

# THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE, PRODUCT KNOWLEDGE AND PRODUCT INVOLVEMENT ON PURCHASING DECISIONS FOR NONGSHIN BRAND INSTANT NOODLES

Mulia Sari<sup>1</sup>, Nurainun<sup>2</sup>

<sup>1,2</sup>Faculty of Economics and Business Universitas Malikussaleh

Corresponding E-mail: <sup>1</sup>mulia.190410096@mhs.unimal.ac.id, <sup>2</sup>nurainun@unimal.ac.id

## Abstract

The study aims to examine the effect of country of origin image, product knowledge and involvement on purchasing decisions for instant noodles Purchase. This study uses primary data obtained by distributing questionnaires to 105 respondents selected using the Hair et al. formula (2019). The data analysis method used is multiple linear regression method with the help of SPSS. The results of the study are that the image of the country of origin and product knowledge have no effect on purchasing decisions for Nongshin brand instant noodles, and product involvement has a positive and significant effect on decisions. The suggestion of this study is that if the company that contributes to the food industry, especially the Nongshin brand instant noodles, to be able to continue to innovate the product into the best product according to consumer needs.

**Keywords :** *Country Of Origin Image, Product Knowledge, Product Involvement, Purchasing Decisions.*

## BACKGROUND

Imported processed food products are a familiar food in Indonesia. This can be proven by the large number of imported processed products spread in various supermarkets in Indonesia, both food and beverages. Based on statistical data obtained by researchers in 2022, the number of imported consumer goods entering Indonesia was quite large and fluctuating.



Source: Central Bureau of Statistics, 2022

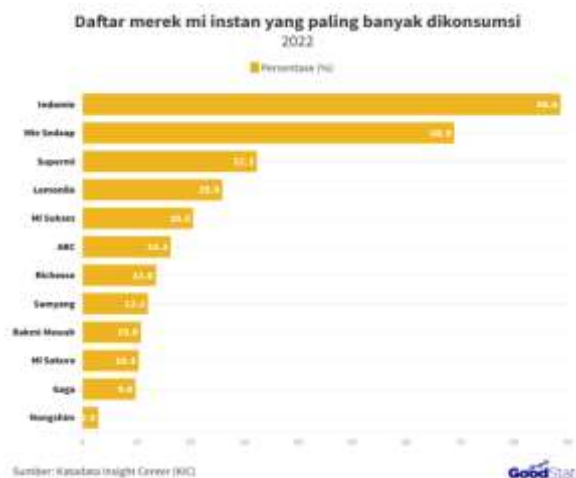
Figure 1.1 Indonesia's Consumer Goods Import Data

Data from the Central Statistics Agency (BPS) data shows that imported processed food products always change from year to year. In 2021 the number of imported products has increased by 10.29% and in 2022 it has decreased by 11%, which will continue to change in the following year, resulting in the number of imported goods consumed in Indonesia decreasing or increasing with the number of imported goods consumed in Indonesia. There are many things that influence the decision to purchase imported products by consumers, such as one of them is the image of the country of origin. Consumers will consider which country the product comes from. There are many reasons for consumers to consider the country of origin of the product, including brand trust and reputation.

**THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE, PRODUCT KNOWLEDGE AND PRODUCT INVOLVEMENT ON PURCHASING DECISIONS FOR NONGSHIN BRAND INSTANT NOODLES.**

Mulia Sari<sup>1</sup>, Nurainun<sup>2</sup>

Some countries are known for their quality brands and good reputation in certain industries. Consumers tend to trust and feel safer using products from countries that have a good image and reputation. The country of origin can provide initial clues about product quality and safety standards. In research (Hunjra et al., 2015), the image of the country of origin is one of the most important issues that greatly influences consumer purchasing decisions. In Indonesia itself, there are many instant noodle products, but it still makes people want to try instant noodles from other countries. Like instant noodles from Korea which are commonly called Ramyun. We can see that there are several instant noodles from Korea circulating in Indonesia, one of which is the Ramyun noodle brand Nongshin. Nongshin is a product from South Korea which is widely imported to several countries, one of which is Indonesia.



