# THE EFFECT OF COUNTRY OF ORIGIN AND CELEBRITY ENDORSEMENT ON PURCHASE DECISIONS VIVO SMARTPHONE PRODUCTS
## (Case Study on Cellular Global Customers in Tebing Tinggi City)

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***Abstract***
*In this study the population was Tebing Tinggi City Cellular Global Customers, namely as many as 50 people through pre-survey data from researchers to research objects. Because the target population is less than 100, the sampling technique used is the census method, where the entire population of Global Cellular Customers in Tebing Tinggi City is 50 people. Research result the first hypothesis is accepted, meaning that Country Of Origin (X1) has a significant effect on Purchase Decision (Y). the second hypothesis is rejected, meaning that Celebrity Endorsement (X2) has no significant effect on Purchase Decision (Y). the third hypothesis is accepted, meaning that the Country Of Origin Variable (X1), Celebrity Endorsement Variable (X2), has a significant simultaneous effect on the Purchasing Decision Variable (Y).*

## INTRODUCTION

Competition in the increasingly open business world makes entrepreneurs look for the right strategy to market their products. Buying interest is obtained from a learning process and a thought process that forms a perception. Buchari Alma (2013: 96) suggests that purchasing decisions are as follows: "Purchasing decisions are consumer decisions that are influenced by economics, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. Most large companies research consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, and why they buy. Companies can explain what consumers buy to find answers to questions about the reasons for consumer behavior is not an easy result, the answer is often hidden deep in the minds of consumers. Thus the company must be able to follow these developments. Decision making is very important for individuals because it helps to identify and choose alternatives based on principles and preferences. This enables business functions to run smoothly without hindrance, if the individual's decision as a consumer is in accordance with the producer's expectations. As is the case with mobile phone products where the main choice of consumers at this time can be from various points of view, starting from power, camera quality and durability or quality of the cellphone product. Decision making is very important for individuals because it helps to identify and choose alternatives based on principles and preferences. This enables business functions to run smoothly without hindrance, if the individual's decision as a consumer is in accordance with the producer's expectations. As is the case with mobile phone products where the main choice of consumers at this time can be from various points of view, starting from power, camera quality and durability or quality of the cellphone product. Decision making is very important for individuals because it helps to identify and choose

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According to Kotler and Keller (2009: 338) Country of Origin is a mental association and belief that is triggered by a country. The better the quality of products produced by a country, the better the consumer's perception of all products of that country. This will increase the level of consumer confidence in the country's products. Conversely, if a company produces a product that does not have a favorable image for that product, it may be difficult for the company to market its product. Country of Origin (COO) or the country of origin of a brand known as the made-in label is one of the elements that can influence interest in buying a product. Country of Origin is often associated with a second brand association (secondary association) after the company's trademark, whereas for commodity products that do not use a brand, the country of origin is the main association in assessing a product. Several other terms for country of origin are country of design, country of manufacture, country of assembly, and country of part. Country of Origin affects the perception and image of product quality. Consumers tend to have a certain impression of a product produced by a country. So it can be said that the country of origin, as well as price and brand name is a sign in evaluating a product. Country of Origin affects the perception and image of product quality. Consumers tend to have a certain impression of a product produced by a country. So it can be said that the country of origin, as well as price and brand name is a sign in evaluating a product. Country of Origin affects the perception and image of product quality. Consumers tend to have a certain impression of a product produced by a country. So it can be said that the country of origin, as well as price and brand name is a sign in evaluating a product.

Celebrity endorsers are famous people who are widely used to develop a positive image for new products or change the image of new products or change the image of existing products because to do this celebrities have power because they become idols of many people. (Hudori, 2010). Apart from Maudy Ayunda, the Vivo smartphone teamed up with top singer Afganyah Reza to become a Brand Ambassador. Celebrity image is also a factor in the power of smartphone manufacturers to attract their customers, seeing as smartphone manufacturers in Indonesia are getting tougher and tighter here. At the launch of his newest smartphone, Vivo V15, which was held at the Sri Baduga Fountain Park, Purwakarta, West Java, Afgan and another Vivo brand ambassador, Maudy Ayunda, also enlivened the magnificent event.

