

# EFFECT OF COUNTRY OF ORIGIN AND PERCEPTION OF BRAND IMAGE QUALITY AND INTEREST FOR BUYING PRODUCTS OF POCARI SWEAT IN MATARAM

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**Abstract:** As for the goal of the research is as follows: (1) To analyze and prove the influence of country of origin and brand image of Pocari Sweat product quality perception. (2) To analyze and prove the influence of brand image of Pocari Sweat product quality perception. (3) To analyze and prove the influence of country of origin of the product buying interest Pocari Sweat. (4) To analyze and prove the influence of brand image of product buying interest Pocari Sweat. (5) To analyze and prove the influence of perceived quality of the product buying interest Pocari Sweat. This research is associative. the number of samples in this study were 125 people with the provision of aged 16 years and over and consume products Pocari Sweat in a certain period. Data collection tool is a questionnaire. Data analysis tool used is SEM (Structural Equation Modeling), which is operated through a program AMOS 16.0. The results showed that (1) There a significant and positive influence on the Country of Origin of the Quality Perception Pocari Sweat product. (2) There a significant and positive effect on the brand image of the product Quality Perception Pocari Sweat. (3) There a significant and positive influence on the Country of Origin against the interest of consumers towards the product Buy Pocari Sweat. (4) There a significant and positive effect on the brand image of the interest of consumers towards the product Buy Pocari Sweat. (5) There is a significant and positive influence on the perception of the quality of Interest Buy Pocari Sweat consumers to the product.

**Key Words:** Country of Origin, Brand Image, Perceived Quality, Interests Buy.

## 1. INTRODUCTION:

Current economic developments lead to tougher competition. Companies are required to have some unique characteristics that can attract consumers in maintaining or capture market share there (Kotler, 2007). Consumers today are very critical in choosing a product to the decision to buy the product. Offer of products on the market today are extremely diverse and not the exception for many beverage products with a variety of brands, flavors, colors and other specifications. More options enable consumers to make choices for a product that can captivate and make the purchase as well as the loyal consumers of these products.

Before determining what products will be purchased for the majority of consumers will see from where the product was manufactured. Country of origin is generally considered to be a characteristic of a product. Country of origin of a product will give rise to the perception of quality will be good or bad a product. The role of country of origin is important in influencing and evaluating a product (Chih, C. et al., 2013). One aspect that is often also used as a reference is to see the brand image of a product. Brand image is a set of beliefs, ideas, impressions owned by someone to a brand (Simamora, 2004). If consumers believe that a certain brand is physically different from a competitor's brand image of the brand will be attached continuously so as to create consumer loyalty (Rangkuti, 2004).

The decision to buy a product is also influenced by the perceived quality (perceived quality). Perceived quality (perceived quality) is the consumers' assessment of overall product quality with regard to the expected product characteristics (Ambrawati, 2006). The higher the values obtained by the consumer interest in buying such products is also increasing. Perception of quality is influenced by two dimensions, namely in the form of quality products and quality services (Lindawati, 2005).

With the brand and perception of good quality is the basis for influencing consumers to buy. Consumers often form a preference for one brand or a company because of its image. Buying interest is an important step that must be considered by the marketers. This is due to a condition that precedes before the individual judge or make decisions in choosing a product or service.

One of the fastest growing industries today is an isotonic drink. Its development is supported by expanding the knowledge of consumers to beverages that can ensure and help maintain health. At first isotonic drink used to restore

the function of body fluids lost due to the activities carried out every day. Isotonic beverage composition similar to the body fluids balanced electrolyte content is more able to restore the body fluid as a whole. The impact is more fresh and healthy body. Isotonic drinks needed by the body to maintain the condition of the body cells in a state of homeostasis (steady). If the body is in a state of homeostasis, all processes in the body to run properly. Meanwhile, if the body is dehydrated, it will affect the entire organ work and processes in the body (<http://www.litbang.depkes.go.id>)

Dehydration makes the body more tired. This fatigue occurs because delays in the process of changing breakdown of glycogen into energy. The lactic acid that could be used as a power, will not work because the body is dehydrated. For your body to regain fluids, takes a drink that can be more quickly absorbed. That is why, isotonic drinks are created and useful, especially in people who are sick, such as fever, diarrhea as the body needs enough liquid so that the body temperature can be maintained balance (<http://www.litbang.depkes.go.id>).

