

THE INFLUENCE OF BRAND IMAGE AND COUNTRY OF ORIGIN ON PURCHASE DECISION OF OPPO SMARTPHONE IN MANADO*PENGARUH CITRA MEREK DAN NEGARA ASAL TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE OPPO DI MANADO*

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Abstract: In this development era, all things continue to develop, especially the technologies that sophisticated increase, including communication technology, which is currently growing rapidly. In the development of communication technology, Smartphone is a development form of Handphone that has various advantages and make smartphone becomes the favorite of many people, including people in Indonesia. A large number of smartphone users has led to the emergence of many smartphone brands in Indonesia that are competing to attract the attention of smartphone enthusiasts, and one of the smartphone brands is Oppo. The purpose of this study is to find out whether The Influence of Brand Image and Country of Origin on Purchase Decision of Oppo Smartphone In Manado. This research implies a quantitative method, To achieve this goal the researchers distributed questionnaires and samples used 100 respondents. The results of this study found that brand image has a significant positive effect on customer loyalty while the country of origin has a positive but not significant effect on the purchase decision.

Keywords: brand image, country of origin, purchase decision

Abstrak: Di era perkembangan ini segala sesuatu terus berkembang, terutama teknologi yang semakin canggih, termasuk teknologi komunikasi yang saat ini sedang berkembang pesat. Dalam perkembangan teknologi komunikasi, Smartphone merupakan salah satu bentuk pengembangan dari Handphone yang memiliki berbagai keunggulan dan menjadikan smartphone menjadi favorit banyak orang, termasuk masyarakat di Indonesia. Banyaknya pengguna smartphone menyebabkan munculnya banyak merek smartphone di Indonesia yang berlomba-lomba menarik perhatian para pecinta smartphone, salah satunya adalah merek smartphone Oppo. Tujuan dari penelitian ini adalah untuk mengetahui Adakah Pengaruh Citra Merek dan Negara Asal Terhadap Keputusan Pembelian Smartphone Oppo di Manado. Penelitian ini menggunakan metode kuantitatif, Untuk mencapai tujuan tersebut peneliti menyebarkan kuesioner dan sampel yang digunakan 100 responden. Hasil penelitian ini menemukan bahwa citra merek berpengaruh positif signifikan terhadap loyalitas pelanggan sedangkan negara asal berpengaruh positif namun tidak signifikan terhadap keputusan pembelian.

Kata kunci: citra merek, Negara asal, keputusan pembelian

INTRODUCTION

Research Background

In this development era, all things continue to develop, especially the technologies that sophisticated increase, including communication technology, which is currently growing rapidly. In the development of communication technology, the emergence of the smartphone is a development form of Handphone which is the pioneer of cordless phones, which is one of the proofs of this development. Apart from being able to communicate, the smartphone also has various advantages that are enabling easier connectivity or being able to access the internet at a higher speed and being able to access a WIFI network, has an operating system that makes it possible to run various software applications to help facilitate human life or even for entertainment, equipped with a Global Position System (GPS) and many more advantages that Smartphone has. These advantages make smartphones become the favorite of many people, including people in Indonesia and also in Manado, and caused competition in the telecommunications industry in Indonesia to become very competitive. There are already many smartphone brands in Indonesia, and one of them is Oppo. Oppo is a smartphone product that comes from China that succeeded to become most popular Android-based smartphone brand in Indonesia.

When discussing competition in an industry, as discussed here, namely competition in the telecommunications industry when many smartphone brands are emerging because Indonesian smartphone users continue to increase, of course, it cannot be separated from marketing activity where companies market their products and get profits. According to Kotler (1997) "Marketing is a social and managerial process in which individuals and groups get what they need and want, by creating, offering, and exchanging valuable products to other parties" where marketing is how companies try to make the products of their brand can meet consumer wants and needs. Talking about competition between brands, we can also discuss the brand itself. Kotler and Keller (2009) "A brand is a name, term, sign, symbol, or design, or a combination thereof, intended to identify the goods or services of the seller or seller group and to differentiate them". It can be said that the brand is the first thing needed in marketing a product or service to consumers because consumers need to recognize the product or service which they will be continued with the purchasing process. The brand also has the distinguishing when there is some product that the same, it can be differentiated by the brand of the product and make it easier for consumers to evaluate which product that they need.