**Figure 1.2 List of Most Consumed Noodle Brands in 2022**

It can be seen from the data that the level of popularity of Ramyun Nongshin noodles is at the lowest level of other instant noodle brands. From the above phenomenon, it can be concluded that several things cause the instability of sales of Nongshin noodle products so that the popularity of nongshin noodles is less in demand by Indonesian consumers, be it in terms of price or price quality, or even the variety of nongshin noodle products. And based on this background, the authors are interested in conducting research. Researchers want to look further into consumer impressions of the Nongshin brand instant noodles and how consumer impressions influence purchasing decisions for nongshin products. And with the title "The Effect of Country of Origin Image, Product Knowledge and Product Involvement on Purchasing Decisions for Nongshin Brand Instant Noodles".

**THEORETICAL BASIS**

Purchasing decisions are a process where consumers go through five stages, namely product recognition, information search, alternative evaluation, purchase and post-purchase decisions. This process begins long before the actual purchase and has a long impact on it. A purchase decision is a choice of two or more alternatives to be selected, which means that a person can make a decision there must be several alternatives to choose from. Purchasing decisions affect how the decision-making process (Kotler and Keller, 2016). The concept of the country of origin of a product has evolved, giving rise to new terminology. Listiana (2012) also explains several terms derived from the concept of country of origin, namely country of design, country of manufacture, country of assembly and country of parts, all of which indicate that some global and multinational companies no longer carry out full-range domestic production. Based on some of the definitions of country of origin above, it can be concluded that country of origin refers to a person's perception or mental image of product quality based on the country of origin of the product or brand. So that the value that appears in consumer perceptions of products will be different from other products. Knowledge

about a product A product is something that is very real and absolutely necessary to be delivered by a product maker in directing about the product he offers to customers. Teaching or sharing knowledge with someone is owned by this product by other products by other products. product involvement Involvement is the extent to which consumers are personally attached to a product, brand, or object. Consumers are considered engaged when they feel that a product has a personal connection to them. Being involved in a product involves elements of understanding and feeling.

### Data Analysis Techniques and Methods

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description:

Y: dependent variable Purchase decision

$\alpha$  : Constant

$\beta$  : Regression Coefficient

X1: country of origin image

X2 : product knowledge

X3 : product involvement

e : Error term

### RESULTS AND DISCUSSION

#### Validity Test

Reliability test in this study was measured using processed using the SPSS Version 29.0 programme.

Tabel 4.1  
Uji Validitas dan Reabilitas

Variables	Statement	Validity		Reliability
		$r_{\text{tabel}}$	$r_{\text{hitung}}$	Cronbach Alpha
Home Country Image	X1.1	0.191	0.777	0.795
	X1.2	0.191	0.829	
	X1.3	0.191	0.683	
	X1.4	0.191	0.638	
	X1.5	0.191	0.786	
Product Knowledge	X2.1	0.191	0.796	0.878
	X2.2	0.191	0.874	
	X2.3	0.191	0.877	
	X2.4	0.191	0.817	
	X2.5	0.191	0.734	
Product Engagement	X3.1	0.191	0.747	0.918
	X3.2	0.191	0.86	

**THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE, PRODUCT KNOWLEDGE AND PRODUCT INVOLVEMENT ON PURCHASING DECISIONS FOR NONGSHIN BRAND INSTANT NOODLES.**

Mulia Sari<sup>1</sup>, Nurainun<sup>2</sup>

			6	
	X3.3	0.191	0.884	
	X3.4	0.191	0.862	
	X3.5	0.191	0.879	
	X3.6	0.191	0.810	
Purchase Decision	Y.1	0.191	0.866	0.937
	Y.2	0.191	0.890	
	Y.3	0.191	0.885	
	Y.4	0.191	0.917	
	Y.5	0.191	0.923	

Based on Table 4.7, it can be seen that all question items from the variables of country of origin image, product knowledge, product involvement, and purchasing decisions have a value of  $r_{count} > r_{table}$  (0.191) or 0.05 so that all question items are declared valid. Furthermore, based on Table 4.7, it can be seen that all variables, namely country of origin image, product knowledge, product involvement, and purchasing decisions have a Cronbach's Alpha value greater than 0.6 so that the instrument is declared reliable.

