

COUNTRY OF ORIGIN AS ANTECEDENTS ON CONSUMER QUALITY PERCEPTIONS AND PURCHASING DECISIONS

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Abstract-This research aimed to analyze consumer purchase decisions and consumer perceptions of the quality of car products based on country of origin factors namely country of manufacture, brand, and price, country of assembling and country of design hybrid brand products. Respondents in this study amounted to 384 respondents using purposive sampling where this method is a sampling method by determining the criteria in the sample to be studied. The criteria in question are consumers who have plans to buy a car, look for car product information, have or own a car and keep up with car product development. The data analysis method used in this study is conjoint analysis. Based on the results of data analysis, country of origin factors, that is the most important for consumers to consider in purchasing car products and quality perception is a country of manufacture. Country of manufacture is trusted by consumers as a basis for consideration in evaluating especially automotive products. Consumers assess the country of manufacture will show performance in accordance with the country that is believed.

Keywords: country of origin, quality perception, purchase decisions.

Abstrak-Penelitian ini bertujuan untuk menganalisis keputusan pembelian konsumen dan persepsi konsumen terhadap kualitas produk mobil berdasarkan faktor negara asal yaitu negara manufaktur, merek, dan harga, negara perakitan dan negara desain produk merek hibrida. Responden dalam penelitian ini berjumlah 384 responden menggunakan purposive sampling dimana metode ini adalah metode pengambilan sampel dengan menentukan kriteria dalam sampel yang akan diteliti. Kriteria yang dimaksud adalah konsumen yang memiliki rencana untuk membeli mobil, mencari informasi produk mobil, memiliki mobil dan mengikuti perkembangan produk mobil. Metode analisis data yang digunakan dalam penelitian ini adalah analisis konjoin. Berdasarkan hasil analisis data, faktor negara asal, yang paling penting bagi konsumen untuk dipertimbangkan dalam pembelian produk mobil dan persepsi kualitas adalah negara produsen. Negara produsen dipercaya oleh konsumen sebagai dasar pertimbangan dalam mengevaluasi terutama produk otomotif. Konsumen menilai negara manufaktur akan menunjukkan kinerja sesuai dengan negara yang diyakininya.

Kata Kunci: negara asal, persepsi kualitas, keputusan pembelian.

INTRODUCTION

Country of origin plays a significant role in global marketing as it has created huge market opportunities for both firm and countries around the globe (Sevanandee & Damar-Ladkoo, 2018). Adenan *et al.*, (2018) stated that companies with a global presence must understand how brands and state associations work and how they influence the acceptance of their products to global consumers that lead to studies in their home countries (COO). The relationship between the country of origin and its effect on consumer preferences exists and is examined for the long term (Abraham & Patro, 2013). Customers choose products not

based on the intrinsic aspects of the product, but because packaging and brand names are attractive and they come from countries with positive images (Aichner, 2014). Saeed *et al.*, (2013) and Maheswaran *et al.*, (2013) also found the role of the COO towards evaluating consumers in choosing products. One of the efforts made by the company to facilitate consumers in remembering a brand is to create a brand personality, that is by utilizing certain characteristics into the product. The effort aims to build a more emotional relationship with consumers. The use of foreign brands is a way to convince consumers through the perception of a country of origin that these products are foreign products that have good quality

compared to local ones. Trust and feeling of liking a foreign brand will affect consumers' perceptions and attitudes towards the product. Consumers become more confident with foreign-made products compared to domestically made or local brands. Products with foreign names are considered to have better quality and prestige than local products. The impact of product country of origin on consumer purchasing decisions has become an important problem for researchers in consumer behavior and marketing such as marketing managers (Haubl, 2006). From the producer side, knowledge and information are an important part of production activities (Cocalia, 2015).