Related with the brand as the thing that helps the consumer to recognize the product that they looking for, in this study we want to get to know is about brand image. According to Setiadi (2003) "Brand image refers to the memory scheme of a brand, which contains consumers' interpretations of the attributes, strengths, uses, situations, users, and characteristics of marketers and/or the characteristics of the makers of the product/brand. Brand image is what consumers think and feel when hearing or seeing a brand name". The object of this study is Oppo smartphone products originating from outside Indonesia, that is from China, In this regard, apart from the brand image in this study, we also want to know about the influence of country of origin on purchase decisions from Oppo smartphones with the country, namely China. Country of Origin itself according to Kotler and Keller (2009) "Country of origin is an association and a person's mental belief in a product that is triggered by the country of origin of the product".

Research Objective

The research objectives are:

1. To find out the influence of brand image toward purchase decision partially.
2. To find out the influence of country of origin toward purchase decision partially.
3. To find out the influence of brand image and country of origin toward purchase decision simultaneously

THEORETICAL REVIEW

Marketing

Marketing is a very necessary thing in doing a business because the goal of every person or organization that does business is to get profit and that goal can be realized by carrying out marketing activities. Marketing is an activity carried out to introduce or explain the products or services, both the benefits and values that can be obtained from these products or services to consumers offered by companies that doing the marketing activity itself. Marketing can be described as the process of defining, anticipating, creating, and meeting the needs and desires of consumers for products and services (David, 2011).

Brand

The brand is the first thing needed in marketing a product or service to consumers. Consumers need to recognize the product or service which will then be continued with the purchasing process. The brand is closely related to the name of an organization or company that creates a product. A brand is a name, term, sign, symbol, or design, or a combination thereof, intended to identify the goods or services of the seller or seller group and to differentiate them (Kotler and Keller, 2009)

Brand Image

In today's business competition, organizations or companies are competing to be able to influence consumers to trust and have a good perception of products with their brands through brand image. Brand image refers to the memory scheme of a brand, which contains consumers' interpretations of the attributes, strengths, uses, situations, users, and characteristics of marketers and/or the characteristics of the makers of the product/brand. Brand image is what consumers think and feel when hearing or seeing a brand name (Setiadi, 2003).

Country of Origin

Country of origin states where a product is produced in this case, namely the country. The country of origin is the image of a product in consumer perception caused by the origin country where the product was made. Country of origin is an association and a person's mental belief in a product that is triggered by the country of origin of the product (Kotler and Keller, 2009).

Purchase Decision

Purchasing decisions are actions taken by consumers to purchase a product after making a selection or evaluation of one of several alternatives or options and after that take a concrete follow-up, namely the purchase of a product that has been selected. A purchasing decision is a person's decision where someone chooses one of several choices (Schiffman and Kanuk, 2000).

