THE EFFECT OF COUNTRY-OF-ORIGIN BRAND IMAGE AND BRAND PRODUCT ON ATTITUDE IN CHOOSING SMARTPHONE PRODUCTS

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ABSTRACT

The purpose of this study is to analyze and investigate the relationship between country of origin and brand variables on consumer attitudes. The sample selection used a student sample from ITB Nobel Indonesia students, totaling 343 samples. The results of the study state that the country of origin has a positive and significant effect on consumer attitudes, as well as brands which also have a positive and significant effect on consumer attitudes.

ABSTRAK

Tujuan daripada studi ini ialah untuk menganalisis dan menginvestigasi keterkaitan antara variabel country of origin, dan brand terhadap consumer attitude. Pemilihan sampel menggunakan student sample yang berasal dari Mahasiswa ITB Nobel Indonesia yang berjumlah 343 sampel. Hasil studi menyatakan bahwa country of origin berpengaruh positif dan signifikan terhadap consumer attitude, begitupula dengan brand yang juga berpengaruh positif dan signifikan terhadap consumer attitude.

INTRODUCTION

In the era of information and communication technology that is rapidly increasing today, the smartphone is one of the electronic devices that cannot be ignored and is indispensable for every human being. Smartphones are electronic telecommunication devices with the same basic capabilities as conventional fixed-line telephones but can be carried anywhere. With several smartphone features that are both very sophisticated and easy for users to use, it's no wonder smartphones are now one of the things that are much in demand by all people. Many smartphone brands are available in Indonesia, such as Xiaomi, Oppo, Samsung, Apple, Asus, Vivo, Huawei, and Nokia, making it easier for consumers to choose according to their needs. All smartphone manufacturers in Indonesia, with different brands and countries of origin, offer various smartphone products with their respective advantages. The development of this technology can be seen through people's lifestyles which are starting to change with the rise of smartphones that have sprung up, as well as the internet network, which is increasingly being accessed easily through everyone's smartphone. Smartphone use is currently experiencing a very rapid increase. A brand is a symbol, unique design, design, or combination used to identify the goods and services of a person or company and differentiate them from those of competitors. Brands can make it easier for consumers to remember a product if they make repeated purchases.

A company must think carefully about what a brand means, and a brand must be given a personality. The brand must also be revived by giving it several new characteristics and other characteristics; they must be absorbed in all marketing activities the company carries for the brand. Besides the brand, the country of origin is also essential for consumers in determining their purchasing attitude toward a smartphone. According to Czinkonta and Ronkainen (2001), "country of origin" is an effect that appears in consumer perceptions that are influenced by the location where the product is produced. The basis for measuring country of origin, according to Yasin, Nasser, and Osman (2007), is the country's innovation in production, the level of technological progress of the origin of the brand, production design, production creativity, production quality, the prestige of the country of origin of the brand, the image of the country of origin of the brand as a developed country. The product brand comes from is a question for every consumer before buying a product because the product's country of origin is one of the considerations for consumers in purchasing a product. The progress of the country is one factor that consumers consider. If the product is produced from a developed country, consumers will feel more confident in the product. Because developed countries are countries that are known for their high technological progress, the products produced will be superior to countries that are still developing. An important issue is that if consumers associate a brand with the wrong country of origin, their brand evaluation may differ from what they would have known if they knew correctly about the identified country of origin (Diaman Topoulus, 2008) in Balabanis and Diamond Tapoulus (2011).