In the current era of globalization and liberalization of trade, consumers in developing countries are faced with choices between local brands and foreign brands. This choice also occurs in socialist countries in Eastern Europe and Central Europe, as well as in Latin American, Asian and African countries (Okechuku and Onyemah, 1999). Global brands are favored by consumers in various countries, even global brands are often far superior to local brands that have long been dominant in a country. Market globalization has an impact on the entry of foreign competitors, exposing consumers to wider foreign products and expanding their choices (Kalicharan, 2014). The increasing number of foreign brands entering the country and achieving its position in the world trade market has created a difficult challenge for the domestic assembly industry. This has led to gaps in the domestic manufacturing industry sector, especially in determining the size of the product quality that has been produced in the assumption of the community (Okechuku and Onyemah, 1999). The hybrid product phenomenon is present as a product that reduces the perception gap.

Hybrid brands developed in the era of the 90s were external product brands nationalized as local products. Hybrid brands are defined as brands of products produced in one country and given a brand by other state companies.

Terpstra and Sarathy (2011) stated that there were differences in consumer perceptions of products that were branded and produced in the same country as those that were branded and produced in different countries. Country origin of hybrid products has a strong influence on product evaluation in the case of automotive. Chao (1992) found that the country of origin (COO) and the country of design (COD) had a significant effect on the perceived quality of hybrid products. Hybrid brands are brand associations that can usually be applied in various developing countries. Hybrid brands are believed to be able to reduce production resources in various countries in terms of production and design. Hybrid brands will be inherent in consumers' perceptions of brand origin. For example, in Indonesia, the Toyota Kijang is one of the automotive product brand hybrid products. The hybrid brand phenomenon has been widely investigated, among others, by Elliott & Acharya (2001), and Chao (1992). Products that are hybrid brands are able to create a map of perceptions in the minds of consumers that products manufactured and designed in the country of origin are quality external products

Wang & Lambs (1983) reveal that residents of developed countries prefer domestic products, then products from other developed countries and finally products from developing countries. Country of origin shows different perceptions for consumers in the local country. Likewise in making purchasing decisions, consumers consider the country of origin of the product including design and assembly. Consumers in developed countries prefer products from developed countries compared to products from developing countries. This is clearly related to where consumers clearly reject sincerely if the product comes from a developing country.

Okechuke (1994) argue that consumers from developed countries prioritize and prioritize choosing products from their own countries, than other developed countries and the last to choose products from developing countries. In the results of his research on

Mexican consumers, Jaffe and Martinez (1995) stated that Mexicans had a poor perception of domestic household products, compared to American and Japanese household products. On the other hand, it is realized that there is another tendency for consumers to choose their own country products compared to other countries. Consumers of a country prefer their domestic products based on high patriotism, national self-esteem, or consumer ethnocentrism. Certain brands may be evaluated higher or lower if the country of origin is a developing country, included and compared to those that do not include the country of origin. From the explanation above, it can be concluded that there is a tendency for similarities among developing countries in looking at their domestic products for foreign products, namely consumers who prefer foreign products compared to domestic products.

Country image plays an important role in consumer perceptions of a product evaluations (Stoenescu, 2014). A consumer image of a country or commonly called country image perceptions was first examined by Nagashima who researched people engaged in business in the United States and Japan (Roth and Romeo, 1992). Cordell (1991) states that the country image will also affect consumer confidence regarding the real characteristics of the product, which will ultimately affect the overall product evaluation. The country image is the overall image for all products originating from a particular country, which leads to the overall shape of the product offered by a country. Roth and Romeo (1992), defines a country image as the overall consumer perception of a country's products, based on the main perceptions of the country where the product is and the strengths and weaknesses of a country. If a country has a good state image, consumers will not hesitate to buy the product, but conversely, if the country has a bad image, it will be difficult to market the product, because consumers are not interested in the product offered. For example, Japan has a good state image in terms of quality and technology in making a vehicle.

Most people in developing countries,

especially Indonesia, still consider the products of foreign countries better than domestically made, especially in automotive products such as cars. Consumers in determining the purchasing decisions of these products by considering several aspects of the country of origin, namely country of manufacture, country of design, country of assembling and also determining product attributes (brand and price) as information that is useful for determining the decision to buy a product. Consumers in some countries buy products based on price and quality not only based on western origin but also on hybrid brands. Research on the impact of country of origin on consumer behavior in Indonesia has been carried out by Elliot & Hamin (2006) by comparing tangible and intangible products. Based on this background, the authors are interested in analyzing consumer buying interest and consumer perceptions of the quality of car products based on country of origin factors namely country of manufacture, brand, price, country of assembling and country of design hybrid brand products.

