

THE INFLUENCE OF BRAND, PROMOTION AND COUNTRY OF ORIGIN ON CONSUMER ATTITUDE IN CHOOSING PRODUCTS

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ABSTRACT

The behavior of a person when buying can be said to be unique and different. The purpose of this study was to obtain a name, advertisement and country of origin based on customer opinion. The population in this study was 966 customers of Carrefour Riau Islands Batam. The sample consisted of 91 respondents, who were randomly assigned to sample. Data analysis uses multiple regression tests and imagination and uses the SPSS 23 model. Brand, promotion and country of origin variables then simultaneously have a significant effect on consumer attitudes

Keywords : brand, promotion, country of origin, consumer attitude

Introduction

Every person's behavior in making a purchase can be said to be unique and diverse. Because consumers come from several segments, so what is desired and needed is different. Manufacturers need to understand consumer behavior towards products or brands that are in the market, because the nature of consumers who are never satisfied makes producers have to be more innovative and creative, then there needs to be various ways to make consumers interested in the products produced. In addition, to be able to compete in the market, manufacturers should make products that suit the needs and desires of consumers ranging from quality to product design that can cause high buying interest by consumers and continue to make decisions to buy a product offered. One important role for manufacturers other than product brands is promotion, with the promotion of the company can explain and communicate the product to consumers, the advantages of the product can be known by the consumer and can attract consumers to try then take the decision to buy the product.

Global competition today makes every company vying for strategies to be

able to compete in the global market. A global market that is much more complicated than the domestic market requires a more complex strategy in order to be accepted and successful in the market. Today modern organizations rely heavily on marketing, therefore an effective marketing strategy can greatly help companies to grow their business.

According to Canon et. al., (2014: 43), in the process of purchasing products, psychological factors are peddled in one of the factors that affect bike decision consumer purchases. One of the psychological aspects behind purchasing decisions is the brand image or brand in the eyes of consumers. Brand is a perception of a brand in the minds of consumers, therefore it becomes very important to build the best possible brand to be used as a stimulant in consumer purchasing decisions.

Global companies often take advantage. Consumers' perceptions in the global market of the power of "country of origin" or better known as Country of Origin (COO), to strengthen the brand by utilizing consumer perception of the country of origin. COO is now one of the

determinants in the success of global products, which are part of a brand and influence brand equity, and generally apply to products that have entered international such as electronic goods, fashion and food.

The unique character in this case is the behavior of consumers who have their own characteristics compared to most other consumers. Indonesian consumers have ten unique characteristics, namely short-term thinking, unplanned, stuttering technology, orientation in context, liking foreign brands, religious, prestige, strong disubculture, less concerned with the environment and likes to socialize. Price discounts and bonus packs are the most widely used sales promotions, both online and offline sales. Price discount is a price-based sales promotion strategy in which customers are offered the same product at a reduced price. The study stated that the Country of Origin variables had a positive and significant effect on purchasing decisions. But the study states that Country of Origin has a positive and insignificant effect on purchasing decisions.

But that doesn't mean anything without a positive and strong brand. Because if the brand and company in the eyes of consumers are bad, then the products produced by the company are also considered not good and the company's sales will be hampered. So the brand is very important for the sustainability of the product in the community. Brand image is a picture of the entire perception of a brand formed by past information and experience of that brand. To strengthen the brand image must be built by conveying the brand through emblems, media or visuals and an event or event. Without a strong and positive brand, companies will find it difficult to make sales and influence consumers to make purchasing decisions.

The number of beverage brands circulating in Indonesia in addition to making consumers more selective in choosing drinks, consumers can also be confused because each brand comes from a foreign country. The selective attitude of

consumers to the country of origin of this drink is not without foundation, for example consumers believe more and like pepsi drinks made in the United States because many drinks made in the United States are of high quality. Consumers who are very selective in choosing and often follow the development of beverages are usually consumers who have the ability of the upper middle economy. Globalization and trade liberalization make many companies build global brands. Global brands are those of the same name and the same coordinated marketing strategies in many countries.

It must be admitted that the original Indonesian brands can be said to be only "cage heroes", have not been able to penetrate the global market because negative stereotyping of developing country products is still dominantly attached. Therefore, it takes an extra hard struggle to line up with brands like Nokia, Sony, Nike, McDonald's, if not to be compared to super-giant brands such as Coca-Cola, Pepsi, and Oreo or Google. But in the field of food consumers in Indonesia still dominate products in the country this is due to several factors including national origin, culture, culture, and others.