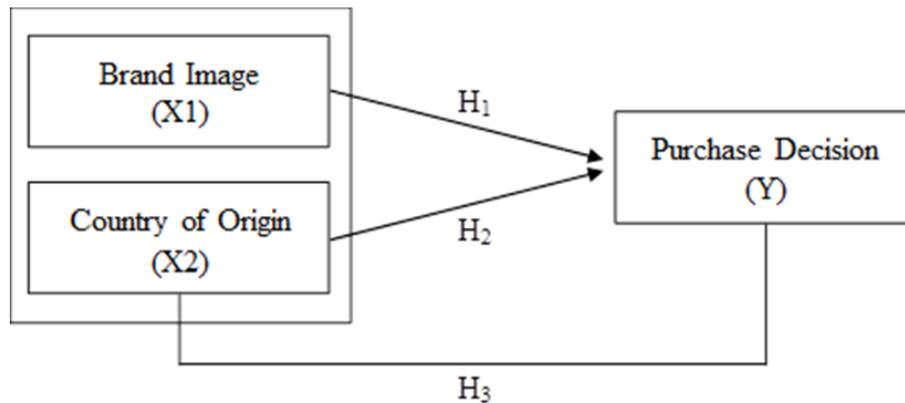
Previous Study

Djarmiko and Pradana (2015) Brand image and product price; its impact for Samsung smartphone purchasing decision: this study tried to investigate the reason concerning the purchase decision of smartphone. The variable that is used are brand image and product price of Samsung smartphone. The result showed that consumer not just only influenced by the product but also the price as well. The researcher suggest to add another factor for increasing the value of R square.

Veselá and Zich (2015) The country-of-origin effect and its influence on consumer's purchase decision: the aim of this article is to provide the results of research focused on the topic connected with the country of origin effect and its influence on the consumer behaviour of the young consumers called the Generation Y. The result of this study reflect the opinion of consumers in condition of the Czech Republic in connection with the country of origin effect, consumer ethnocentrism and consumer patriotism and its influence in the wine industry.

Godey, et al (2012) Brand and country-of-origin effect on consumers' decision to purchase luxury products: this research aims to update the factors influencing consumer purchase of luxury goods and, more specifically, to consider the combined effect of brand and country of origin (CoO) on the purchasing decision. The result of this research is if the three main criteria for choosing a luxury product (design, brand, and guarantee) have universal value in all countries, COO does not; on the contrary, major differences exist.

Conceptual Framework



Source: Articles and Journal 2020

Research Hypothesis

H1: The influence of Brand Image on Purchase Decision partially

H2: The influence of Country of Origin on Purchase Decision partially

H3: The influence of Brand Image and Country of Origin on Purchase Decision simultaneously.

RESEARCH METHOD

Research Approach

This is a quantitative research that emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Survey method used as the source of primary data by distributing questionnaire to find out the influence of independent variables (X) which are brand image and country of origin and dependent variable (Y) which is purchase decision.

Population, Sample, and Sampling Technique

The population of this research is the Oppo smartphone users in Manado. The sample size of the research will be 100 respondents of Oppo smartphone users in Manado. Sample method that can be used for this research is purposive sampling. This method is one of sampling technique which is non random.

Data Collection Method

To collect the research data, primary data collection was used through questionnaires. A questionnaire is a research instrument consisting of a series of questions (or other type of prompts) for the purpose of gathering information from respondents.

Operational Definition of Research Variables

Table 1. Variable Definition

Variable	Definition	Indicators
Brand Image (X1)	Brand image is a set of beliefs, ideas and impressions that a person has on a brand, therefore consumer attitudes and actions towards a brand are largely determined by the brand image. Brand image is a requirement of a very strong brand.	-Recognition -Quality -Endurance -Price -Location

Country of Origin (X2)	Country of origin is an association and a person's mental belief in a product that is triggered by the country of origin of the product	-Innovation -Technology -Production design -Creativity -Quality -Prestige -Developed country
Purchase Decision (Y)	Purchase decisions are the steps taken by consumers before making a purchase decision for a product.	-Product -Brand -Dealer -Timing -Amount -Payment method

Source: Author's Note, 2020

Validity and Reliability

Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted. Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression

Multiple Linear Regression is used in this research. Multiple Regression is a correlation coefficient indicates the strength of relationship between two variables, it gives us no idea of how much of the variance in the dependent or criterion variable will be explained when several independent variables are theorized to simultaneously influence it. This analysis is adopted when the researcher has one dependent variable which is presumed to be a function of two or more independent variables. The objective of this analysis is to make a prediction about the dependent variable based on its covariance with all the concerned independent variables.