Vivo started promoting the V15 as the newest V-Series with the tagline "Go Up" which will be coming soon to the Indonesian market. Afgansyah Reza and Maudy Ayunda showed the whole appearance of the Vivo V15, which will be present with a 32MP Pop-Up Camera selfie camera. "Vivo Indonesia has officially started promoting the Vivo V15 as

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the newest series through various platforms, both online and offline. With the current phenomenon, where is the trend with smartphones, which are increasingly in demand by all people, both young and old, with the facts shown by product comparisons. the most sold in the last 1 month.

## LITERATURE REVIEWS

### Marketing Management

Marketing is one of the most important factors for advancing the company, especially companies engaged in the field of goods and services. Much of the company's success is determined by achievements in the field of marketing. Marketing is the process of studying consumer needs and wants and satisfying consumers with good products and services. Marketing activities are often interpreted as the activity of offering products and selling products, but when examined further it turns out that the meaning of marketing is not just offering or selling products, but activities that analyze and evaluate consumer needs and wants. not only developing in the level of education, technology, and lifestyle, society is also developing.

### *Country of Origin*

According to Kotler and Keller (2009: 338) Country of Origin is a mental association and belief that is triggered by a country. The better the quality of products produced by a country, the better the consumer's perception of all products of that country. This will increase the level of consumer confidence in the country's products. Conversely, if a company produces a product that does not have a favorable image for that product, it may be difficult for the company to market its product.

### *Celebrity Endorser*

*Celebrity endorsers*is carrying out product promotions with artists as advertisers. If we see an advertisement whether on television, newspapers, magazines, brochures, posters we often see people conveying information about a product in the advertisement which in addition to conveying information, also tries to persuade us to buy the product. the. The person in the ad is referred to as an endorser or ad supporter. (Handi Chandra, 2010)

### Buying decision

Purchasing decision is one of the stages in the buying decision process prior to post-purchase behavior. In entering the previous purchase decision stage, consumers have been faced with several alternative choices so that at this stage consumers will take action to decide to buy a product based on the choices made.

## METHODS

In this study the population was Tebing Tinggi City Cellular Global Customers, namely as many as 50 people through pre-survey data from researchers to research objects. Because the target population is less than 100, the sampling technique used is the census

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method, where the entire population of Global Cellular Customers in Tebing Tinggi City is 50 people.

Data analysis is a desire to classify, make a sequence, manipulate and abbreviate data so that it is easy to read and understand. In other words, data analysis activities are raw data that has been collected needs to be categorized or divided into several categories or groups, abbreviated in such a way that the data can answer problems according to research objectives and can test hypotheses (Silaen and Widiyono, 2013).

# RESULTS AND DISCUSSION
## A. Multiple Linear Regression Testing
Multiple Linear Regression Results

**Coefficientsa**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | std. Error | Betas | t | Sig. | tolerance | VIF |
| 1 | (Constant) | 4,672 | 1,555 | | 3,004 | .004 | | |
| | Country_Of_Origin_X1 | .778 | .070 | .856 | 11076 | .000 | .985 | 1016 |
| | Celebrity_Endorsement_X2 | -.061 | .097 | -.049 | -.634 | .529 | .985 | 1016 |

a. Dependent Variable: Decision_Purchase_Y

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b1X1 + b2X2 + b3X3 + \varepsilon$, so the equation is obtained:

$$Y = 4.672 + 0.778X1 + -0.061X2$$

The description of the multiple linear regression equation above is as follows:

a. The constant value (a) of 4.672 indicates the magnitude of the Purchase Decision Variable (Y) if the Country Of Origin Variable (X1), the Celebrity Endorsement variable (X2), is equal to zero.

b. The regression coefficient value of the Country Of Origin Variable (X1) (b1) is (0.778) indicating the large role of the Country Of Origin Variable (X1) to the Purchasing Decision Variable (Y) assuming the Celebrity Endorsement Variable (X2) is constant. This means that if the Country Of Origin Variable factor (X1) increases by 1 unit value, it is predicted that the Purchase Decision Variable (Y) will increase by (0.778) unit value assuming the Celebrity Endorsement Variable (X2) is constant.

c. The regression coefficient value of the Celebrity Endorsement Variable (X2) (b2) is (-0.061) indicating the large role of the Celebrity Endorsement Variable (X2) in the Purchasing Decision Variable (Y) assuming the Celebrity Endorsement Variable (X2) is constant. This means that if the Celebrity Endorsement Variable factor (X2) increases by 1 value unit, then it is predicted that the Purchase Decision Variable (Y) will increase by (-0.061) value units assuming the Celebrity Endorsement Variable (X2) is constant.