Isotonic fluid is commonly used to make an infusion solution or injectable drugs. Isotonic solution can be prepared by adding salt to the concentration of the solution reaches about 0.9 percent is also called saline (BPOM RI, 2010). This solution contains electrolytes that the body needs in lieu of lost electrolytes. Its use by injection into a vein and not be drunk in order to solution quickly absorbed by the body.

Pocari Sweat is a soft drink in Japan manufactured by Otsuka Pharmaceutical Co., Ltd. 1989. Pocari Sweat cans was launched in 1990 the establishment of contract packaging (equipment manufacturer), then in February 1997 PT. Amerta Indah Otsuka stand in Sukabumi - West Java. Pocari packing 15 gr launched in February 2001. Japan is one of the countries that produce successful isotonic drink market share in Indonesia. Pocari Sweat is able to attract consumers to buy because they provide benefits and a good impression of the quality of the product. Pocari Sweat can create increased consumer buying interest coupled with the image of Japan as a producer of high-quality products and innovative with good technology and advanced (Rangkuti, 2008).

Buying interest is the attitude of consumers interested in purchasing behavior of a product. The location where the product is produced (made-in effect) will affect buying interest and purchase decisions by consumers. A country will be perceived to have an exclusive reputation on a particular product. According to Lin and Kao (2004), Country of Origin will create a certain perception of a brand, which can be positive or negative perception, up to the next level will encourage a positive perception of the actual purchase. The increasing globalization of the economy result in lower trade barriers between countries, so that the availability of foreign products in the local market more widely than ever before. In such circumstances, many products and services are evaluated with regard COO potential as a competitive differentiator in the local markets of each country. According Czinkota and Ronkainen (2001), COO understood as effects that appear in consumers' perceptions are influenced by the location where a product is produced.

Previous studies conducted by Simamora, Sari and Haryanto (2008) stated country of origin has a positive effect on the brand image. In that study, there are positive influence between the country of origin of the brand image of the product and non-product dimensions. In this study, it is expected that a good perception of the country of origin of food products the better the perception of the image of the brand. The other study was conducted Veranita (2009) stated country of origin has a positive effect on the perception of quality and brand image participated positive influence on the perception of overall quality. Therefore the expectations of the research that the better public perception of the country of origin of the product quality perception of the product formed by the public also will be better. In addition to these two studies, research was also conducted by Susanti and Kustijana (2010) stating country of origin positively affects significant buying interest. So in this study is expected to better the public perception of the country of origin of the product, will be able to encourage the public interest to make a purchase.

When buying a product consumers do not just buy a product as a commodity and functional value, but also a symbolic value that is contained in the product (Mowen and Minor, 2002). Previous studies conducted Chen, Lee and Wu (2011) brand image indirectly have a positive impact on the perception of quality. In this study, it is expected that a good brand image formed in the community, it will be perceived to have a good quality as well. Another study conducted by Auda (2009) which states brand image positive effect on buying interest. Therefore it can be concluded that the good brand image, then chances are people have buying interest will be greater.

Previous research conducted by Dinata, Heroine, and Hidayat (2015) on "Country Of Origin and Its Effect on Quality Perception and Interest Buy" stating that variable Country Of Origin and perceived quality significantly positive effect on buying interest a prospect who wants buy iPad in Indonesia. In the study, researchers are interested in contributing to the research by testing the existing variable without the use of mediation as well as adding the variable of brand image as practiced by Mendrofa (2012) which states that the brand image has a significant influence on purchase intention.

Sawas an important factor that also has contributed to the marketing success of a product is the brand image and product quality perception. Brand image affect the level of consumer preferences on a brand compared with other brands in a product category that offers the same benefits to the consumer so as to form a good quality perception of the product so as to encourage interest in public purchasing. In the case of an isotonic drink, we can see that all these drinks offer the same benefits for consumers, that is to return the body ions after a long day.