RESULT AND DISCUSSION

Result

Validity and Reliability

The validity test of brand image (X1), country of origin (X2), and purchase decision (Y) are all valid. The variable is reliable because the value of Cronbach's Alpha are bigger than 0,6.

Result of Multiple Linear Regression Table 2. Case Processing Summary

Standardized		Unstandardized Coefficients		Coefficients		
		B	Std. Error	Beta	t	Sig.
Model						
1	(Constant)	9.833	2.953		.520	.604
	Brand Image (X1)	.459	.129	.534	3.699	.000
	Country of Origin (X2)	.030	.054	.049	-.168	.867

Source: Data Processed, 2020

Based on data analysis using SPSS 22, the results of the regression equation are as follows:

$$Y = 9,833 + 0.748 + 0.030 + e$$

The regression equation above shows the relationship between the dependent variable and the independent variable partially, from this equation it can be concluded that:

1. The constant value is 9,833 which is positive, meaning that if there is no change in the variable brand image and country of origin (the values of X1 and X2 are 0) then the purchase decision is 9,833.
2. If the regression coefficient value for brand image is 0.748 and it is positive, it means that if variable brand image (X1) changes with the assumption that if the variable country of origin (X2) is constant, the purchase decision increases by 0.748.
3. The regression coefficient value for country of origin is 0.03 and positive means that if the variable country of origin (X2) changes with the assumption that if the brand image (X1) is costly, the purchase decision will increase by 0.030.

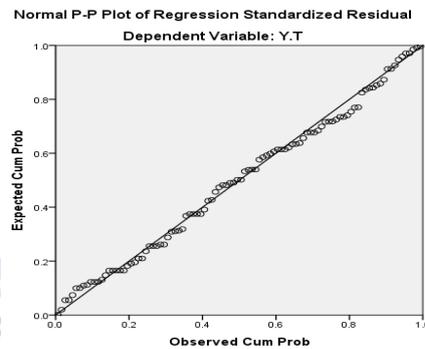


Figure1. Normality Test

Source: Data Processed, 2020

Figure 1 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

Table 3. Multicollinearity Test Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	.890	1.123
Country of Origin	.890	1.123

a. Dependent Variable: purchasedecision

Source: Processed Data, 2020

Table 3 shows the tolerance value of the two independent variables is more than 0.100 and the VIF value of the two independent variables is below 10.00, so it can be stated that the regression model does not have a multicollinearity problem.

Table 4. Heteroscedacity Test

		Correlations			
			Brand Image	Country of Origin	Unstandardized Residual
Spearman's rho	Brand Image	Correlation Coefficient	1.000	.441**	-.047
		Sig. (2-tailed)		.000	.644
		N	100	100	100
	Country of Origin	Correlation Coefficient	.441**	1.000	-.109
		Sig. (2-	.000		.281

		tailed)			
		N	100	100	100
Unstandardized Residual	Correlation		-.047	-.109	1.000
	Coefficient				
	Sig. (2-tailed)		.644	.281	
		N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed, 2020

Table 4 shows that the significant value of the variable brand image (X1) is 0.644 and the variable country of origin variable (X2) is 0.281 and both have a value greater than 0.05 so it can be stated that there is no heteroscedasticity problem.

