

Country of Origin (COO) in West Javanese Behaviour

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Abstract- Indonesia are rich country with many various culture, nature resources, many various spread island, and many more. These were affect to culinary in every differences of region. However, what happened in every generation the fact is original culinary are decreasing. With its emergence many foreign culinary, this are a euphoria for the millennials. The question is who will keep the legacy of culture and culinary in Indonesia, is it still worth to be maintain, what effort will be done.

Keywords: *Culinary, legacy of culture.*

Introduction

In the current globalization era, the development of business grows rapidly, this is followed by a dynamic lifestyle, causing people want something instantly, including in terms of consumption (Umamah, 2020). This is what causes people today to prefer fast food (Skinner, 2020).

The development of business in the culinary sector, especially fast food restaurants in Indonesia, is currently growing rapidly, with a population of more than 250 million people, Indonesia is a lucrative market for food and beverage producers and their accompanying industries (Umamah, 2020). Nowadays, enjoying food in fast food restaurants is not only to fulfill primary needs but is also part of a lifestyle (Skinner, 2020).

What is happening now Indonesia has opened its doors to all kinds of foreign products since the introduction of global free market (Kompasiana;2018). One of the biggest effects on the food industry (culinary), namely the spread of fast food with a franchise system (Berbel-Pinneda et al., 2018). This raises a situation where all domestic products are increasingly unable to compete, especially in existing traditional products (Utama, 2019).

Affected by the generation called millennial generation (Rencidiptya, 2020). They are so excited about all the foreign influences, start from fashion, electronic devices, technology applications, music, and food up to socializing (Rinandiyana, 2020). As if everything that is done by imitating the ways of outsiders is a new lifestyle in this millennial generation. Their sources of information are social media, such as Instagram, Twitter and online promotions through personal contacts on communication applications such as WhatsApp (Nafi'ah, 2019).

The culinary referred to Korean food, ranging from instant noodles, appetizers, main dishes to desserts. In fact, because of the huge response, many business man has opened a restaurant or café with all Korean nuances (Rinandiyana, 2020). The question is whether we as natives feel comfortable with this situation, do we feel safe or threatened, should we just let it go, or let's join together to build Indonesian culinary products so they are competent (Sakti, 2020).

Many parties must be willing to be involved, especially the government to set policies. Besides professional actors; marketers, entrepreneurs, place providers, and many others (Riptiono, 2020).

Literature Review

Originality is the authenticity, characteristic, icon or symbol of a product, in this case what is meant is the

originality of a country. *Country of origin* (COO) defined as in industrial language called "made in" (Skinner, 2020).

Schooler (1965) was the first to study Country of Origin (COO) where he named it the "Artificial Concept". Researchers also define COO were products are designed, manufactured, developed and assembled (Lin, 2016). Sharma (2020) states that if consumers do not get information about the product, they use COO as an indicator of product quality.

It was also said that products from developed countries such as South Korea and Japan had better quality than developing countries such as China and India (Sharma, 2020). Elliot and Cameron (2018) defines COO as a positive or negative influence on consumer choices and behavior towards products.

Particular relevance to this study is that the line between conceptualization of authenticity and biased locality due to the origin of food product also related to its place of origin (Sakti, 2020).

This involves use specific foods and drinks for purposes that act as a marker of identity the destination and are linked to its local food culture (Chang, 2018).

Where the literature considers the problems surrounding this customer choice of food there tends in many different criteria (Sudhagar & Rajendran, 2017). This includes customer satisfaction with the overall dining experience (Liu & Jang, 2019), quality of dining places (Chatzopoulou et al., 2019), brand perception (Lu et al., 2015), price (Balogh et al., 2016), reviews and testimonials (Sudhagar & Rajendran, 2017), cleanliness (Cohen & Aviele, 2017) but rarely on the assessment of authenticity in terms of servicescape (Skinner, 2020).