Conditions that make Pocari Sweat later become a favorite brand of consumers than any other brand indicates that the brand Pocari Sweat has a brand image that is more powerful and country of origin are well known, as we all know that Japan as a developed country with a level of cutting edge technology course will add value to these products in the public perception as compared to other brands. However, there are studies that prove that consumers in Indonesia isotonic drink Pocari Sweat to make a purchase brand because the brand has a brand image and a strong country of origin as well as the perception of the quality that influence people's buying interest in the product. Because Pocari Sweat is a product that is almost always ranks first in the list of Top Brand Index isotonic drink category bestseller in Indonesia. As for the goal of the research is as follows:

- 1) To analyze and prove the influence of country of origin and brand image of product quality perception Pocari Sweat
- 2) To analyze and prove the influence of brand image of product quality perception Pocari Sweat.
- 3) To analyze and prove the influence of country of origin of the product buying interest Pocari Sweat.
- 4) To analyze and prove the influence of brand image of product buying interest Pocari Sweat.
- 5) To analyze and prove the influence of perceived quality of the product buying interest Pocari Sweat.

## 2. LITERATURE REVIEW:

### 2.1. Country Of Origin

*Country of origin* state product maker according to some experts defined simply as "made in". But according Pisharodi (1992: 706), the brand significantly more than the country of origin label "made in". Country of origin of the product manufacturer formed part of the brand itself, in some cases, can be very influential preformance build more brand reputation. This can be answered by the theory advanced by Assael (1998) before, this is because consumers already have a view on an assessment of a product based on country of manufacture and the opposite of a country has been associated has a good ability in terms of the manufacture or production of a specific product category. According to Agarwal and Kamakura (1999), which explains that the COO (Country of Origin) is the same as manufactured in or made in, which means that according to the above theory in spite of a brand has a base state holding company in a country but such products are manufactured in any or many other countries, then the basis for instructions to the country of origin of the product is producing nations, not the state holding company.

*Country of Origin* provides a wide range of effects on the thinking of a prospect or customer. One of the effects of the country of origin proposed by Hong and Wyer in Rosyidi (2009: 18), the effect of the stimulus to prospective customers and consumers in evaluating a product and is used to search for other information about the product.

Consumer knowledge about the Country of Origin of a brand is supported from a brand supported by the following factors (Gurhan-Canli and Maheswaran, 2000; Sheinin, 2000; in Setyaningsih, 2008):

- a. Consumer education level, the higher the education level, the higher a person tends to have more knowledge about other countries and cultures, and to better understand the differences. The person can more easily accept products from abroad and reduce the ethnocentric attitude.
- b. Social and economic class, someone who has a social and economic classes of high assumed to have more facilities to get information, it would be a frequent and more open to other cultures. This makes them more attentive and aware internasioanal brands and countries of origin of the brand.
- c. Level learn another culture (foreign travel) is traveling (travel) is a way to know and learn about other cultures (cross-cultural). Basically, the person is traveling (traveler) tend to be more aware and pay attention to culture, products and ideas that are not from the area where the person is coming from. People who travel to another country of residence, have pnetahuan on international brands and Country Of Origin of the brand.

According to Yassin et al., (2008), there are 7 indicators of country of origin as described below, namely:

- a) State derived products known for manufacturing innovative,
- b) State derived product known as a great nation in the design
- c) Labor which the state derived product known as a creative workforce
- d) Labor which the state derived products known as qualified labor
- e) The products of such country is a prestigious product,
- f) Image of the country of origin is seen as a developed country
- g) Rate of technological progress the country of origin of the product.

### 2.2. Brand

According to Kotler (2007) brand is a name, term, sign, symbol design, or a combination to identify the goods or services of a person or group of sellers to differentiate the product from competitors' products. Brand gives a number of advantages to the producer and consumer. With the brand, the community received assurances about the quality of a product is to obtain information related to the brand.

Davis (2000) says that the overall association of the brand can be compressed into 3 parts: (1) features and attributes, (2) benefits, and (3) beliefs and values. Features and attributes is the basic factor that must be met each brand. Brand benefits according to Davis composed of functional benefits and emotional benefits. Beliefs and values associated

with pride. Stability of self, confidence and happiness filled and promised by the brand. If this has already created a brand that a brand will build consumer loyalty are high and affect the buying interest.

