

Pengaruh *Country of Origin*, *Product Quality*, dan *e-WOM* Terhadap *Purchase Intention Fashion* Impor di Shopee

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Abstrak

Fenomena tetap tingginya minat beli konsumen terhadap produk *fashion* impor dalam konteks platform *e-commerce* Shopee di Indonesia menjadi perhatian utama, karena terjadi meskipun pemerintah telah memberlakukan kebijakan pembatasan impor untuk melindungi industri dalam negeri. Kondisi ini menunjukkan adanya faktor-faktor yang masih mendorong ketertarikan konsumen terhadap produk *fashion* impor. Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *Country of Origin*, *Product Quality*, dan *Electronic Word of Mouth (e-WOM)* terhadap *Purchase Intention fashion* impor di platform Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 responden berusia 17-44 tahun yang beraktivitas di DKI Jakarta dan memiliki ketertarikan terhadap produk *fashion* impor di Shopee. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*, dengan pengolahan data menggunakan SmartPLS 4.0. hasil penelitian menunjukkan bahwa *Country of Origin* tidak berpengaruh signifikan terhadap *Purchase Intention*, sedangkan *Product Quality* dan *e-WOM* berpengaruh positif dan signifikan. Temuan ini mengindikasikan bahwa *Product Quality* dan *e-WOM* menjadi faktor utama yang mendorong *Purchase Intention*, sementara *Country of Origin* tidak menjadi pertimbangan utama konsumen dalam membeli produk *fashion* impor di Shopee.

Kata Kunci : *Country of Origin*, *e-WOM*, *Product Quality*, *Purchase Intention*

***The Influence of Country of Origin, Product Quality, and e-WOM on
Purchase Intention of Fashion Imported on Shopee***

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Abstract

The Phenomenon of consistently high consumer purchase intention toward imported fashion products on the Shopee e-commerce platform in Indonesia has become a key concern, as it persists despite government policies restricting imports to protect the domestic industry. This situation indicate that certain factors continue to drive consumer interest in imported fashion products. This study aims to examine, analyze, and empirically test the influence of Country of Origin, Product Quality, and Electronic Word of Mouth (e-WOM) on the Purchase Intention of imported fashion products on Shopee. The study employs a quantitative approach with a sample of 100 respondents aged 17-44 years who are active in DKI Jakarta and have an interest in imported fashion products in Shopee. Purposive sampling was used to select the respondents, and the data were analyzed using SmartPLS 4.0. the results indicate that Country of Origin does not have a significant effect on Purchase Intention, whereas Product Quality, and e-WOM have a positive and significant influence. These findings suggest that Product Quality and e-WOM are the main factors driving Purchase Intention, while the Country of Origin is not a primary consideration for consumers when purchasing imported products in Shopee.

Keyword : Country of Origin, e-WOM, Product Quality, Purchase Intention