LITERATURE REVIEW

Regarding the importance of country of origin, Terpstra and Sarathy (2011) emphasize that the origin of a product is an important variable in influencing consumer purchases in international marketing. Country of origin influences how consumers evaluate products. There are special things that can affect consumers in terms of choosing a country of origin in buying a product, as revealed by Usunier (2006) who argues that the effect of the attribute of country of origin on product evaluation will strengthen when consumers do not know category (eg brand and quality) of the product. Other information unavailability or lack of information about a product make consumers use information about the country of origin in evaluating the product. For example, some new brands, for those who have just heard of these products certainly do not know the product both in terms of brand, quality, and reliability, but if consumers know

that the product is made in some developed country, consumers will immediately make a choice based on the originating country that is. Elliot & Hamin (2006) explain that consumers pay attention to the country of origin of product produced in perceived product quality. Montanari *et al.*, (2018) found the influence of the country of origin in the decision to buy a product when considering a number of other attributes such as brand, price, warranty and store.

In the end, the country of origin will influence consumer attitudes and behavior towards a product. In addition, there are differences in consumer buying intentions on domestic and foreign products (Sun *et al.*, 2017). The country of origin will be less influential if an approach is carried out with various attributes such as the car, namely price, control, energy produced, acceleration, fuel consumption, safety, driving comfort, reliability, durability, model and color selection. Furthermore, on the other hand, ironically, Samiee (1994) asserts that the most serious problem of this phenomenon (country of origin) is if in a situation consumers reject a product sincerely due to their home country. Chao (1993) has found that country of design is a factor that significantly influences consumers' buying intention on automotive products. Samiee (1994) argues that brands can be used to get to know a particular country. Brands show the reputation and credibility of several countries and products. Of the above factors, of course, consumers' buying interest in these products, in the sense that a consumer is more inclined towards which factors, whether country origin is viewed from country of manufacture, brand, price, country of assembling and country of design, and ultimately that's what reflects the perceptions and behavior of consumers towards buying interest in the product of their choice. The hypothesis is proposed as follows:

H1: Country of origin has an influence on purchasing decisions for car products

Samiee (1994) explains that country of origin is a product of the country of origin

and there is cooperation between countries in making these products. The company that produces the product is referred to as the originating country of the product. For example IBM and Sony, the public perceives the product to be from America and Japan. Dharmadasa & Chanaka (2017) also state that country of origin influences consumer evaluation of a product. Theoretical and experimental research states that the country of origin affects the perception of consumers in assessing the quality of a product.

In product selection in this case cars, consumers certainly have the basics of their own considerations and of course, the considerations between consumers with one another are different because this product is classified as high involvement. According to Shahzad (2014) COO is considered in the search for information by consumers, especially in situations of high involvement. The product category determines the influence of the COO on consumer decisions. COO has a greater contribution to products with high involvement, this is in line with the findings of Krupka & Arezina (2018) and Tabassi *et al.*, (2013). In determining the interests and desires of a product there are several factors that will influence consumers in the measurement to choose the product they are interested in, which in turn will be a consumer choice and consumer perception of the product, namely country of manufacture, country of origin, country image, price, brand, design quality, prestige. From the selection of consumers to car products, usually, the level of economic development also affects the way they think about a product or consumer's perception of product quality based on a particular country. Elliot and Hamin (2006) found that COO had an effect on consumer perceptions of product quality. and the brand is a factor considered by consumers in Indonesia in making a purchase. Chao (1993) in his research, identified constructs from a country of origin in two dimensions, namely COA and COD. The results of the study indicate that consumers evaluate product quality influenced by price, COD, and COA.

Based on the previous review literature, it was hypothesized as follows:

H2: Country of origin has an influence on quality perceptions for car products

RESEARCH METHODS

This research refers to previous research conducted by Okechuku and Onyemah (1999) and Elliot & Hamin (2006) that use surveys that aim to find out what is the main choice of Indonesian consumers in choosing car products and perceptions of Indonesian consumers the product is seen from the country of origin.