### 2.3. brand Image (Brand)

Kotler (2007) defines brand image as a set of beliefs, ideas, impressions of a person to a brand, because it is the attitude and actions of consumers toward a brand is determined the image of the brand. Simamora (2008) says that the image is the perception of a relatively consistent over the long term (enduring perception). So it is not easy to form the image, so that when formed will be difficult to change it. Image formed must be clear and have the advantage when compared to its competitors.

According Tjiptono (2008) Brand image or brand description, the description of the associations and consumer confidence to a particular brand. Meanwhile, according Rangkuti (2008) Brand image or brand personality is a set of brand associations are formed and embedded in the minds of consumers. The overall impression comes from experience or anything obtained by the referred customer's brand image, which includes the image of the product and the image of the manufacturer of the product (Keegan and Green, 2008; 329). Kotler (2000) says that the brand image is a promise sellers to consistently provide the features, benefits and certain services to the buyer not only sekdar symbol that distinguishes a particular company's products with its competitors.

Simamora (2004), suggests indicators of brand image (brand image) consists of three parts which effectively influence consumer purchasing decisions, namely:

- a) Image maker (corporate image), a collection of associations of perceived consumer against companies making a product or service. In this study the image of the manufacturer include: the popularity, credibility, and the corporate network
- b) The image of the product (product image), which is a set of perceived association of consumers towards a product. Includes: the product attributes, consumer benefits, usage and guarantee
- c) User image (user image), which is a set of perceived consumer association of the users who use a product or service. Includes: the user itself, lifestyle, personality and social status

### 2.4. Perception of Quality (Perceived Quality)

Perceived quality (perceived quality) according to Aaker (1997) can be defined as the overall customer perception of quality or excellence of a product or service related to what is expected by the customer. Aaker (1997) confirms one thing you should always keep in mind, that the perception of quality is the perception of the customer, and therefore the perception of quality can not be determined objectively. In addition, the customer perception will involve what is important for the customer because every customer has different interests to a product or service (Aaker 1997; Darmadi Duriyanto et al., 2001). So we can say that discusses the perception of quality means it will discuss the involvement and interests of customers (Darmadi Duriyanto et al., 2001).

Reflects the perceived quality of the customer feeling invisible and thoroughly about a brand. However, usually the perception of quality is based on the dimensions of which are included in the product characteristics which the brand is associated with things like reliability and performance. There are several indicators that underlie the perception of quality for goods, among others (Garvin, 1987):

- a) *performance* (Performance) is the main operational characteristics of a product
- b) *Features* (Additional part of a product) that is as secondary characteristics to complement a product
- c) *Reliability* (Reliability) is the ability to always perform excellent products at any given time and provide consistency to the purchase price of the next purchase
- d) *conformance quality* namely the suitability of a product by product specifications have been determined and tested so that no defective product
- e) *Durability* namely the ability of technical product durability, and requires very little economical repair costs
- f) *serviceability* such as service, accuracy and ease of a product
- g) *Estetica* namely the subjective sensory characteristics such as taste, sound, smell, appearance, style and attractiveness as a quality impression.

### 2.5. interests Buy

According to Mowen in Oliver (2006), buying interest is obtained from a process of learning and thought processes that form a perception. Buying interest this creates a motivation that keeps recorded in his mind and became a very strong desire that in the end when a consumer must meet his needs will actualize what is in his mind it. Buying interest is part of the component behavior in consuming attitude.

According to Ferdinand (2002: 129), buying interest may be identified through the following indicators:

- a. Transactional interest is a tendency for someone to buy a product. It is intended that the consumer has an interest to purchase a particular product he wants.
- b. Referential interest that a person's tendency to refer products to others. It is intended that a consumer who has an

- interest to buy will suggest the closest people to also make purchases of the same product.
- c. Preferential interest is interest that describes the behavior of someone who has the main preferences on such products. These preferences can only be replaced if something goes wrong with the product preferences.
  - d. Explorative interests. This interest in describing the behavior of someone who is always looking for information about a product that interested and looking for information to support the positive properties of the product.

