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**PENGARUH CITRA NEGARA ASAL DAN DESAIN PRODUK TERHADAP MINAT BELI PRODUK PERAWATAN KULIT DARI KOREA SELATAN DI KOTA X**

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Artikel Info	ABSTRACT
<b>Riwayat Artikel:</b> Penyerahan September 2022 Revisi September 2022 Diterima September 2022	This study aims to determine the effect of country of origin and product design on purchase intention of South Korea skincare product. This study is using a quantitative approach. This subject of this study was no consumers of South Korea skincare in X city which were selected using purposive sampling technique. Data collection method used are purchase intention scale, country of origin scale and design product scale. The data analysis technique uses multiple regression statistical tests. The results of the full model study show that there is an influence between country and origin and design product on purchase intention, namely the calculated F value = 5.072 > F table = 3.08, and p = 0.008 < 0.050. On the results of the gradual model regression test, it was found that there was a significant effect between country of origin and purchase intention, namely the value t count = -0.231 > t table = 1.982, and p = 0.014 < 0.050. Then in the design product with purchase intention, it shows that there is a significant effect with the value t count = 2.261 > t table = 1.982, and p = 0.026 < 0.050.

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ABSTRAK	Kata Kunci
Penelitian ini bertujuan untuk mengetahui pengaruh citra negara asal dan desain produk terhadap minat beli produk perawatan kulit dari Korea Selatan. Penelitian ini menggunakan pendekatan kuantitatif. Subjek dalam penelitian ini sebanyak 10 konsumen produk perawatan kulit dari Korea Selatan di Kota X yang dipilih menggunakan teknik purposive sampling. Alat ukur yang digunakan dalam penelitian ini menggunakan skala minat beli, citra negara asal, dan desain produk. Teknik analisa data menggunakan uji statistik regresi model berganda. Hasil penelitian model penuh menunjukkan terdapat pengaruh antara citra negara asal dan desain produk terhadap minat beli yaitu dengan nilai F hitung = 5,072 > F tabel = 3,08 dan p = 0,008 < 0,050. Pada hasil uji regresi model bertahap didapatkan adanya pengaruh signifikan antara citra negara asal dengan minat beli yaitu nilai t hitung = -0,231 > t tabel = 1,982, dan p = 0,014 < 0,050. Kemudian pada desain produk dengan minat beli menunjukkan terdapat pengaruh signifikan dengan nilai t hitung = 2,261 > t tabel = 1,982, dan p = 0,026 < 0,050.	Minat beli, Citra Negara Asal, Desain Produk

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Citra Negara Asal dan Desain Produk Terhadap Minat Beli Produk Perawatan Kulit dari Korea Selatan di Kota X  
(Debby Chintia Herrin<sup>1</sup>, Muhammad Ali Adriansyah<sup>2</sup>, Dian Dwi Nur Rahmah<sup>3</sup>)