Zeithaml (1988) states that perceived quality is an assessment (perception) of consumers on the superiority of a product as a whole. Thus the perceived quality becomes a customer assessment of the overall excellence of a product or service that is different from the actual quality of the objectivity (Shamilla;2019). This means the perception of quality is consumer's subjective assessment of product, in this case is food (Shamilla, 2019).

American Marketing Association (AMA) defines a brand as:

"name, term, sign, symbol, or design, or combination thereof, which is intended to identify the goods or services of one seller or group of sellers and differentiate products or services from competitors." (Kotler, 2018).

Design

The research sample was 320 people spread across West Java, namely customers who consumed Indomie and Samyang (instant noodles).

Respondents were dominated by the highest number of customers aged 16-26 years at 68%, the rest were over 26 years old by 32%. With gender dominated by women by 63% and men 37%.

The reliability of indicator value has been distributed to respondents and tested, with the results of alpha Cronbach variable COO 0.856, perceived quality variable 0.892 and brand variable 0.831, so the total value is 0.877 and this shows a reliable value for the feasibility of these indicators.

Table 1. Correlations

	Pearson Correlation with Brand perception	Sig.
COO	.577	.000
Perceived Quality	.632	.001
Brand	.611	.001

Table 2. Model Summary

Model	R ²	Adj. R ²	Std. Error	Change Statistics
				Sig. F Change
1	.377	.358	1.18655	.000

a. Predictors: (constant); Brand, Perceived Quality, COO

Table 3. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	78.261	3	26.321	19.105	.000
Residual	133.637	95	1.373		
Total	211.992	97			

a. Dependent Variable: Perception

b. Predictors: (Constant), Brand, Perceived Quality, COO

Based on the data analysis, it was realized that there was an accepted hypothesis and became a direction for concluding the research findings;

H₁: There is a significant effect of the brand toward COO

H₂: There is a significant effect of perceived quality toward COO

H₃: There is a significant effect of perceived quality toward brand

Results and Discussion

According to the results of this study, the influence of perceived quality and brand perception was stronger than the effect of brand on brand perception, although both were significantly related to brand perception. The results of the regression analysis and the correlation of perceptions of brand and COO show a significant influence, respectively. That is, the country of origin can persuade customers to buy local or foreign brands.

Based on the identification of the effect of COO on brand perceptions, it shows that there is a significant influence between countries of origin on consumer brand preferences. And also the results of the research show that most of the consumers prefer foreign instant noodle brands, namely Samyang, to local brands such as Indomie.

Therefore, this finding recognizes the influence of brand perceptions based on the country of manufacture. As well as selected instant noodle brands serving upscale markets and the market is still ethnocentric.

Based on this behaviour, local instant noodle brands must use an attractive marketing mix to capture the domestic customer segment. And multinational companies must reach out to host country markets by clearly identifying customer culture and attitudes.

With the flavors created by Indomie, it should be able to fulfill the desires of Samyang-loving consumers. However, the main reason here is that Indonesian consumers really love the eccentric spicy flavors and crave local brands as a lifestyle.

This must be returned to the government which is able to issue policies so that the Indonesian people love their own products, have a high sense of nationalism.

A strong nation brand can elevate the product brand owned by the country, provided that the brand should incorporate the values of the nation into their product brand. To create a strong nation brand, define a national identity which can be used as

a value or a brand differentiator (Chi & Coon, 2020).

Conclusion

Without us knowing it, sometimes we decide to buy products with certain brands by considering the origin of the country (COO) that produces the product brand (Lew; 2019). In some literature, it is stated that COO can influence a person's buying decision (Lew; 2019). This is also influenced by several things, including product involvement category, consumer knowledge of the country in question, and a sense of patriotism (Chi & Coon; 2020). Research that has been done often produces a very contrasting reality between consumer reactions to the country of producing a product brand and the overall quality of the brand (Sakti; 2020).

From this research we finally know that the originality of the state is ours, what maintains, renews, scents and maintains is all of us, the responsibility of all of us as this beloved citizen of Indonesia.

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