Decision making becomes very important for individuals because it helps to identify and choose alternatives based on principles and preferences. This allows business functions to run smoothly without any obstacles, if individual decisions as consumers are in line with producer expectations. As with mobile phone products where the main choice of consumers today can be various points of view ranging from power, camera quality and durability or quality of their cellphone products. Decision making becomes very important for individuals because it helps to identify and choose alternatives based on principles and preferences. This allows business functions to run smoothly without any obstacles, if individual decisions as consumers are in line with producer expectations. As with mobile phone products where the main choice of consumers today can be various points of view ranging from power, camera quality and durability or quality of their cellphone products. Decision making becomes very important for individuals because it helps to identify and choose alternatives based on principles and preferences.

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According to Kotler and Keller (2009: 338) Country of Origin is mental associations and beliefs that are triggered by a country. The better the quality of the products produced by a country, the better the consumer's perception of all the country's products. This will increase the level of consumer confidence in the country's products. Conversely, if the company produces a product that does not have a favorable image for the product, the company may find it difficult to market its products. Country of Origin (COO) or the country of origin of a brand known as the made in label is one of the elements that can influence the purchase intention of a product. Country of Origin is often associated with a second brand association (secondary association) after the company's trademark, while for commodity products that do not use a brand, the Country of origin is the main association in assessing a product. Several other terms Country of Origin are country of design, country of manufacture, country of assembly, and country of part. Country of Origin affects the perception and image of product quality. Consumers tend to have a certain impression of a product produced by a country. So it can be said that the country of origin, as well as the price and brand name is a sign in the assessment of a product. Country of Origin affects the perception and image of product quality. Consumers tend to have a certain impression of a product produced by a country. So it can be said that the country of origin, as well as the price and brand name is a sign in the assessment of a product. Country of Origin affects the perception and image of product quality. Consumers tend to have a certain impression of a product produced by a country. So it can be said that the country of origin, as well as the price and brand name is a sign in the assessment of a product.

Celebrity endorsers are famous people who are widely used to develop a positive image of a new product or change the image of a new product or change the image of an existing product because to do this celebrities have power because they become idols of many people. (Hudori, 2010). Besides Maudy Ayunda, Vivo smartphone collaborated with top singer Afgan Reza to become a Brand Ambassador. The celebrity image is also one of the strength factors for smartphone manufacturers to attract customers, seeing smartphone manufacturers in Indonesia who are increasingly competitive here. In the launch of its newest smartphone Vivo V15 held at the Sri Baduga Fountain Park, Purwakarta, West Java, Afgan along with other Vivo brand ambassador Maudy Ayunda also enlivened the magnificent event.

Vivo has started promoting the V15 as the newest V-Series with the tagline "Go Up" which will be coming soon to the Indonesian market. Afgansyah Reza and Maudy Ayunda show the overall appearance of the Vivo V15 which will be present carrying a 32MP Pop-Up Camera selfie camera. "Vivo Indonesia has officially started promoting Vivo V15 as the latest series through various platforms, both online and offline. With the current phenomenon, where is the trend with smartphones that are increasingly in demand by all groups, both young and old,

2. PREVIOUS RESEARCH

Previous research is an attempt by researchers to find comparisons and then to find new inspiration for further research. In addition, previous studies help researchers to position research and show the originality of the research. In this section, the researcher includes various previous research results related to the research to be carried out, then makes a summary, both published and unpublished research. The following is a previous study that is still related to the theme that the author is studying.

