

**EFEK *COUNTRY OF ORIGIN* DAN *PERCEIVED QUALITY* DALAM
MENINGKATKAN *BUYING DECISION* PADA PEMBELIAN MASKER
WAJAH SARIAYU DI SHOPEE**

ABSTRAK

Seiring dengan berkembangnya zaman, *skin care* menjadi salah satu industri yang berhasil menguasai pangsa pasar dan berkembang pesat di Indonesia saat ini, penggunaan *skin care* salah satunya adalah masker wajah. Disisi lain masker wajah Sariayu berada di urutan terbawah kalah saing dengan kompetitor lain. Selain itu adanya persepsi *country of origin* dan *perceived quality* yang kurang baik, menyebabkan *buying decision* pada masker wajah Sariayu mengalami penurunan penjualan dan tidak mengalami peningkatan. Tujuan penelitian ini adalah untuk mengetahui gambaran serta untuk mengetahui seberapa besar pengaruh *Country of Origin* dan *Perceived Quality* Terhadap *Buying Decision* secara parsial dan simultan. Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Data primer dikumpulkan melalui penyebaran kuesioner kepada 100 responden. Teknik sampling yang digunakan adalah *non probability sampling* dengan teknik pengambilan *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner. Data dianalisis menggunakan teknik uji asumsi klasik, analisis regresi linier berganda, koefisien korelasi, determinasi, uji t dan uji F. Berdasarkan hasil pengujian diperoleh hasil adanya pengaruh yang signifikan *country of origin* terhadap *buying decision* sebesar 0,589 atau 58,9%, *perceived quality* berpengaruh signifikan terhadap *buying decision* sebesar 0,655 atau 65,5%. Serta *country of origin* dan *perceived quality* berpengaruh signifikan terhadap *buying decision* sebesar 0,672 atau 67,2%.

Kata Kunci: *Country of Origin*, *Perceived Quality*, *Buying Decision*, Masker Wajah Sariayu

***THE EFFECT OF COUNTRY OF ORIGIN AND PERCEIVED QUALITY IN
INCREASING BUYING DECISION ON PURCHASE OF SARIAYU FACE
MASK AT SHOPEE***

ABSTRACT

Along with the times, skin care has become one of the industries that has managed to dominate market share and is growing rapidly in Indonesia today, one of which is the use of skin care, face masks. On the other hand, the Sariayu face mask is at the bottom, losing out to other competitors. In addition, the perception of country of origin and perceived quality is not good, causing the buying decision on the Sariayu face mask to experience a decrease in sales and no increase. The purpose of this study was to find out the description and to find out how much influence the Country of Origin and Perceived Quality had on Buying Decision partially and simultaneously. The method used in this research is descriptive and verification with a quantitative approach. Primary data was collected by distributing questionnaires to 100 respondents. The sampling technique used is non-probability sampling with purposive sampling technique. Data collection techniques using a questionnaire. The data were analyzed using the classical assumption test technique, multiple linear regression analysis, correlation coefficient, determination, t test and F test. significant to the buying decision of 0.655 or 65.5%. And country of origin and perceived quality have a significant effect on buying decision by 0.672 or 67.2%.

Keywords: Country of Origin, Perceived Quality, Buying Decision, Sariayu Face Mask