In developing countries such as Indonesia, consumers tend to be more interested in buying imported products because they believe in quality and quality assurance. Hence, consumers rely more on imported products because of the need and superiority of the imported product itself. The country of origin has a more significant influence on developing countries than on western countries (Verlegh and Steen Kamp, 2000). With so many smartphone brands entering Indonesia, it will be able to influence consumer attitudes in choosing. Especially for ITB Nobel Makassar students, students will undoubtedly be more observant and selective in considering purchasing decisions because there are many brands and countries of origin offered by smartphone manufacturers. Based on research that has been done by previous researchers about brand image, brand, and country of origin that can influence consumer decisions and attitudes in choosing a smartphone and see the phenomena that exist in it, the researcher also wants to research ITB Nobel Indonesia Makassar students as research objects. as a smartphone consumer. Researchers want to know how much influence the smartphone brand and the country of origin of the smartphone can have on the attitude of ITB Nobel Indonesia Makassar students in choosing a smartphone product. Researchers chose ITB Nobel Indonesia Makassar students as respondents in this study because researchers are students at ITB Nobel Indonesia Makassar, so it can make it easier for researchers to find respondents in research. In addition, the researcher also wants to know how much the brand and country of origin can influence the attitude of ITB Nobel Indonesia Makassar students in choosing a smartphone. This is because students are one of consumers whose purchasing power is reasonably high.

LITERATURE REVIEW

According to Aaker (1991: 7), a brand is a distinguishing name and symbol (such as a logo, stamp, or packaging) to identify the goods or services of a particular seller or group of sellers and to differentiate them from those of competitors. David Aaker (in Amin Widjaja (2005:10) suggests that a brand is a name or symbol that aims to distinguish and identify goods or services from one seller or a group of sellers who are their competitors. In addition, a brand can also be a signal. Customers for a product and protect both customers and producers from competitors who will try to provide identical products that will appear. Czinkonta and Ronkainen (2001) state that the country of origin is an effect that occurs in consumer perceptions that are influenced by the location of the product. The country of origin is believed to impact a consumer's purchasing decision. According to Ujang Sumarwan (2011: 194), consumers' attitudes are essential to influencing consumer decisions. Ad attitude is a feeling or evaluation in general, either positive or negative towards people or objects (McGuire in Bambang Pujadi's research, 2010:11). According to Mittal in Bambang Pujadi's study (2010), attitudes play a significant role in shaping behavior. Attitudes evaluate a marketing activity to be carried out. They help in better advertising activity.Previous research on the importance of service quality and price perception in building satisfaction and loyalty has been conducted by Ghaitsa Damarar un Kusumaningtyas, Suharyon o and Yusri Abdillah (2017), Putri Wahyu Tati, Suharyon o and Edy Yulianto (2015), Kitto Hananto (2015), and Kadek Pratita Yantai and I Made Jatra (2015) which resulted in a brand and country of origin have a positive and significant effect on attitudes in choosing smartphone products. In comparison, the research conducted by Diyah Tulipa and Ninuk Muljani (2015) resulted in the brand and country of origin having no significant effect on attitudes toward choosing smartphone products. Based on the description above, the research hypothesis was formulated as follows:

H1: There is a brand influence on the attitude of ITB Nobel Makassar students in choosing Smartphone products.

A brand is a name, term, sign, symbol, design, or a combination of all of them, which aims to identify the goods and services of a group of sellers and to differentiate their products from those of competitors. The results of the research conducted by the author indicate that the brand partially affects the attitude of ITB Nobel students in choosing smartphone products, so the hypothesis that it is suspected that the brand partially affects the attitudes of ITB Nobel students can be accepted. The results of this study follow research conducted by Irvandy Tamaka (2013), which concluded that the brand has a positive and significant effect on consumer attitudes towards Daihatsu products at PT Astra International Daihatsu Manado. The product brand will eventually become good when consumers have sufficient experience with the new reality they experience. Furthermore, organizations work more effectively and perform well on products.