1. DEDI Nurdiansyah 2017 Department of Management Economics, Faculty of Economics and Business, University of Lampung. The Influence of Product Quality and Price on Purchase Decisions for Adidas Brand Sports Shoes in Bandar Lampung The type of research used is descriptive verification, namely by describing and explaining the variables studied and then drawing conclusions. . The object of research that becomes the independent variable is product quality (X1) and price (X2) and purchasing decisions (Y) as the dependent variable. The population in this study were all users of Adidas brand sports shoes in Bandar Lampung. Sampling in this study used a non-probability sampling method (non-random sampling) using a purposive sampling technique to 100 people who bought and used Adidas shoes in Bandar Lampung. The instrument test was carried out with validity and reliability tests and the analysis technique used was multiple regression analysis. The results showed that the influence of product quality and price on purchasing decisions for Adidas brand sports shoes in Bandar Lampung was $R^2 = 0.575$ or 57.5%, affecting the purchasing decision variable (Y). The conclusion of this research is that both product quality and price both have positive results on purchasing decisions,
2. Eswika Nilasari (2015) The Effect of Service Quality on Consumer Satisfaction at Dealers Pt. Ramayana Motor Sukoharjo. Faculty of Economics, Islamic University of Batik Surakarta. The purpose of this study was to determine the effect of service quality on consumer satisfaction. Dealer PT. Ramayana Motor Sukoharjo partially and simultaneously. The primary data source was obtained from questionnaires distributed to consumers with a sample of 100 people, while secondary data was obtained from Dealer PT. Ramayana Motor Sukoharjo. The analytical tool used is descriptive quantitative analysis. Based on the results of the t test, it can be concluded that there is a partial influence between tangible, reliability, responsible, assurance, empathy variables on consumer satisfaction at Dealer PT. Ramayana Motor Sukoharjo The F test results show that there is a simultaneous influence between tangible, reliability, responsible, assurance, empathy variables on consumer satisfaction at Dealer PT. Ramayana Motor Sukoharjo The results of the multiple linear regression test obtained the equation $Y = 7.386 - 0.341 X_1 + 0.504 X_2 + 0.302 X_3 - 0.322 X_4 + 0.257 X_5 + \epsilon$. From the regression equation, it can be seen that the most dominant variable affecting consumer satisfaction is the reliability variable with a coefficient of 0.504. R^2 test (R Square) results in 0.944 or 94.4%, which means that customer satisfaction at Dealer PT. Ramayana Motor Sukoharjo is influenced by tangible, reliability, responsible, assurance, empathy variables by 94.4%. And other factors that affect customer satisfaction at Dealer PT. Ramayana Motor Sukoharjo. by 5.6%. expected Dealer PT. Ramayana Motor Sukoharjo needs to implement and develop service aspects to customer satisfaction which include tangible (physical form), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), empathy (empathy), so as to gain a better market share.

3. IMPLEMENTATION METHOD

3.1 Types and Sources of Data

3.1.1 Data Type

This research is a quantitative research, Quantitative data according to Sugiyono (2015) is data in the form of numbers or qualitative data that is numbered.

3.1.2 Data Source

Primary Data is a data source that directly provides data to data collectors. In this study, primary data in the form of data from questionnaires and interviews conducted by researchers.

Secondary data is a source that does not directly provide data to data collectors, for example through other people or through documents.

3.2 Data Collection Techniques

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3.2.1 Questionnaire

Questionnaires or questionnaires are a number of questions or written statements about factual data or opinions relating to the respondent, which are considered facts or truths that are known and need to be answered by the respondent (Suroyo anwar 2009:168.). In this questionnaire, a closed question model will be used, namely questions that have been accompanied by previous alternative answers so that respondents can choose one of these alternative answers.

The data processing in this study used a Likert Scale. According to Sugiyono (2013:132), "Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena".

In answering this Likert scale, the respondent only gives a mark, for example a checklist or a cross on the answer chosen according to the statement. The questionnaire that has been filled out by the respondent needs to be scored. The following is the weight of the assessment on the Likert scale.

3.2.2 Interview

According to Sugiyono (2015:231) interviews are data collection techniques if researchers want to conduct a preliminary study to find problems that must be investigated, but also if researchers want to know things from respondents more deeply.

3.2.3 Literature Study

Literature study, according to Nazir (2013), is a data collection technique by conducting a review study of books, literatures, notes, and reports that have to do with the problem being solved.

3.3 Population and Sample

3.3.1 Population

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and drawn conclusions (Sugiyono, 2017). In this study the population is Global Cellular Customers of Lhoksumawe City, as many as 50 people through pre-survey data by researchers to the object of research.

3.3.2 Sample

Sample According to (Sugiyono, 2016:81) that: "The sample is part of the number and characteristics possessed by the population. Measurement of the sample is a step to determine the size of the sample taken in carrying out research on an object. To determine the size of the sample can be done with statistics or based on research estimates. This sampling must be carried out in such a way that a sample is obtained that can truly function or can describe the actual state of the population, in other terms it must be representative. Because the target population is less than 100, the sampling technique used is the census method, where the entire population of Lhoksumawe City Global Cellular Customers is 50 people.

3.4 Definition of Variable Operations

Definition of Variables According to Sugiyono (2013:58) the definition of a variable is: "An attribute or nature or value of a person, object or activity that has a certain variation set by researchers to study and draw conclusions".

3.4.1 Independent Variables (Independent Variables)

The definition of independent variables according to Sugiyono (2013:39) is a variable that affects or is the cause of the change or the emergence of the dependent variable (dependent).

3.4.2 Bound Variable (Developed Variable)

The definition of the dependent variable according to Sugiyono (2013:39) is a variable that is influenced or becomes a result because of the independent variable.