Variables and Measurements

1) Product Category

The product category used is a car. The use of a car is because this product has become an unavoidable need, especially with its function as a means of transportation. Looking at the development of unfavorable public transportation in Indonesia, the use of private vehicles in some circles is considered to be an important need.

2) Designing Stimulus

Based on the research that has been done and the existing rules in Okechuku and Onyemah (1999), and Hair et. al (2006), where we have to compile a stimulus/variable/attribute (a combination where the researcher chooses factors and level of factors/levels to describe the product to be studied) in order to obtain a questionnaire design, in this design some combinations are used, and this must describe all combinations that exist in order to represent all of these combinations because conjoint analysis is very unique compared to other analysis methods, which in other methods of analysis the measurement variables are questioned, but in conjoint analysis only as a stimulus/design get a portion of the combination which later will be used as item questions in the questionnaire (Hair et al, 2006). Therefore, to get the questionnaire design, Full Factorial Design or Orthogonal Main Effect Plans (OMEPE) were used, so the stimulus/variable/attribute designs used were as follows:

Table 1. The Attribute/Stimulus of A Car

Num	Factor	Level	Num of Level
1.	Country of Manufacture (COM)	> Indonesia > Korea > Thailand	3 level
2.	Brand	>Brand A-Toyota >Brand B-Honda >Brand C-Hyundai >Brand D-Chevrolet	4 level
3.	Price	>± Rp 180 M >± Rp 200 M >± Rp 220 M	3 level
4.	Country of assembling (COA)	>Korea >Thailand >Indonesia	3 level
5.	Country of design (COD)	>Indonesia >Japan >America > Korea	4 level

Source: (Primary data processed, 2018)

The profile of the product based on the combination of factors observed is sixteen combinations. The discussion on car products was observed as many as sixteen combination profiles, which were obtained randomly using conjoint orthoplan procedure/orthogonal

design. The sixteen profiles of this product will be ranked by consumers. The sixteen combination profiles are stated in the following table, which then becomes the questionnaire item.

Table 2. Car Profile

COM	Brand	Price	COA	COD	Card
Korea	Brand B-Honda	± Rp 200 M	Thailand	Indonesia	1
Korea	Brand D-Chevrolet	± Rp 220 M	Korea	America	2
Indonesia	Brand B-Honda	± Rp 220 M	Korea	Japan	3
Thailand	Brand C-Hyundai	±Rp 220 M	Indonesia	Indonesia	4
Indonesia	Brand A-Toyota	±Rp 180 M	Korea	Indonesia	5
Indonesia	Brand D-Chevrolet	± Rp 200 M	Indonesia	Korea	6
Thailand	Brand A-Toyota	± Rp 200 M	Korea	America	7
Indonesia	Brand C-Hyundai	±Rp 180 M	Thailand	America	8
Indonesia	Brand C-Hyundai	± Rp 200 M	Korea	Japan	9
Korea	Brand C-Hyundai	± Rp 180 M	Korea	Korea	10
Thailand	Brand D-Chevrolet	± Rp 180 M	Thailand	Japan	11
Korea	Brand A-Toyota	± Rp 180 M	Indonesia	Japan	12
Indonesia	Brand A-Toyota	± Rp 220 M	Thailand	Korea	13
Thailand	Brand B-Honda	± Rp 180 M	Korea	Korea	14
Indonesia	Brand D-Chevrolet	± Rp 180 M	Korea	Indonesia	15
Indonesia	Brand B-Honda	±Rp 180 M	Indonesia	America	16

COM: Country of manufacture

COA: Country of assembling

COD: Country of design

Source: (Primary data processed, 2018)

For operational purposes in order to know the importance of products from a country of origin, this recognition uses instruments that have been developed by Okechuku and Onyemah (1999). To consumers, 16 profiles can be shown, each of which contains 16 profiles of the two products mentioned above, with images of each of these products (cars) and consumers are asked to rank these products as shown in the table. Consumers are asked to give an assessment of one (very bad / definitely not bought) up to five (very good / definitely buy) based on these 16 profiles, which states their overall choices regarding product quality and buying interest.