**Multiple Linear Regression Analysis**

Tabel 4.2  
Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	,492	,329		1,498	,138
Home Country Image	-,048	,090	-,032	-,528	,599
Product Knowledge	,158	,095	,136	1,661	,100
Product Engagement	,755	,081	,744	9,291	,001

Source: research results, data processed 2023

Based on table 4.10, the multiple linear regression results are obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = ,492 - 0,048X_1 + 0,158X_2 + 0,755X_3 + e$$

- 1). From the statements obtained from multiple regression data, it can be interpreted that constant value of 2.463 this shows that if the independent variable is worth (0) or where the situation when the dependent variable (purchase decision) has not been influenced by other independent variables, namely variable X (country of origin image, product knowledge and product involvement).
- 2). The regression coefficient value of X1 (country of origin image) of -0.048 means that if the compensation variable X1 increases by one unit, the value of Y (purchasing decision) will decrease by -0.048, it can be explained that variable X1 (country of origin image) has the opposite direction.
- 3). The regression coefficient value X2 (product knowledge) of 0.158 means that if the variable (product knowledge) increases by one unit, the value of Y (purchasing decisions) will increase by 0.158.
- 4). The regression coefficient value of X3 (product involvement) of 0.629 means that if the variable (product involvement) increases by one unit, the value of Y (purchasing decisions) will increase by 0.755.

### Coefficient of Determination (R<sup>2</sup>)

The Coefficient of Determination (R<sup>2</sup>) is a matter of knowing the extent to which the accuracy or suitability of the regression line to be formed in representing a group of data or measuring the effect of independent variables on the variation of the dependent variable, with  $0 < R^2 < 1$ . In statistics, the coefficient of determination (R<sup>2</sup>) is used for statistical models whose main purpose is to predict future results based on other related information.

Tabel 4.3  
Coefficient of Determination

M	R	R Square	Adjusted R Square	Std. Error of the Estimate
odel 1	,835 <sup>a</sup>	,696	,687	2,50199

Based on table 4.11 the coefficient of determination with the Adjusted R Square value shows the magnitude of the contribution of the influence of the independent variable on the dependent variable in a model. The value of Adjusted R Square is 0.687 or 68.7%. This shows that the magnitude of the influence of the independent variables (country of origin image, product knowledge and product involvement) on the dependent variable (purchase decision) of 0.696 or 69.6%.

- 1), Namely the image of the country of origin has a positive and significant effect on purchasing decisions for nongshing brand instant noodles, is stated to be not supported or does not occur.

- 2). The effect of product knowledge on purchasing decisions

The t test results which can be seen in Table 4.12 state that the product knowledge variable (X2) shows the results of the value of  $t_{count} < t_{table}$  from the results showing the  $t_{count}$  of 1.661 while the  $t_{table}$  is 1.983, it can be concluded that the product knowledge variable has a partially insignificant effect on purchasing decisions. So hypothesis 2, namely product knowledge has a positive and significant effect on purchasing decisions for nongshing brand instant noodles, is stated to be not supported or does not occur.

- 3). The t test results which can be seen in Table 4.12 state that the product involvement variable (X3) shows the results of the value of  $t_{count} > t_{table}$  from the results showing the  $t_{count}$  of 9.291 while the  $t_{table}$  is 1.983, it can be concluded that the product involvement variable has a positive and significant effect partially on purchasing decisions. So hypothesis 3, namely

**THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE, PRODUCT KNOWLEDGE AND PRODUCT INVOLVEMENT ON PURCHASING DECISIONS FOR NONGSHIN BRAND INSTANT NOODLES.**

Mulia Sari<sup>1</sup>, Nurainun<sup>2</sup>

product involvement has a positive and significant effect on purchasing decisions for nongshing brand instant noodles, is stated to be supported or accepted.