H2: The influence of the country of origin on the attitude of ITB Nobel Makassar students in choosing Smartphone products

Country of origin is a cue in product attributes that affects consumer evaluations in identifying the country of origin of a product (Rizky LP and Fajrianthi, 2012). The country of origin is an image of the country of origin of the product maker. Country of origin provides clues to a product to differentiate it from competing products. The country of origin is believed to impact a consumer's purchase decision. This study's results prove that the country of origin partially has a positive and significant effect on consumer attitudes in choosing smartphone products. So, the hypothesis states that the alleged country of origin somewhat affects ITB Nobel Makassar students' attitudes can be accepted. The results of this study are supported by previous research conducted by Muhammad Reza Syaiful Armi (2015), which concluded that the country of origin has a significant effect on consumer attitudes in choosing mobile phones. In addition, this research is supported by previous research by Magyar Slamet Permana (2013), which states that country of origin affects the brand image, perceived quality, and purchase intensity.

H3: There is a simultaneous influence of Brand and Country of Origin on the attitude of ITB Nobel Makassar students in choosing Smartphone products.

The results of hypothesis testing indicate that the brand and country of origin significantly influence ITB Nobel students' attitudes in choosing smartphone products. The magnitude of the influence of the brand and Country of Origin on consumer attitudes is 0.566 or 56.6% influenced by brand and country of origin variables. In contrast, the remaining 43.4% is influenced by other factors such as motivation, product quality, sales promotion, price, and lifestyle. And from the study results, it can also be seen that the country-of-origin variable has the most decisive influence on the consumer attitude variable. The regression coefficient value of the country of origin (X2) is 0.348, which is greater than the regression coefficient value of the brand, which is only 0.168, and this can also be seen from the significant value of the country of origin which shows a lower value than the brand.

RESEARCH METHOD

A population is a group or collection of objects or objects that will be generalized from the study results. This research population is active ITB Nobel Makassar students who have Smartphones; from 2016 to 2018, as many as 343 students. The author focuses on the research location in the Nobel Makassar School of Economics (ITB), with a research time of 1 month. This study uses three variables, namely: Brand (X1): According to Aaker (1991: 7), a brand is a distinguishing name and symbol (such as a logo, stamp, or packaging) to identify the goods or services of a seller or group of sellers. And differentiate it from the goods or services produced by competitors. This variable has no dimensions. This variable is measured by 5 (five) indicators: a trusted brand, a brand that matches the customer's personality, a well-known brand, an easily recognizable identity, and brand innovation. Country of origin (X2): Basis for measuring Country of Origin according to Yasin, Nasser, and Osman (2007), namely the country's innovation in production, the level of technological progress of the origin of the brand, production design, production creativity, production quality, the prestige of the country of

origin of the brand, the image of the country of origin of the brand as a developed country. This variable has no dimensions. This variable is measured by 4 (four) indicators, namely the level of technological progress of the country of origin of the brand, image of the country of origin of the brand, innovation of the country of origin in production, level of confidence in the country of origin of the brand. Consumer Attitude (Y): Mittal, in Bambang Pujadi's research (2010), stated that attitude plays a significant role in shaping behavior; attitude evaluates a marketing activity to be implemented, understands current public attitudes, and helps in better advertising activity. This variable is measured by 4 (four) indicators of consumer trust and knowledge of the object, Emotional, which reflects one's feelings towards an object; reflects the actual tendency and behavior of a thing; and Consumer confidence in the level of quality of an object. Literature research and questionnaire distribution can be carried out to obtain the necessary data. Furthermore, the data is analyzed in words and arranged in an expanded text. The types in this study are Primary Data, namely data obtained through the results of distributing questionnaires to several respondents who became the study's sample. Secondary data, namely supporting data, can usually be obtained from literature, library materials, and company documents related to the problem to be studied. This study uses more than one variable indicator (X), so the quantitative analysis used is multiple linear regression which aims to determine the effect of Brand (X1) and Country of Origin (X2) on Consumer Attitudes in choosing Smartphone products (Y). Then the multiple linear regression analysis formula in this study is:

$$Y = a + b1X1 + b2X2 + e$$

Description :
Y   = Consumer Attitude
a   = Constant
X1   = Brand
X2   = Country of Origin
e   = error
b1,b2   = Regression coefficient