Sampling Procedures and Data Collection Techniques

Respondents in this study amounted to 384 respondents using purposive sampling where the sample is determined by the criteria of having plans to buy a car, looking for car product information, owning or owning a car and following the development of car products. The questionnaire model was adapted from Elliot and Hamlin (2006). The questionnaire was distributed directly by the researchers themselves and some were distributed with the help of close relatives and friends, each of which was distributed in the office where they worked, namely in government and

private offices, on campuses and directly in the respondent's house. Consumers are asked to answer sixteen profile questions by giving a rating of one (very bad/definitely not bought) up to five (very good/definitely buy). Filling out the questionnaire is done if they agree to complete all the questions in the questionnaire.

Data analysis method

Conjoint Analysis is a very powerful method to help get a combination or composition of the attributes of a new or old product or service that is preferred by consumers. To be able to analyze the existing data, the data analysis method used in this study is Conjoint Analysis. Conjoint Analysis is one of the techniques of multivariate, which is specifically used to understand how the development of the respondent (in this case the consumer) in choosing the importance of a product and what consumers consider in

choosing the product, or in other words how important factors these factors and the level of each factor/level in consumer selection (Hair et al, 2006). In this analysis, consumers will be asked to make a trade-off judgment attribute. In other words, Conjoint Analysis is a multivariate technique (a statistical technique with many variables) which is mainly used to understand how respondents respond to a product or service.

RESULTS AND DISCUSSION

Car Purchases

The results of conjoint to find out the country of origin factors, namely the country of manufacture, brand, price, country of assembling and country of design, is the most important thing consumers consider in purchasing car products is as follows:

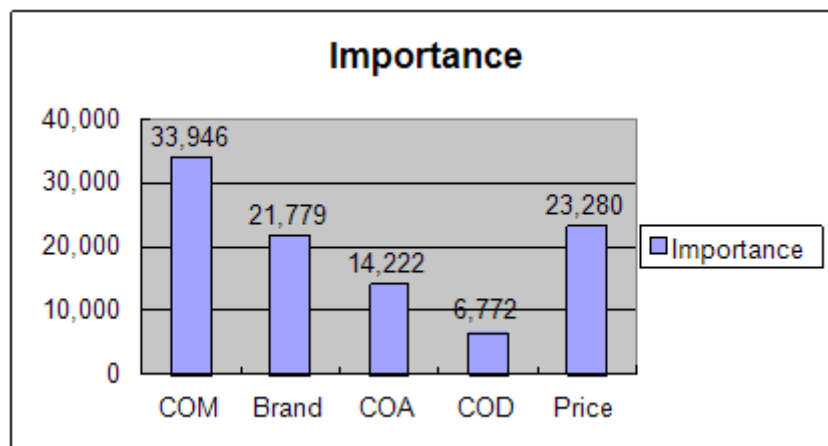


Fig. 1. Importance Country Origin Factor Of Car Purchase Decisions

Figure 1 shows that the country of manufacture is the attribute with the highest level of importance in purchasing car products. This is indicated by the importance values of 33.946%. This means that consumers' buying interest in purchasing car products by country of manufacture is 33.946% of overall buying interest. The next attribute or second attribute considered by consumers in purchasing car products is the price attribute with values of importance values of 23.280%. This means that consumers' buying interest in purchasing

car products by price is 23.280% of the overall buying interest. The third attribute considered by consumers in purchasing car products is the brand attribute with values of importance values of 21.77%. This means that consumers' buying interest in purchasing car products by a brand is 23.280% of the overall buying interest. The fourth attribute considered by consumers in purchasing car products is the attribute of the country of assembling with values of importance values of 14.222%. This means that consumer buying interest

in purchasing car products based on the country of assembling amounted to 14.22% of overall buying interest. The last attribute or fifth attribute considered by consumers in purchasing car products is the attribute of the country of design with the value of importance values of 6.772%. This means that consumers' buying interest in purchasing car products based on the country of design is 6.772% of the overall interest in buying a car. Thus the first hypothesis formulated that the level of importance of the highest attribute on purchase interesting in-car products is that the country of manufacture is true or accepted. This shows that consumers in Indonesia consider country

of manufacture in purchasing decisions. Vukasović (2015) and Saeed et al., (2013) conducted a research on the country of origin factor effects on products evaluation and consumer perception.