### 3. MATERIALS:

The concept of this research is formulated based on the elaboration of a concept to think of research which refers to earlier research set supporting theories associated with this research. For more details can be seen in the picture.

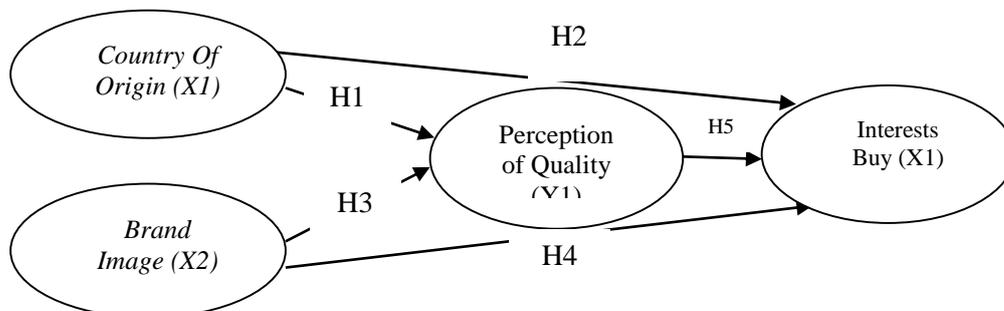


Figure 3.1. Conceptual Model Variable Relations

The hypothesis is a temporary answer to the problems posed by the study of theory and previous research still needs to be substantiated. Development of research hypothesis in this study is intended to further determine the relationship between variables is the basis of research that influence each other and form a frame of mind that must be tested kebenerannya. Developing hypotheses involving several variables including the country of origin, brand image, perceived quality and purchase interest are interconnected and influence each other. Based on the above, the proposed hypothesis of this study as follows:

- 1) The first hypothesis (H1) is: country of origin (X1) has a positive effect on the perception of quality (Y1).
- 2) The second hypothesis (H2), namely: country of origin (X1) positive influence on buying interest (Y2).
- 3) The third hypothesis (H3), namely: brand image (X2) has positive influence on the perception of quality (Y1).
- 4) The fourth hypothesis (H4), namely: brand image (X2) has positive influence on the buying interest (Y2).
- 5) The fifth hypothesis (H5), namely: perceived quality (Y1) positive influence on buying interest (Y2).

### 4. METHOD:

This research is associative. Associative research is "research that does analysis of the relationship or the influence of one or more variable against another" (Sugiyono, 2007: 11). In this research, the analysis of causality states that are affecting the relationship between two or more variables in which this study aims to determine the effect of country of origin and brand image of perceived quality and product buying interest Pocari Sweat.

The samples are part of the population is considered representative of the population to be used as research objects. The sample in this study is that people who consume Mataram Pocari Sweat and willing to be a participant in this study. In this study, the criteria used to determine the respondent is a resident of Mataram who become consumers and to know the products Pocari Sweat, aged 16 years and over and consume products Pocari Sweat in a certain period. The sample size in this study is determined in accordance with the theory developed by Maholtra (2011) which explained that the determination of the number of samples in the study was five times the number of items of questions. Thus, the number of samples in this study was 125 people.

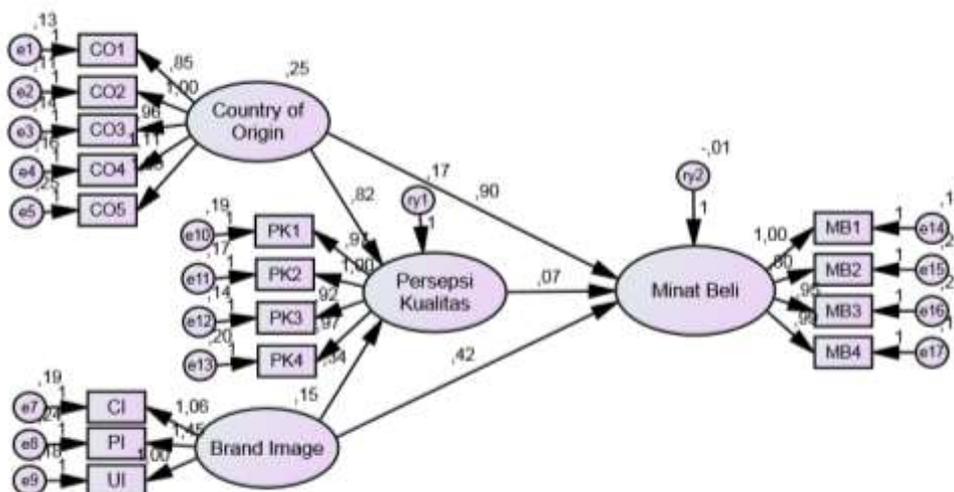
Researchers used the facilities in collecting data so that job easier and the results will be better (Arikunto, 2010: 205). In this research tool used was a questionnaire. Questionnaires are a list of questions in the form of a written statement made by the researchers to determine the perceptions and responses of respondents on variable Country of origin, Brand Image, Perceived Quality and Interests Buy to be observed. The answer given by the respondents filled in the questionnaire sheets which have been determined.