Reliability is related to the problem of trust, and a test can be said to have a high level of confidence if the test can provide constant belief in the results. So the notion of test reliability relates to the problem of determining test results, or if the results change, the company that occurs can be said to be meaningless. The reliability of an indicator or questionnaire can be seen from the value of Cronbach's alpha (α), where a construct or indicator is said to be reliable, namely, if Cronbach's alpha (α) is more significant (>) 0.60. The needle or questionnaire is dedicated, whereas if Cronbach's value is alpha (α) is smaller (<) 0.60, then the indicator or questionnaire is not reliable (Suswanto, 2014). The coefficient of determination (R^2) measures how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is between zero to one ($0 < R^2 < 1$). A small R^2 value means the ability of the independent variables to explain the variation of the dependent variable is minimal. A

value close to one means that the independent variables provide almost all the information needed to predict the interpretation of the dependent variable (Ghozali, 2012).

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variable	Item	R-Calculated	R-Estimated	Keterangan
Brand	Item 1	0.698	0.195	Valid
	Item 2	0.775	0.195	Valid
	Item 3	0.709	0.195	Valid
	Item 4	0.672	0.195	Valid
	Item 5	0.765	0.195	Valid
Country of Origin	Item 1	0.716	0.195	Valid
	Item 2	0.798	0.195	Valid
	Item 3	0.831	0.195	Valid
	Item 4	0.722	0.195	Valid
Consumer Attitude	Item 1	0.735	0.195	Valid
	Item 2	0.793	0.195	Valid
	Item 3	0.739	0.195	Valid
	Item 4	0.693	0.195	Valid

Table 2. Multiple Linear Regression Analysis Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.057	1.357		5.939	.000		
	Merek (X1)	.168	.079	.214	2.122	.036	.691	1.447
	Negara Asal (X2)	.348	.084	.419	4.158	.000	.691	1.447

a. Dependent Variable: Consumer Attitude (Y)

The results of the regression analysis are shown in table 1. Based on the table of the results of the validity test above, all the calculated R-values are more significant than the r-table, which means that all these variables are declared valid and can be used as data collection tools in the research conducted. The results of the regression analysis are in table 2. Based on the results of the calculation table above, the regression equation model is obtained as follows:

$$Y = 8.057 + 0.168X1 + 0.348X2 + e$$

From these equations, the following conclusions can be drawn:
1. The constant value of 8.057 indicates that if the independent variable is zero, the resulting consumer attitude is 8.057.
2. The regression coefficient value for the Brand variable (X1) is 0.168. This means that the brand has a positive effect on consumer attitudes.
3. The regression coefficient value for the country of origin variable (X2) is 0.348; this means that the country of origin positively affects consumer attitudes.

4. The analysis results can be seen as the most influential independent or independent variable is the country of origin, with a coefficient value of 0.348. In contrast, the variable with the lowest effect is brand, with a regression coefficient value of 0.168. From this equation, it can be seen that all independent variables positively affect purchasing decisions.

T-Test

The t-test is known as the partial test, which is to test how the influence of each independent variable individually on the dependent variable. This test can be done by comparing t-calculated with t table or by looking at the significance column in each t-calculated. The formulation of the hypothesis in this study are:

- If t-calculated > ttable then H0 rejected, and Ha is accepted
- If t-calculated < ttable then Ha isaccepted and H0 rejected
  The basis for decision making for the T test is as follows:
  1. If the value of sig < 0.05, or t-calculated > t-estimated, then there is an effect of variable X on variable Y.
  2. If the value of sig > 0.05, or t-calculated < t-estimated, then there is no effect of variable X on variable Y.
  The results of the partial test using spss 23 are as follows:

