

Pengetahuan Konsumen (Consumer Knowledge) Terhadap Penggunaan Petunjuk Negara Asal Produk (Country of Origin)

Iwan Ekawanto
Fakultas Ekonomi, Universitas Trisakti

Abstract

This Research based on a previous research conducted by Schaefer. The general objective of this thesis was to explore various dimensions of consumer knowledge on country of origin effects and investigate how these dimensions of knowledge affect consumer's use of country of origin in evaluating orange juice products.

There are three consumer's knowledge dimensions in this thesis. The first consumer knowledge dimension is the brand familiarity. The second dimension is objective product country knowledge and the last consumer knowledge dimension. The used dimension in this thesis is subjective product knowledge. Each of these dimensions was explored to investigate how much have influenced the effect consumer's use of the origin country. The respondents in this research amounted to 60 Indonesian consumers that live in South Jakarta. Results of the questionnaires were statistically analyzed by using Spearman's rank correlation and sign test.

The result showed that consumer with brand experience will one focus a high used country origin in evaluating a brand. The result also showed that consumer with low level of objective product-country knowledge and subjective knowledge. It will rely on country of origin when the evaluating products carry an unfamiliar brand name, than consumer with high level knowledge.

Keywords : *Brand familiarity, Brand Experience, Objective Product-Country Knowledge, Subjective Product-Country Knowledge, Consumer Knowledge, and Country Of Origin.*