Analysis of data using Analysis of Structural Equation Model (SEM). SEM is a set of statistical techniques that allow testing of a relatively complex set of relationships simultaneously (Ferdinand in Sutarso, 2008). Elaborate models are models simultaneously formed by more than one dependent variable explained by one or more independent variables and where a dependent variable at the same time serves as independent variables for other hierarchical relationships. SEM is usually seen as a combination of factor analysis and regression analysis, and of course applied separately only in the factor analysis (Confirmatory Factor Analysis) or just a regression analysis (Ferdinand in Sutarso, 2008). In accordance with the model developed in this study the data analysis tool used is SEM (Structural Equation Modeling), which is operated via the AMOS program 21.0 (Hair et al, 1998; Ferdinand, 2006).

**5. DISCUSSION:**

In formulating models and hypotheses in this research used SEM analysis with the help of Amos 21. The results of processing based on the respondent's answer is that it can be seen in Figure 2, below.

Figure 5.1. SEM Model Interests Buy



As for menlai accuracy of the model above is to mlihat result Goodness of Fit Index model consisting Goodness fit of index (GFI) 0.876 (closer to 1 the better), AGFI 0.755 (closer to 1 the better), and RMSEA valuable 0.061 (<0.080) (Browne and Curdeck, 1993) which showed that the eligibility criteria (Goodness of Fit Index) Line models have good results.

The value of the coefficient of each path and the significance of the influence of exogenous variables on endogenous variables can be seen in Table 5.1., below.

Table 5.1. Coefficient Model Line

No.	Influence / Interpersonal Variables		estimate	P	
1.	perception of Quality	<-	<i>Country of Origin</i>	0.823	***
2.	perception of Quality	<-	<i>brand Image</i>	0.344	0,013
3.	interests Buy	<-	<i>Country of Origin</i>	.903	***
4.	interests Buy	<-	<i>brand Image</i>	.424	***
5.	interests Buy	<-	perception of Quality	0.065	0.372

Description: \*\*\* significance at the level of 1% (0.01)

The analysis showed the coefficient of the path from the Country of Origin of the Quality Perception of 0.823 means that when the Country of Origin is 1, then The quality perception will increase amounted to 82.3%. While the coefficient of the path of Brand Image on Quality Perception of 0.344 means that if Brand Image increased 1 time, then The quality perception will increase of 34.4%.

The analysis showed the coefficient of the path from the Country of Origin against Interests Buy of 0.903 means that when the Country of Origin is 1, then Buy interests would have increased of 90.3%. While the coefficient of Brand Image path towards Interests Buy of 0.424 means that if Brand Image increased 1 time, then Buy interests would have increased by 42.4%. Other than that, the coefficient of the path of the Quality Perception Interests Buy 0.065 means that if perception of Quality an increase of 1 times, then Buy interests would have increased 6.5%.