Tabel 3. T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.057	1.357		5.939	.000
	Brand (X1)	.168	.079	.214	2.122	.036
	Country of Origin (X2)	.348	.084	.419	4.158	.000

a. Dependent Variable: Consumer Attitude (Y)

t-estimated = t (α/2 ; n-k-1) = t (0,025 ; 97) = 1.988

Table 3 shows that the results of the t-test of the brand and country variables are significant. This is based on the considerable value of each variable, both less than 0.05. In addition, the t-calculated value for each variable, namely for the brand (X1), is 2.122>1.988, and the country of origin (X2) is 4.158>1.988. Thus, Ho is rejected, and Ha is accepted. This means that the two variables, namely the brand and country of origin, have a significant effect on the attitudes of ITB Nobel students in choosing smartphone products.

F-Test

The F test is used to find out the independent variables jointly affect the dependent variable. In this study, the hypotheses used are as follows:
- Ho : There is no influence of Brand andCountry of Originon the attitude of ITB Nobel Makassar students in choosing Smartphone products.
- H1: There is an influence of Brand andCountry of Originon the attitude of ITB Nobel Makassar students in choosing Smartphone products.

For more details, the results of the F test calculations will be presented which can be seen through the following table 4:

Table 4. F-Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
	ANOVAᵃ					
1	Regression	191.526	2	95.763	22.864	.000ᵇ
	Residual	406.264	97	4.188		
	Total	597.790	99			
a. Dependent Variable: Consumer Attitude (Y)						

Based on the output above, it is known that the significant value for the influence of Brand (X1) and Country of Origin (X2) simultaneously on Consumer Attitude (Y) is 0.000 < 0.05 and the calculated F value is 22.864 > F table 3.09 so it can be concluded that Ho is rejected and H1 is accepted, which means that together the variables of Brand (X1) and Country of Origin (X2) have a positive and significant effect on the attitude of ITB Nobel Makassar students in choosing Smartphone products.

R-Square

The coefficient of determination (R^2) essentially measures how far the model's ability to explain variations in the dependent variable is. Here's table 5 below:

Table 5. R-Squared

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566ᵃ	.320	.306	2.04653
a. Predictors: (Constant), Country of Origin (X2), Brand (X1)				

Based on table 5, it is known that the coefficient of brand (X1) and country of origin (X2) on the attitude of ITB Nobel Makassar students in choosing a smartphone is 0.566. This shows that the coefficient of determination of the degree of influence of the independent variables with the dependent variable is 56.6%. In other words, this means that the contribution of the independent variable (brand and country of origin) to the dependent variable is 56.6%, while the rest is influenced by other factors of 43.4%.

DISCUSSION

The Effect of Brand on the Consumer Attitudes of in Choosing Smartphone Products

The results of the analysis for the brand variable show that the brand coefficient value is positive, namely 0.168, and the t count is 2.122, which is above the t table of 1.988, and the sig value is 0.036, which is smaller than 5% or 0.05. Thus, there is an effect of the brand variable (X1) on the consumer attitude variable (Y). A brand is a name, term, sign, symbol, design, or a combination of all of them, which aims to identify the goods and services of a group of sellers and to differentiate their products from those of competitors. The results of the research conducted by the author indicate that the brand partially affects the attitude of ITB Nobel students in choosing smartphone products, so the hypothesis that it is suspected that the brand partially affects the attitudes of ITB Nobel students can be accepted. The results of this study are in accordance with research conducted by Irvandy Tamaka (2013), which concluded that the brand has a positive and significant effect on consumer attitudes towards Daihatsu products at

PT Astra International Daihatsu Manado. The brand of a product will eventually become good when consumers have sufficient experience with the new reality they experience. The new reality in question is that organizations work more effectively and have a good performance on products. The results of this study are also supported by research conducted by Noviandra and Mahestu (2007), which concludes that the brand variable has a positive and significant effect on consumer purchasing decisions. The brand is an attraction that is added to customers in the form of appreciation for a product brand. The value of a brand name added to a product is an illustration of brand equity (Killa, 2008; Chang et al., (2008). Brands, among others, provide value for consumers by increasing confidence in purchasing decisions so that it is expected with a good brand, then consumers will choose the product.