Car Quality Perception Analysis

The results of Conjoint to find out the country of origin factors, namely the country of manufacture, brand, price, country of assembling and country of design, is the most important thing consumers consider in perceiving the quality of car products is as follows :

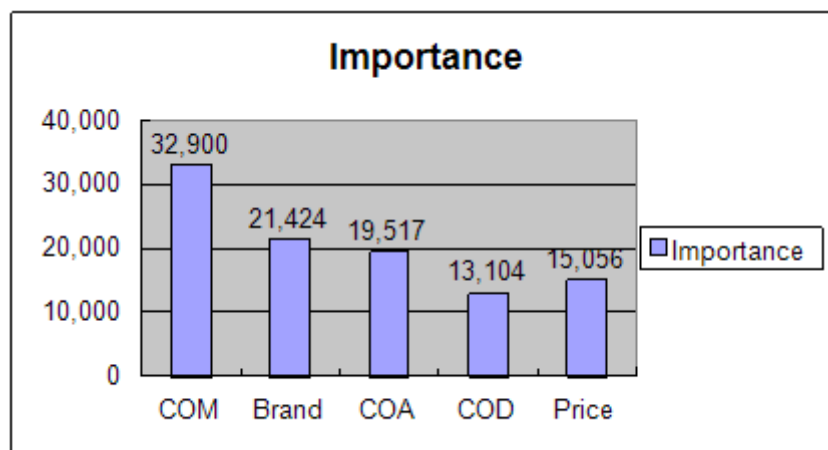


Fig. 2. Importance Country Origin Factor Of Car Quality Perception

Figure 2 show that the country of assembling is the attribute with the highest level of importance in perceiving the quality of car products. These results are shown with values of importance values of 32,90%. This means that consumer perceptions of the quality of car products based on the country of assembling amounted to 32,90% of the overall perception of the quality of the car. The next attribute or second attribute that is considered by consumers in perceiving the quality of car products is the brand attribute with values of importance values of 21,42%. This means that consumer perceptions of the quality of car products based on the brand are 21,42% of the overall perception of the quality of the car. The third attribute considered by consumers in perceiving the quality of car products is

the attribute of the country of assembling with values of importance values of 19.424%. This means that consumer perceptions of the quality of car products based on country of assembling are 19.424% of the overall perception of car quality. The fourth attribute considered by consumers in perceiving the quality of car products is the price attribute with values of importance values of 15.056%. This means that consumer perceptions of the quality of car products by a price are 15.056% of the overall perception of car quality. The last attribute or fifth attribute considered by consumers in perceiving the quality of car products is the attribute of a country of design with values of importance values of 13.104%. This means that consumer perceptions of the quality of car products based on a country of

design amounted to 13.104% of the overall perception of car quality.

Country of manufacture is trusted by Indonesian consumers as an evaluation guidance tool and show the country where the product originates. Consumers who have less information about car products use country of manufacture information in considering purchasing decisions. The Country of Origin Effect is significantly becoming a more important driver in consumer purchase intentions (Dharmadasa & Chanaka, 2017; Vesela & Zich, 2015). The country of origin effect is created in the minds of a consumer from an individual's knowledge, experience, exposure and inclination towards a particular country (Abraham & Patro, 2013). Saeed (1994) indicates that the country of manufacture (COM) represents the last location/country of manufacturing or assembling one product. Therefore, Saeed (1994) defines country-of-origin as COM. Hui & Zhou (2003) found that consumers would consider COM when they found the same consideration factors as the same brand. Consumers in Indonesia perceive a country's performance with manufacturing capabilities that have an impact on product benefit. The factor of a country of manufacture is the basis for the perception of Indonesian consumers in assessing the quality of car products. Country of manufacture is considered to represent the quality of the product if the product being measured is a product that requires an advanced production process or passes through several stages of production such as automotive, electronics, machinery or heavy equipment and so on. Automotive products are products manufactured through the manufacturing process as the first of production so that the perception of product evaluation is based on the first place of production. Elliot & Hamin (2006) explain that consumers pay attention to the country of origin of production or product manufacture. This result is consistent with the research of Ahmed & Astous (1994) which explains for certain types of products, consumers perceive product quality based on