**6. ANALYSIS:**

In this study proposed the first hypothesis (H1) is: country of origin (X1) has a positive effect on the perception of quality (Y1). Based on the analysis, it appears that the magnitude of the estimated effect of *Country of Origin* to perception of Quality of 0.823 at a significance level of 0.000. This means that there is a positive effect of *Country of Origin* to perception of Quality amounted to 82.3%. Significance level of 0.000 smaller than the default tolerance of 0.05. so it can be concluded that there significant influence on *Country of Origin* to perception of Quality,

The second hypothesis (H2), namely: country of origin (X1) positive influence on buying interest (Y2). The analysis showed that the magnitude of the estimated effect of *Country of Origin* to interests Buy of 0.903 at a significance level of 0.000. This means that there is a positive effect of Country of Origin to interests Buy of 90.3%. Significance

level of 0.000 smaller than the default tolerance of 0.05 means significant. So it can be concluded that there significant influence on *Country of Origin* to interests Buy,

The third hypothesis (H3), namely: brand image (X2) has positive influence on the perception of quality (Y1). When referring to the table 4.16., Above, it appears that the influence of Brand Image on perception of Quality of 0.344 at a significance level of 0.013. This means that there is a positive effect of *brand Image* to perception of Quality of 34.4%. Significance level of 0.013 smaller than the default tolerance of 0.05, which means significant. So it can be concluded that there a significant impact on the brand image of the perception of Quality,

The fourth hypothesis (H4), namely: brand image (X2) has positive influence on the buying interest (Y2). The analysis showed that the magnitude of the estimated effect of Brand Image on interests Buy of 0.424 at a significance level of 0.000. This means that Brand Image positive effect on interests Buy by 42.4%. Significance level of 0.000 smaller than the default tolerance of 0.05, which means significant. So it can be concluded that there a significant impact on the brand image of the interests Buy,

The fifth hypothesis (H5), namely: perceived quality (Y1) positive influence on buying interest (Y2). The analysis showed that the magnitude of the estimated effect of perception of Quality to interests Buy 0.065 at a significance level of 0.372. This means that perception of Quality positive effect on interests Buy of 6.5%. Significance level of 0.372 greater than the standard tolerance of 0.05 which means insignificant. so it can be concluded that there significant influence on perception of Quality to interests Buy,

## 7. FINDING:

Based on the analysis of data to test the hypothesis that using analytical Structural Equation Model (SEM) can be interpreted as follows:

### 1) influence of *Country of Origin* to perception of Quality

The results showed that *Country of Origin* significant effect on perception of Quality, Country of origin refers to when consumers are dependent on country of origin information as a basis for assessing the quality of the product (Schooler, 1965). For example, if customers need to evaluate the quality of the two shirts with a different country of origin, country of origin may play a factor in the evaluation process.

Respondents who perceive that the country of origin of the products pocari sweat indeed an innovative country showed a good perception of the quality of products pocari sweat. Country of origin innovative creative ideas spawned in introducing and providing packaging products in marketing ..

### 2) Influence *Country of Origin* to interests Buy

The results showed that *Country of Origin* significant effect on interests Buy, Country of origin is an important element of interest in buying a product. Consumers will be thorough in evaluating where the product originated. Country of origin affects the same perception and image in the minds of consumers. Consumers tend to have a certain impression to a product that is produced in a country. In a study conducted by Mahestu (2007) that the country of origin will create a certain perception of a product, which can be positive or negative perceptions. Shamidra and Saroj (2011), the country of origin is often associated with quality products. Consumers will use the country of origin as a standard of quality of a product before it is purchased.

Penelitian conducted by Kaynak & Hyder (2000) showed that Bangladeshi consumers prefer products in western countries than local products on the grounds that the products from western countries are perceived better quality, reliable, and has a shape that is up to date. Results of research conducted by Wang and Yang (2008) states that the influence of country of origin in a positive and significant buying interest. This is supported by research Chih et al (2013) stated that the influence of country of origin in a positive and significant buying interest. Country of origin Pocari Sweat the Japanese are able to produce good design to their products. The design of the product packaging to attract buying interest from consumers in Mataram to perform transactional effort against the pocari product.