The Effect of Country of Origin on Consumer Attitudes in Choosing Smartphone Products.

The results of the analysis for the country-of-origin variable show that the coefficient value for the country of origin is positive, which is 0.348, t count is 4.158, which is above the t table of 1.988 and the sig value is 1.988. of 0.000 is smaller than 5% or 0.05. Thus, there is an influence of the country-of-origin variable (X2) on the consumer attitude variable (Y). Country of origin is a cue in product attributes that affects consumer evaluations in identifying the country of origin of a product (Rizky LP and Fajrianthi, 2012). The country of origin is an image of the country of origin of the product maker. Country of origin provides clues to a product to differentiate it from competing products. It is believed that the country of origin has an impact on a consumer's purchase decision. The results of this study prove that partially the country of origin has a positive and significant effect on consumer attitudes in choosing smartphone products. So that the hypothesis which states that the alleged country of origin partially affects the attitude of ITB Nobel Makassar students can be accepted. The results of this study are supported by previous research conducted by Muhammad Reza Syaiful Armi (2015), which concluded that the country of origin has a significant effect on consumer attitudes in choosing mobile phones. In addition, this research is also supported by previous research by Magyar Slamet Permana (2013), which states that country of origin influences brand image, perceived quality, and purchase intensity.

The Dominant Effect of Brands and country of Origin on Consumer Attitudes in Choosing Smartphone Products

The results obtained based on the F-test were 22,864 with a probability level of 0.000 < 0.005 so that the brand variables (X1) and country of origin (country of origin) have a simultaneous effect on consumer attitudes (Y). The results of hypothesis testing indicate that the brand and country of origin have a significant influence on the attitude of ITB Nobel students in choosing smartphone products. The magnitude of the influence of the brand and country of Origintogether on consumer attitudes is 0.566 or 56.6% influenced by the two variables of brand and country of origin, while the remaining 43.4% is influenced by other factors such as motivation, product quality, sales promotion, price, and lifestyle. And from the results of the study, it can also be seen that the country-of-origin variable has the strongest influence on the consumer attitude variable. This can be seen from the regression coefficient of the country of origin (X2) of 0.348, which is greater than the regression coefficient value of the brand, which is only 0.168, and it can also be seen from the significant value of the country of origin, which shows a lower value than the brand.

CONCLUSION

Based on the results of the analysis and discussion that have been described previously, it can be concluded as follows: The brand variable has a significant effect on the attitudes of ITB NOBEL students in choosing smartphone products; this is obtained from the results of respondents who have been analyzed using SPSS, which shows that the brand variable determines attitudes of ITB NOBEL students in choosing smartphone products. The results of this study indicate that with every increase in consumer understanding of the brand, consumers' enthusiasm for choosing smartphone products also increases. The country of origin variable has a significant effect on the attitude of ITB NOBEL students in choosing smartphone products; this is obtained based on the results of research conducted on 100 respondents, which shows that the more countries of origin of a Smartphone are known to have sophisticated technology, the higher it is. Consumer attitudes in choosing Smartphones originate from countries with sophisticated technology. The attitude of ITB NOBEL students in choosing smartphone products is more dominantly influenced by the country-of-origin variable than the brand; this is obtained from the results of regression analysis which shows the coefficient value of the country of origin is higher than the brand variable.

The suggestions that researchers can give through this research are as follows: Regarding the attitude in choosing smartphone products, consumers should pay attention to the brand and country of origin in choosing a smartphone because the brand and country of origin can increase the impression of prestige, show ease of use, product features, product specialization, product image, technology, and so on. For smartphone manufacturers, it is better to pay attention to the brand, the image of the country of origin, and its innovation to dominate the market. It is expected to increase the number of research objects, the number of samples and other variables to obtain more diverse and more valid research results.

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