country of origin. In purchasing car products, Indonesian consumers choose the lowest price. Developing countries that have low national income will have a small purchasing power that is highly dependent on income. Likewise, Indonesian consumers are sensitive to prices.

The country of manufacture attribute is the most considered by Indonesian consumers in perceiving the quality of car products. The brand is the second-ranking attribute that is considered by consumers in perceiving the quality of car products. Automotive products are related to innovation and technology so that Indonesian consumers pay attention to the country of manufacture factors in perceiving the performance of car products. Cars produced by high-tech countries are considered to have high performance. In the manufacturing system, countries that have good technology and developing innovations are believed to have good qualities capability. The interest in Indonesian consumers perception of car products is based on brand considerations. Brands are believed to be a consideration in Indonesian consumer quality perception because they have the attributes or benefits expected by consumers as well as through past purchasing experience and word of mouth among fellow consumers in Indonesia.

Brands are present in the minds of Indonesian consumers as a top of mind. Brands are believed to be a consideration in purchasing decisions because they have the attributes or benefits expected by consumers as well as through past purchasing experience and word of mouth among fellow consumers in Indonesia, such as the Toyota Kijang Brand believed to be a family car because it has a family size design in Indonesia. Brand by consumers is associated as a benefit that can be obtained by consuming the brand (Kotler, 2015). The results of this study are consistent with the research of Agbonifoh & Elimimian (1999) which explains that brands are believed to affect the level of consumer demand which causes high sales value. Indonesian consumers like to buy brands because brands provide benefits such as prestige, attributes, benefits,

values, culture, and society

CONCLUSION

Based on the results of data analysis, country of origin factors, namely country of manufacture is the most important attribute for consumers to consider in purchasing car products. Cars manufactured by high-tech countries are considered to have high performance. Country of manufacture is trusted by consumers as a basis for consideration in evaluating especially automotive products. Countries that have good technology and developing innovations are believed to have good qualities capability. Consumers in Indonesia perceive a country's performance with manufacturing capabilities that have an impact on product benefit. The other factor is the price attributes considered to purchase car products. Indonesian consumers are sensitive to the price.

The country of origin is the most important factor considered by Indonesian consumers in perceiving the quality of car products. Indonesian consumers pay attention to the country of manufacture factors in perceiving the quality of car products. The image of the country of manufacture is strongly influenced by the fame and availability of the product so that consumers perceive the quality of the product by considering the COM. Brands also have the other important factor considered to quality perception. The results of this study are consistent with the research of Agbonifoh

& Elimimian (1999). A brand has a range of benefits. Consumers don't buy attributes, they buy benefits. Manufacturers must be able to translate attributes into functional benefits and emotional benefits.

The implications of this research are two, theoretically and practically. Theoretically, the results of this study show that country of origin factors, i.e. country of assembling, country of design, country of manufacturing, price, and brand are predictor variables that can be used to predict buying interest and perception of product quality. Practical implications, this research is expected to be implemented by producers, especially the automotive industry in considering strategies in competing through the country of origin factors. The results showed that the country of manufacture and a brand are an attribute that is considered by consumers in purchasing so that producers need to make a brand strategy, among others, by strategic brand personality to suit the hearts of consumers who are targeted, through brand awareness so that they have a certain impression on the brand (brand image). In perceiving the quality of car products, consumers consider the country of manufacture (COM) of car products so that producers need to pay attention to these factors both in the promotion and in product development. In developing car products, producers can increase the perception of quality and buying interest through a country of origin factors such as advertising, promotion and product prices based on the country factors.

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