3.5 Data Analysis Techniques

Data analysis is a desire to group, make a sequence, manipulate and abbreviate data so that it is easy to read and understand. In other words, data analysis activities are raw data that has been collected and needs to be categorized or divided into several categories or groups, abbreviated in such a way that the data can answer the problem according to the research objectives and can test hypotheses (Silaen and Widiyono, 2013).

4. RESEARCH RESULTS

4.1 Partial t-test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	4.672	1.555		3,004	.004		
Country_Of_Origin_X1	.778	.070	.856	11.076	.000	.985	1.016
Celebrity_Endorsement_X2	-.061	.097	-.049	-.634	.529	.985	1.016

- a. Hypothesis Testing the Effect of Country Of Origin (X1) on the Purchase Decision variable (Y)

The form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:

- Accept H_0 If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or value Sig. > 0.05
- Reject H_0 If $t_{count} \geq t_{table}$ or $-t_{count} \leq -t_{table}$ or Sig. < 0.05

From table 4.12, the t_{count} value is 11,076. With $\alpha = 5\%$, $t_{table} (5\%; 50-2 = 48)$ the t_{table} value is 2,010. From the description it can be seen that $t_{count} (11,076) > t_{table} (2,010)$, as well as the significance value of $0,000 < 0,05$, it can be concluded that the hypothesis first accepted, it means The Country Of Origin (X1) variable has a positive and significant effect on the Purchase Decision Variable (Y). The results of this study are in accordance with previous research, namely: The Influence of Product Quality and Price on Purchase Decisions for Adidas Brand Sports Shoes in Bandar Lampung DEDI Nurdiansyah 2017 Department of Management Economics, Faculty of Economics and Business, University of Lampung.

- b. Hypothesis Testing the Effect of Celebrity Endorsement Variables (X2) on Purchase Decision Variables (Y), the form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:

- Accept, If $t_{count} > t_{table}$ or $-t_{count} > -t_{table}$ or value Sig. < 0.05
- Reject, If $t_{count} < t_{table}$ or $-t_{count} < -t_{table}$ or Sig. > 0.05

From table 4.12 obtained the value of t_{count} of 0.634 With $\alpha = 5\%$, $t_{table} (5\%; 50-2 = 48)$ the value of t_{table} is 2.010. From the description it can be seen that $t_{count} (0.634) < t_{table} (2.010)$, and the significance value is $0.529 > 0.05$, it can be concluded that the second hypothesis is rejected, meaning that Variable *Celebrity Endorsement* (X2) has no significant effect on the Purchase Decision Variable (Y). The results of this study are in

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4.2 Simultaneous F Test

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.407	2	71.204	61,617	.000b
	Residual	54.313	47	1.156		
	Total	196,720	49			

The form of hypothesis testing based on statistics and curves can be described as follows:
Decision Making Criteria:

- If the calculated F value > F table or Sig. < 0.05 then Ha is accepted and H0 is rejected.
- If the value of F count < F table or Sig. > 0.05 then Ha is rejected and H0 is accepted.

from table 4.13 obtained the value of Fcount of 61,617 With = 5%, dk in the numerator: 3, dk in the denominator: 50-2-1 (5%; 2; 47) the Ftable value is 3.20. From this description it can be seen that Fcount (61,617) > Ftable (3,18), and a significance value of 0,000 < 0.05, it can be concluded that the third hypothesis is accepted, meaning that Country Of Origin Variable (X1), Celebrity Endorsement Variable (X2), have a significant effect simultaneously (simultaneously) on Purchase Decision Variable (Y).

5. CONCLUSION

- It is proposed that: From the discussion that has been discussed, the tcount value is 11,076 With = 5%, ttable (5%; nk = 48) the ttable value is 2,010. From the description it can be seen that tcount (11,076) > ttable (2,010), and the significance value is 0.00 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that *Country Of Origin* (X1) has a significant effect to Buying decision (Y).
- From the discussion that has been discussed, the value of tcount is 0.634 With = 5%, ttable (5%; nk = 48) the ttable value is 2.010. From this description it can be seen that tcount (0.634) < ttable (2.010), and the significance value is 0.529 > 0.05, so it can be concluded the second hypothesis is rejected, it means Celebrity Endorsement (X2) has no significant effect to Buying decision (Y).
- From the calculation results obtained fcount value of 61,617 (5%; nk = 47) dk denominator: 50-2-1 (5%; 2; 47) the ftable value is 3.20. From the description it can be seen that fcount (61,617) > ftable (3.20), it can be concluded that the fourth hypothesis is accepted, meaning that it means Country Of Origin Variable (X1), Variable *Celebrity Endorsement* (X2), has a significant effect simultaneously (simultaneously) on the Purchase Decision Variable (Y).

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