### 3) Influence Of Brand Image Against perception of Quality

The results showed that significantly influence the Brand Image perception of Quality, Brand image is an impression or a shadow that comes to the minds of consumers about the perception of the quality to be obtained. When consumers think of a brand has a good image, then this also affect the perception of quality that will be obtained. This opinion was confirmed by Rizki and Pantawis (2011), Sitinjak and Tumpal (2009), Chang et al, (2008) in his research that the brand image significantly influence the dimensions of brand equity consists of brand awareness, brand loyalty, and the perception of quality. The same was said by Ming Lee et al (2011) in his study, that companies using a strategy of mergers and acquisitions will affect the brand image, so it will affect the quality perception of consumers.

### 4) Influence Of Brand Image Against interests Buy

The results showed that significantly influence the Brand Image interests Buy, Branding process works in different areas on a product or services. Still, this process will be very related to how the image of a brand will be established. According to (Hermawan Kartajaya, 1997), a product or services can not be separated from a brand, is meant here that that a brand should disimbollkan as a an umbrella that can protect a product or services. The product or

service is easy to imitate, but brands recorded particularly brand image in consumers' minds can not be imitated. Thus forming a positive image will be a brand will be one measure of consumer assessment in looking at a product or services.

Buying interest is a driving force or as a motif that is intrinsically capable of pushing someone to pay attention spontaneously, naturally, easily without coercion and selectively on a product and then make a decision to buy. so it fits into the buying interest dependent variables that are influenced by brand image. Furthermore, according to (Seock, 2003) the more positive one's attitude of consumers toward a brand, the higher the consumer purchase interest occur. So the establishment of a positive brand image will be indispensable in order to generate buying interest of consumers.

#### 5) influence of perception of Quality to interests Buy

The results showed that perception of Quality no significant effect on interests Buy, Theoretically, a person's perception of the overall quality of a product or brand in influencing consumer purchasing interest will consider several factors, including the perception of the quality of the relevant products in accordance with the wishes or needs. A quality product is expected to deliver value to consumers who use them. Consumers will reveal his behavior after the perception of the decision which will be taken into buying a product. Consumers often judge the quality of a product or brand is based on a variety of information associated with the product (Schiffman and Kanuk, 2004). Consumer perceptions of a product can be both positive and negative about the information received or from the consumer's experience after using or consuming certain products. The results of this study indicate that the perception of quality has a positive effect but not significant buying interest.

### 8. RESULT:

The conclusion of this study include:

- (1) *Country of Origin* has a positive and significant effect on the perception of quality. The better the Country of Origin in the minds of consumers the quality perception of the product the higher the Pocari Sweat.
- (2) *brand Image* have a positive influence and significant to the perception of quality. The better the brand image in the minds of consumers will be followed by higher consumer perception of product quality Pocari Sweat.
- (3) *Country of Origin* have a positive influence and significant to the Interests Buy. The better Country of Origin, to be followed by the higher consumers to buy the products Pocari Sweat.
- (4) *brand Image* has a significant influence on the positi and Interests Buy. The higher brand image in the minds of consumers, the higher the consumers to buy the products Pocari Sweat.
- (5) The quality perception has very little effect and no significant against the Interests Buy. Consumer perceptions of the quality of products Pocari Sweat are not yet fully able to increase consumer buying interest towards the product.

### 9. RECOMENDATION:

Based on the research conclusions, things that are important to consider in increasing the extra role Employees are:

- (1) Management companies should try to increase its attention to the Country of Origin to show and demonstrate that the country of origin of the product is an innovative country in the Pocari Sweat products on the market. This can be done by organizing events or events that show distinctive cultures owned by Japan as a platform to introduce their state e countries targeted marketing of products pocari sweat, especially in the city of Mataram.
- (2) The quality and excellence of Pocari Sweat product can be improved by considering the sweat pocari product should be obtained in all places and have prices that remain consistent in every purchase made by consumers. Efforts should be made to provide assistance refrigerators for shops or kiosks that can be invited to cooperate in order to use the refrigerator for product pocari making it easily visible to the consumer.
- (3) The results showed that the perception of quality has not been able to build a real consumer buying interest among consumers relatively mostly students. The results of research that contradicts the theoretical concepts that should open up space for the next researcher to conduct research in the same study. The hope is to take the same topics and studies about the direction of the linearity of the perception of consumers with buying interest may be an opportunity to be able to find different results with the results of this study so that the research results more relevant and linear theories that have been proposed by the experts.

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