**Simultaneous Test (F Test)**

Tabel 4.4  
**Simultaneous Test (F Test)**

Model	Sum of Square	Df	Mean Square	F	Si g.
Regression	58,020	3	19,340	77,266	<, 001 <sup>b</sup>
Residual	25,294	101	6,260		
Total	83,314	104			

Based on table 4.13, the Fcount value is 77.266 where the Ftable value is 2.69 which is obtained from  $df1 = (n-k)$ . So  $df1 = (4-1) = 3$ , while  $df2 = (105-4) = 101$ . So the value of  $F_{hitung} > F_{tabel}$ . This means that simultaneously the independent variables, namely the image of the country of origin (X1), product knowledge (X2) and product involvement (X3) included in the model have a simultaneous influence on the dependent variable, namely the purchase decision (Y). So it can be concluded that hypothesis 4 is accepted.

**Conclusion**

Based on the results of data analysis and hypothesis testing conducted Multiple regression analysis with the SPSS 29.0 version program Where to test three hypotheses with the object Nongshin brand instant noodles This research. These hypotheses include the effect of country of origin image on purchasing decisions, product knowledge to assist in purchasing decisions, and Products involved in purchasing decisions and conclusions can be drawn It is:

1. The image of the country of origin does not have a positive and significant effect on purchasing decisions for Nongshin brand instant noodles on Economics and Business faculty students at Malikussaleh University and it is stated that hypothesis 1 is not supported. This proves that the image of the country of origin is not an important factor that consumers consider when making a purchase.
2. Product knowledge has an insignificant effect on decision making Hypothesis 2 is not supported when buying Nongshin brand instant noodles at the Economics and Business faculty student at Malikussaleh University. Because they have no knowledge of the product. Because if consumers do not have knowledge about the product and do not identify the product correctly, consumers do not have a desire for the product.
3. Product involvement has a positive and significant effect on decision making Hypothesis 3 is supported when buying Nongshin brand instant noodles for Economics and Business faculty students at Malikussaleh University. this problem proves that purchasing decisions for nongshin brand noodles at Malikussaleh University arise when consumers have a high interest in the product.