So, as marketers, we are obliged to make Indonesian brands able to penetrate the global market. One of the biggest challenges in building a global *brand* is balancing the best of both global and local branding practices. Of course, do not forget to keep the domestic market so that local brands have long and strong durability. The trick, must create brand equity and is expected to be able to create icon brands, where brands have symbolic meaning and a deep connection with local culture. These brands should have many loyal and fanatical consumers. For example, American consumers own Harley Davidson, Nike, Marlboro, Coca-Cola and Coca-Cola. While Indonesian consumers have Indomie, Sosro Bottled Tea, and Dji Sam Soe, hoka hoka bento as *an icon of local culture*.

Creating *brand icons* is certainly not easy, marketers must create strong brand associations, which suit the lives, lifestyles, and psychographic minds of local consumers. Steenkamp found that local icon value is positive and significant with consumers' buying interests; Brand value will be even greater if the company is able to position and communicate its brand consistently as an icon of local culture. A strong understanding of the brand as an icon of local culture will make it difficult for foreigners to dominate our market. On the other hand, often we see how proud Indonesian managers work for foreigners and oppress products belonging to their own nation, but so lacklustre and die of lice when they want to penetrate other countries' markets

Literature Review

Brand

The skill marketer must have is the ability to create, maintain, protect, and improve a brand. Marketers also state that brand giving is an art and the most important part of marketing because with the consumer brand so know the identity of a product.

A brand is a name, term, sign, emblem, or design, or all of these combinations, that indicates the identity of a product or service of a single seller or group of sellers and distinguishes that product from that competitor's product (Kotler, 2015:275). Brands can have six levels of understanding, namely as follows:

1. **Attribut (attributes)**, reminded of a particular attribute. Mercedes gives the impression as an expensive car made well and well designed, durable, and prestigious.
2. **Benefits**, namely consumer benefits, sometimes a brand not only states attributes, but benefits. They buy products not buying attributes, but buying benefits. The attributes possessed by a product can translate into emotional and functional benefits. For example: the "durable" attribute translates into the functional benefit "no

need to quickly buy anymore", the "expensive" attribute translates to "prestigious" emotional benefit, etc.

3. **Value (value)**, which is merk also states something about the value of the producer, means high performance, security, prestige, and others.
4. **Culture(culture)**, namely mek also represents a particular culture, represents German culture, organized, efficient, high-quality.
5. **Personality**, reflects a particular personality, reflects a reasonable leader (person), a lion who rules (an animal), or a great palace (object).
6. **The user**, indicates the type of consumer who buys or uses the product, indicating the wearer is a diplomat or executive. Thus, it can be known that there is an emotional bond created between consumers and product producing companies through brands. Competitors can equate it with producing a similar product, but brands are unlikely to offer the same emotional promise. A brand will ultimately signal to consumers about the source of a particular product and protect manufacturers and consumers from competitors who are trying to deliver identical-looking products.

Promotion

According to cashmere (2014) promotion is interpreted as an attempt to persuade people to accept products, concepts and ideas. Boone and Kurtz (2015) promotion is the process of informing, persuading, and influencing a slaughter decision. According to Suryana (2016), promotion is a way of communicating goods and services offered so that consumers know and buy. According to Kusmono (2016: 98), the definition of promotion is the effort made by the market to influence others to participate in exchange activities. According to Madura (2014: 67), promotion is the act of informing or reminding about product or brand specifications. Promotional activities

that are carried out serve to spread information and get attention (attention), create and grow desire (desire), and develop the desire of consumers to buy products that are offered. A number of promotional strategies try to build primary demand.

Most promotional strategies seek to stimulate selective demand, namely the desire to acquire a particular brand. The purpose of promotion results in the desire of consumers to buy the resulting product or service. Therefore, it must be tried how to influence the thinking of the end consumer convincing the buyer. While the word promotion must be good and attractive, thus giving the impression that the buyer does not want another product other than the barang offered to him. According to Kusmono (2016), the company needs to set promotional goals that will help achieve the company's broader goals.

Country of Origin

Country Of Origin is the country of origin of the resulting product. To indicate Country Of Origin (COO) often written the word "made in" on the product packaging. Many people are then so familiar with the word "made in" that when they see the word "made in" on a packaged product, they immediately interpret the product as coming from a particular country. Suppose if the product packaging is written "made in USA", they will interpret the product is from the United States (Keegan, 2014).

Country of Origin (COO) is information that is often used by consumers when evaluating a product (Listiana, 2014). Country Of Origin is the association and mental belief of a product triggered by the country of origin of the product, the country where a product is called Country Of Origin which is generally considered as part of the characteristics of a product. According to Nebenzahl (2015), Country Of Origin is a mental shadow or image of a product and country. So it can be concluded that Country Of Origin is a shadow or image of a product triggered by the origin of the product's country.

Consumer Attitude

According to Susanta (2018) Attitude is a tendency that is lined in behaving in a pleasant or unpleasant way towards a particular object. According to Sopiah (2014) Attitude is a response to consumer feelings that can be a feeling of liking or dislike towards a particular object.

