

ABSTRAK

PENGARUH *KOREAN WAVE* DAN *COUNTRY OF ORIGIN IMAGE* TERHADAP NIAT BELI *SKINCARE NATURE REPUBLIC* (STUDI PADA MAHASISWA DI LAMPUNG)

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Tumbuhnya budaya Korea di Indonesia berdampak pada banyak aspek, termasuk meningkatnya penggunaan produk kecantikan. Beragamnya merek Korea yang bermunculan saat ini menimbulkan persaingan antar perusahaan dalam memasarkan produk yang ditawarkannya. *Nature Republic* merupakan salah satu produk kecantikan Korea yang pangsa pasarnya semakin menurun. Selain itu, ada berbagai elemen yang mungkin dipertimbangkan oleh konsumen dalam membeli suatu produk. Konsumen harus mempertimbangkan kelebihan dan kekurangan masing-masing merek saat membuat keputusan akhir. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana gelombang Korea dan persepsi tentang negara asal mempengaruhi kemungkinan konsumen membeli produk perawatan kulit *Nature Republic*. Penelitian ini menggunakan desain penelitian deskriptif kuantitatif. Sebanyak 140 mahasiswa asal Lampung dipekerjakan sebagai partisipan dalam penelitian ini. Landasan strategi penelitian ini adalah kombinasi tinjauan literatur dan kuesioner skala *Likert*. Penelitian ini menggunakan SPSS versi 25 untuk semua pengujian statistiknya, meliputi pemeriksaan validitas dan reliabilitas data serta analisis regresi linier berganda, uji hipotesis dengan uji t dan uji f, serta uji koefisien determinasi (R^2). Hasil penelitian berdasarkan uji validitas dengan nilai KMO, *Anti Image* dan *Loading Factor* $\geq 0,5$, seluruh elemen setiap variabel valid, uji reliabilitas dengan nilai Croanbach's alpha $\geq 0,6$ menunjukkan bahwa seluruh variabel dalam penelitian ini reliabel. Berdasarkan hasil penelitian yang dilakukan terdapat pengaruh variabel *Korean Wave* dan *Country of Origin Image* terhadap niat pembelian produk perawatan kulit *Nature Republic* di Lampung pada pelajar.

Kata Kunci : *Korean Wave*, *Country of Origin Image*, Niat Beli

ABSTRACT

THE EFFECT OF KOREAN WAVE AND COUNTRY OF ORIGIN IMAGE ON INTENTION TO BUY SKINCARE NATURE REPUBLIC (STUDY ON STUDENTS IN LAMPUNG)

By

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The growth of Korean culture in Indonesia has an impact on many aspects, including the increasing use of beauty products. The variety of Korean brands that are currently emerging has created competition between companies in marketing the products they offer. Nature Republic is a Korean beauty product whose market share is decreasing. In addition, there are various elements that consumers may consider when purchasing a product. Consumers should consider the advantages and disadvantages of each brand when making a final decision. The purpose of this research is to determine how the Korean wave and perceptions about country of origin influence consumers' likelihood of purchasing Nature Republic skin care products. This research uses a quantitative descriptive research design. A total of 140 students from Lampung were employed as participants in this research. The basis of this research strategy is a combination of a literature review and a Likert scale questionnaire. This research uses SPSS version 25 for all statistical tests, including checking the validity and reliability of data as well as multiple linear regression analysis, hypothesis testing with the t test and f test, and the coefficient of determination (R²) test. The research results are based on validity tests with KMO, Anti Image and Loading Factor values ≥ 0.5 , all elements of each variable are valid, reliability tests with Croanbach's alpha values ≥ 0.6 show that all variables in this study are reliable. Based on the results of research conducted, there is an influence of the Korean Wave and Country of Origin Image variables on students' intention to purchase Nature Republic skin care products in Lampung.

Keywords: Korean Wave, Country of Origin Image, Purchase Intention