## REFERENCES

- Ahmed, Z. U., Johnson, J. P., Yang, X., Fatt, C. K., Teng, H. S., & Boon, L. C. (2004). Does country of origin matter for low-involvement products? *International Marketing Review*, 21(1). <https://doi.org/10.1108/02651330410522925>
- Ahyar, H., & Juliana Sukmana, D. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif SERI BUKU HASIL PENELITIAN View project Seri Buku Ajar View project*. <https://www.researchgate.net/publication/340021548>
- Ahyar, H., Sukmana, J. D., & Andriani, helmina. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. <https://www.researchgate.net/publication/340021548>
- ALMA, B. (2018). *MANAJEMEN PEMASARAN DAN PEMASARAN JASA*. Rajawali Pers,
- Asad jahed, & suf hasnu. (2013). Impact of Country-of-Origin on Product Purchase Decision. Entrepreneurial Orientation And Firm Performance: The Role Of Personality Traits In Malay Family Firms In Malaysia View project. In *Article in Asia-Pacific Journal of Business Administration*. <https://www.researchgate.net/publication/279016628>
- Aura, joe satriani. (2020). *PENGARUH NEGARA ASAL PRODUK DAN PENGETAHUAN INFORMASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK PT.DISTRIVERSA BUANAMAS MEDAN*.
- Bian, X., & Moutinho, L. (2011a). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits. *European Journal of Marketing*, 45(1/2), 191–216. <https://doi.org/10.1108/03090561111095658>
- Bian, X., & Moutinho, L. (2011b). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects. *European Journal of Marketing*, 45(1), 191–216. <https://doi.org/10.1108/03090561111095658>
- De Wulf, K., Odekerken-Schröder, G., & Iacobucci, D. (2001). Investments in consumer relationships: A cross-country and cross-industry exploration. *Journal of Marketing*, 65(4), 33–50. <https://doi.org/10.1509/jmkg.65.4.33.18386>
- Fernandes, & junaedi. (2016). *PENGARUH COUNTRY OF ORIGIN IMAGE, PRODUCT KNOWLEDGE, DAN PRODUCT INVOLVEMENT TERHADAP KEPUTUSAN PEMBELIAN PRODUK SMARTPHONE SAMSUNG*.
- Firmansyah, M. A. (2018). *PERILAKU KONSUMEN*. <https://www.researchgate.net/publication/329587407>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Universitas Diponegoro.
- Gong, W. (2021). Effects of parasocial interaction, brand credibility and product involvement on celebrity endorsement on microblog. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1437–1454. <https://doi.org/10.1108/APJML-12-2019-0747>
- Han, C. M., & Terpstra, V. (1988). *COUNTRY-OF-ORIGIN EFFECTS FOR UNI-NATIONAL AND BI-NATIONAL PRODUCTS*. [www.jstor.org](http://www.jstor.org)
- Hunjra, A. I., Kiran, S., & Khalid, B. (2015). *Relationship between Country of Origin Image, Product Knowledge, Product Involvement, and Purchase Intention*.
- Javed, A., & Hasnu, S. (2013). Impact of Country-of-Origin on Product Purchase Decision. Entrepreneurial Orientation And Firm Performance: The Role Of Personality Traits In Malay Family Firms In Malaysia View project. In *Article in Asia-Pacific Journal of Business Administration*. <https://www.researchgate.net/publication/279016628>
- Khairunnisa, S., Muhlisin, S., & Yono, Y. (2022). Pengaruh Pengetahuan Produk, Religiusitas dan Kualitas Produk Terhadap Keputusan Pembelian Produk Makanan Olahan Halal di Kota Bogor. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 4(2), 473–491. <https://doi.org/10.47467/elmal.v4i2.1669>
- kotler, philip, & amstrong, G. (2018). *Principles of Marketing*.
- Kotler, P. (2000). *Marketing Management, Millenium Edition*. [www.pearsoncustom.com](http://www.pearsoncustom.com)
- Kotler Philip. (2016). *Marketing Management Millenium Edition, Tenth Edition. Book*.
- Kotler, Philip., & Keller, K. L. (2016). *Marketing management*. Pearson Prentice Hall.

**THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE, PRODUCT KNOWLEDGE AND PRODUCT INVOLVEMENT ON PURCHASING DECISIONS FOR NONGSHIN BRAND INSTANT NOODLES.**

Mulia Sari<sup>1</sup>, Nurainun<sup>2</sup>

- 
- Laroche, M., Papadopoulos, N., Heslop, L. A., & Mourali, M. (2005). The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*, 22(1), 96–115. <https://doi.org/10.1108/02651330510581190>
- Lin, L. Y., & Chen, C. S. (2006a). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265. <https://doi.org/10.1108/07363760610681655>
- Lin, L. Y., & Chen, C. S. (2006b). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265. <https://doi.org/10.1108/07363760610681655>
- Lin, N., & Lin, B. S. (2007). The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. *Bussnies*.
- Listiana, E. (2012). *Pengaruh Country Of Origin terhadap Perceived Quality Dengan Moderasi Etnosentris Konsumen*.
- Martin, I. M., & Eroglu, S. (1993). *Measuring a Multi-Dimensional Construct: Country Image* (Vol. 28).
- N.Lin, & BihShya Lin. (2007). The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. *Business*.
- NURDIANA. (2022). *THE INFLUENCE OF ORIGINAL COUNTRY, BRAND IMAGE, AND PRODUCT QUALITY ON PURCHASE DECISIONS FOR NATURE REPUBLIC COSMETIC PRODUCTS*.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2006). Consumer-based brand equity and country-of-origin relationships. *European Journal of Marketing*, 40(5/6), 696–717. <https://doi.org/10.1108/03090560610657903>
- Quester, P., & Lin Lim, A. (2003). Product involvement/brand loyalty: is there a link? *Journal of Product & Brand Management*, 12(1), 22–38. <https://doi.org/10.1108/10610420310463117>