Table5. T-Test

Model	Coefficients ^a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Beta		
1 (Constant)	9.833	2.953	3.330	.001
BrandImage	.748	.129	5.799	.000
CountryofOrigin	.030	.054	.547	.586

a. Dependent Variable: PurchaseDecision

Source: Data Processed, 2020

Based on the table above by observing rows and columns t and sig, it can be explained as follows:

1. The Influence of Variable Brand Image (X1) on Purchasing Decisions or Y (H1)
The variable brand image (X1) has a positive and significant effect on consumer purchasing decisions for Oppo smartphone products in Manado. This can be seen from the significant value of the brand image (X1), which is $0.000 < 0.05$. And it can also be seen from the t table value, namely $t(\alpha / 2; nk-1) = (0.05 / 2; 100-2-1) = (0.025; 97) = 1.98472$ so the t table is 1.98472 so that it can be seen that t count is greater than t table ($5.799 > 1.98472$).
2. The Effect of Country of Origin or X2 Variables on Purchasing Decisions or Y (H2)
The country of origin (X2) variable has a positive but not significant effect on consumer purchasing decisions for Oppo smartphone products in Manado. This can be seen from the significant value of the country of origin (X2), namely $0.586 < 0.05$. And the t table value is $t(\alpha / 2; nk-1) = (0.05 / 2; 100-2-1) = (0.025; 97) = 1.98472$ so the t table is 1.98472 so it can be seen t count is greater than t table ($0.547 > 1.98472$).

Table 6. F-Test

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	143.956	2	71.978	20.240	.000 ^b
	Residual	344.954	97	3.556		
	Total	488.910	99			

a. Dependent Variable: PurchaseDecision

b. Predictors: (Constant), CountryofOrigin, BrandImage

Source: Data Processed, 2020

From the table above it can be seen that the value of the F count is 20,240 with the F table value of 3.09 so that the F value is calculated $> F$ table or $20,240 > 3.09$ and the significant level is $0,000 < 0.05$, it can be stated that the variable brand image (X1) and country of origin (X2) simultaneously have a positive and

significant effect on consumer purchasing decisions for Oppo smartphones in Manado (Y).

Discussion

Brand image partially has a significant and positive influence on purchasing decisions, which means that brand image has a direct influence and an important role in making consumer decisions in purchasing Oppo smartphone products. This is similar to the results of previous research, namely (Yasmin, 2017) The result of this study has shown that brand image has a strongly positive impact on consumers' purchase decisions of laptops in Bangladesh. Country of origin partially has a positive but insignificant effect on purchase decisions, which means the country of origin has indirectly effect on consumer purchasing decisions of Oppo smartphones in Manado. This is similar to the results of previous studies (Lin and Chen, 2006). The results of this study also show that the Country of origin has a significantly positive effect on consumer purchase decisions of insurance and catering service in Taiwan. From the results of the tests that have been conducted, it shows that the brand image and country of origin simultaneously or simultaneously have a positive and significant effect on consumer purchasing decisions for Oppo smartphones in Manado. This is following previous research (Devita and Agustini, 2019) which also has research results that show brand image and country of origin have a positive and significant influence on the purchase decision of Etude House products.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The results of this study have shown that the Brand Image partially has a positive and significant effect on purchasing decisions for Oppo smartphones in Manado. It can be said that Brand Image has an important role in influencing the purchasing decisions of Oppo smartphone consumers in Manado.
2. The results of this study have shown that the Country of Origin partially or has a positive but not significant effect on the purchase decision of Oppo smartphone in Manado. It can be said that the Country of Origin of Oppo smartphones has no significant influence on consumer purchasing decisions for Oppo smartphones in Manado.
3. The result of this study have also shown that the Brand Image and Country of Origin simultaneously have a positive and significant effect on purchasing decision of Oppo smartphone in Manado.

Recommendation

1. Oppo companies that produce Oppo smartphones can maintain or even further develop a good brand image through product development, features, quality, etc. to create a better brand image in the eyes of consumers so that it can influence and increase consumers' desire to buy an Oppo smartphone.
2. Further researchers can develop this research or simply as a reference by using other methods of examining the brand image and country of origin on purchasing decisions, either through in-depth interviews with respondents or through questionnaires, so that the information obtained can be more varied. Also, further researchers can develop this research by using factors that influence purchasing decisions, such as price, WOM (Word of Mouth), consumer lifestyle, etc..

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