According to the Great Dictionary of Indonesian (KBBI), consumers are every user of goods and services available in society, whether for the benefit of themselves, families, others or other living beings and not to be traded. While Kanuk (2017) classifies consumers into two types, namely individual consumers and organizational consumers. Individual consumers are people or individuals who buy products (goods, services, or ideas) for their own consumption (e.g., electronic notebooks), for household use, or for consumption with friends. While the consumer organization is defined as an institution or institution that buys products (goods, services, or ideas) for sale or for the benefit of the agency or institution. Based on the above definition, it is known that consumer attitude is a combination of trust, feelings, and tendency to behave towards an object.

Research Method

This type of research is causality research, which is a study compiled to examine the possibility of causal relationships between variables (Sanusi, 2014). With a *survey* method that aims to find out the influence of brand, promotion and country of origin on consumer attitudes in choosing Oreo products at Carrefour Kepri Mall Batam. Furthermore, the measurement of these variables in the presentation of questionnaires or statement lists using the *likert* scale. Data analysis methods use quantitative analysis.

Quantitative research is a type of research that essentially uses a deductive-inductive approach. This approach is based on a theoretical framework, the ideas of experts, and the understanding of

researchers based on their experience, then developed into problems and solutions that are proposed to make justification or judgment.

The population of this study is a consumer of Oreo products in Carrefour Kepri Mall Batam with a research population of 966 consumers and a sample of 91 people. The sampling technique used in this study is *accidental sampling*, which determines samples based on chance, i.e. anyone who happens to meet with researchers and has a match with the data source can be used as a sample (Sugiyono, 2015).

Research Results

Based on the data tabulated and then processed with statistical test tools, the results can be known in the next explanation. From the results of processed data for the validity test of each variable obtained hasil value $r\text{-calculate} > r\text{-table}$ 0.206 so that it is declared valid. On the rehabilitability test each variable has a *Cronbach Alpha* value of > 0.60 so that it is declared *realibel*.

Table 1. Test Results T

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	sig.
1	(Constant)	1.188		.431
	Brand	.425	.393	5.935
	Promotion	.251	.329	3.973
	Country Of Origin	.461	.316	4.064
		2.753		.667

a. Dependent Variable: Consumer Attitudes

Source: Primary data processed

Based on the results of the t test in table 1 above, the regression equation is carried out as follows:

$$Y = 1.188 + 0.425X_1 + 0.251X_2 + 0.461X_3 + e$$

- The calculated t value for the brand variable is $5,935 > 1,662$ t table and sig value of $0.000 < 0.05$. Based on the results obtained, H0 is rejected and H1 is accepted for brand variables, thus

partially the brand variable has a significant effect on consumer attitudes.

- The calculated t value for the promotion variable is $3,973 > 1,662$ t table and sig value $0.000 < 0.05$. Based on the results obtained, H0 is rejected and H2 is accepted for promotional variables, thus partially the promotion variables have a significant effect on consumer attitudes.
- The t value for the Country Of Origin variable is $4,064 > 1,662$ t table and sig value $0.000 < 0.05$. Based on the results obtained, H0 is rejected and H3 is accepted for the Country Of Origin variable, thus partially the Country Of Origin variable has a significant effect on consumer attitudes.

CONCLUSION

Based on the results and discussions that have been described above, it can be concluded as follows:

- The influence of brands on consumer attitudes in choosing oreo products in batam mall kepri, where the number t calculated for the brand $5,935 > 1,662$ t table and significance of $0.000 < 0.05$, thus the formula of problems and the first hypothesis for brands can be received with a result calculate greater than t count of t table and significance smaller than 0.05.
- Promotions have a positive and significant effect on consumer attitudes in Carrefour kepri mall batam, where the number t calculated for promotion $3,973 > 1,662$ t table and significance of $0.000 < 0.05$, thus the formula of problems and the second hypothesis for promotion can be received with the result of the calculation greater than the table t and significance smaller than 0.05.
- Country of Origin has a positive and significant effect on consumer attitudes in Carrefour kepri mall batam, where the number t count for country of origin $1,662 > 1,662$ t table and significance of

0.000 < 0.05, thus the third problem formulation and hypothesis for country of origin can be received with a result calculate greater than t table and significance smaller than 0.05.

4. The influence of brand, promotion and country of origin on consumer attitudes in choosing oreo products in Carrefour kepri mall batam with F count of 61,519 > 2.71 F calculated with a significant level of 0.000. Since the probability (0.000) is smaller than 0.05, thus the formulation of the problem and the fourth hypothesis are acceptable, it simultaneously affects the attitude of the consumer.

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