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## B. t test (Partial)

### Partial Test (t)

**Coefficientsa**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | std. Error | Betas | | | tolerance | VIF |
| 1 (Constant) | 4,672 | 1,555 | | 3,004 | .004 | | |
| Country_Of_Origin_X1 | .778 | .070 | .856 | 11076 | .000 | .985 | 1016 |
| Celebrity_Endorsement_X2 | -.061 | .097 | -.049 | -.634 | .529 | .985 | 1016 |

a. Dependent Variable: Decision_Purchase_Y

**Hypothesis Testing Effect of Country Of Origin (X1) on Purchasing Decision Variable (Y)**

The form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:
1. Accept H0 If tcount < ttable or -tcount> - ttable or Sig. >0.05
2. Reject H0 If tcount ≥ ttable or -tcount ≤ - ttable or Sig. < 0.05

From the table above, a tcount value of 11.076 is obtained with α = 5%, ttable (5%; 50-2 = 48) obtained a ttable value of 1.677. the significance is 0.000 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the Country Of Origin Variable (X1) has a positive and significant effect on the Purchase Decision Variable (Y).

**Hypothesis Test of the Effect of Celebrity Endorsement Variable (X2) on Purchasing Decision Variable (Y)**

the form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:
1. Accept, If tcount > ttable or -tcount > - ttable or Sig. < 0.05
2. Reject, If tcount < ttable or -tcount < - ttable or Sig. >0.05

From the table above, a tcount value of 0.634 is obtained with α = 5%, ttable (5%; 50-2 = 48) obtained a ttable value of 1.677. From this description it can be seen that tcount (0.634) < ttable (1.677), and its significance value is 0.529 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that the Celebrity Endorsement Variable (X2) has no significant effect on the Purchase Decision Variable (Y).

**Simultaneous Test (F)**

### Simultaneous Test (f)

**ANOVAa**

| Model | | Sum of Squares | df | MeanSquare | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 142,407 | 2 | 71,204 | 61,617 | .000b |
| | residual | 54,313 | 47 | 1.156 | | |

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| | Total | 196,720 | 49 | | | |
|---|---|---|---|---|---|---|

a. Dependent Variable: Decision_Purchase_Y

b. Predictors: (Constant), Celebrity_Endorsement_X2, Country_Of_Origin_X1

**The form of hypothesis testing based on statistics and curves can be described as follows:**

Decision Making Criteria:

1. If the calculated F value > F table or Sig. < 0.05 then Ha is accepted and H0 is rejected.
2. If the calculated F value < F table or Sig. > 0.05 then Ha is rejected and H0 is accepted.

From the table above, the Fcount value is 61.617. With α = 5%, dk numerator: 3, dk denominator: 50-2-1 (5%; 2; 47) the Ftable value is 3.20. From this description it can be seen that Fcount ( 61.617) > Ftable (3.18), and a significance value of 0.000 <0.05, it can be concluded that the third hypothesis is accepted, meaning that the Country Of Origin Variable (X1), Celebrity Endorsement Variable (X2), has a significant effect together (simultaneously ) to the Purchase Decision Variable (Y).

## CLOSING

**Conclusion**

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. What was proposed stated that: From the table above, a tcount value of 11.076 was obtained with α = 5%, ttable (5%; nk = 48) obtained a ttable value of 1.677. From this description it can be seen that tcount (11.076) > ttable (1.677), and a significance value of 0.00 <0.05, it can be concluded that the first hypothesis is accepted, meaning that Country Of Origin (X1) has a significant effect on Purchase Decision (Y).

2. From the table above, a tcount value of 0.634 is obtained with α = 5%, ttable (5%; nk = 48) obtained a ttable value of 1.677. From this description it can be seen that tcount (0.634) < ttable (1.677), and its significance value is 0. 529 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that Celebrity Endorsement (X2) has no significant effect on Purchase Decision (Y).

3. From the results of the above calculation, the fcount value is 61.617 (5%; nk = 47) dk denominator: 50-2-1 (5%; 2; 47) the ftable value is 3.20. From this description it can be seen that fcount (61.617) > Ftable (3.20), it can be concluded that the third hypothesis is accepted, meaning that the Country Of Origin Variable (X1), Celebrity Endorsement Variable (X2), has a significant joint (simultaneous) effect on the Purchase Decision Variable (Y).

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