THE INFLUENCE *OF COUNTRY OF ORIGIN, CUSTOMER KNOWLEDGE AND AWARENESS, SOCIAL IDENTITY, RETAILER IMAGE, AND PERCEIVED RISK* ON INTEREST IN BUYING FOREIGN-PRODUCED FOOD AND BEVERAGE PRODUCTS

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ABSTRACT
This study aims to examine the influence of Country Of Origin, Consumer Knowledge and Awareness, Social Identity, Retailer Image, and Perceived Risk on Buying Interests in Food and Beverage Products Manufactured in Foreign Countries. The data used in this research is primary data from 168 people in Lhokseumawe City. The method used to analyze the relationship between variables is multiple linear regression analysis. The results show that Country of origin has a positive and significant effect on the intention to buy food and beverage products produced abroad, and Customer knowledge and awareness have a positive and significant effect on the intention to buy food and beverage products produced abroad Social Identity has a positive and significant effect on the intention to buy food products and foreign-produced beverages Retailer Image has a positive and significant effect on the intention to buy foreign-produced food and beverage products and Perceived Risk has a positive and significant effect on the intention to buy y foreign-produced food and beverage products.

Keywords: country of origin, customer knowledge and awareness, social identity, retailer image, perceived risk, buying interest

INTRODUCTION

Every company tries to increase profit growth and company survival by winning increasingly competitive competition. One way to increase profits is to enter international markets. One of the things that marketers must identify is consumers' buying interest in food and beverage products produced from abroad. Variants of consumer products such as food and beverages, especially product categories are building overseas markets. Food and beverage products from abroad are in great demand by consumers in target markets, such as the market for instant noodles (Samyang noodles), canned fruit, nutritious chocolate drinks (such as milo), chocolate, cheese, and even imported fresh fruit and vegetables. Some of these food and drink brands are also produced in Indonesia, but there is behavior that shows that Indonesian consumers prefer the same product brands but made abroad, for example, Milo.

This research was conducted on consumer buying interest in food and beverage products from foreign countries, this is because consumers care more about the food products they buy and consume (Jaafar *et al* ., 2012). Consumer awareness of food and beverage products is due to consumers paying more attention to health and the role of the food industry in developing countries (Bong Ko and Jin, 2017). Various types of food and beverage products from abroad that are people's choice include milk products and instant noodles, such as Nestle and Samyang noodles. Consumers' buying interest in food and beverages produced in foreign countries is influenced by country of origin, customer knowledge and awareness, social identity, retailer image, and perceived risk (Sagheb and Gasemi, 2020).

Country of origin (COO) is a place where a product is exported from there, (Knight and Calantone, 2000). In marketing literature, the country of origin reflects consumers' views about the country that produces a product (Parkvithee and Miranda, 2012). The better and more positive the consumer's view of a particular country is, the more it will generate good buying interest too. Furthermore, the factors that influence interest in purchasing foreign-produced food and beverage products are consumer knowledge and awareness. On the other hand, social *identity* is also one of the factors that influences interest in buying food and beverage products. Social identity is one of the psychological needs of humans and a prerequisite for social life that allows a person to communicate meaningfully and sustainably with other people. Furthermore, retailer image *is* also one of the factors that influence interest in purchasing foreign-produced food and beverage products. Perceived risk *is* also a factor that influences interest in purchasing foreign-produced food and beverage products where the perception of risk occurs as a result of a lack of trust in the purchasing process.

Various risks can influence consumer purchasing intentions, including financial risk, performance risk, time risk, health/safety risk, and natural risk (Jaafar *et al* ., 2012; Zhang *et al* ., 2017; Chen *et al* ., 2018). The greater the perceived risk, the greater the possibility of consumer involvement in the purchase. When the perceived risk becomes high, there is a motivation to either avoid purchase and use or minimize the risk through pre-purchase alternative search and evaluation in the decision-making stage. This condition results in complex decision-making. Consumers may evaluate brands in detail. Information about products is needed and consumers try to evaluate various brands. Such a decision-making process illustrates consumer involvement with a product.

LITERATURE REVIEW

According to Kotler and Keller (2009), buying interest is behavior that appears as a response to an object that shows the consumer's desire to make a purchase. Pramono (2012) consumer buying interest is the stage where consumers form their choice among several brands that are included in the choice set, then ultimately purchase the alternative they like most or the process that consumers go through to buy a good or service based on various considerations. According to Durianto and Liana (2004), purchasing interest is related to consumers' plans to buy a particular product and how many units of the product are needed in a certain period.

According to Srikatanyoo and Gnoth (2002), *country of origin* is a cognitive belief about a country's industrialization, national quality, and other information related to a company's products and services. Meanwhile, Setiyaningsih (2008) defines *country of origin* as the country where a product is produced, where the impact of *country of origin* on consumer perception or consumer assessment of a product influences the equity of a brand.

According to Sumarwan (2012), consumer knowledge is all the information that consumers have regarding various kinds of products and services as well as other knowledge related to these products and services and information related to their function as consumers. According to Kotler and Keller (2015), *awareness* is the ability to identify (recognize or remember) brands in a category, in sufficient detail to make a purchase. According to Mostafa, (2006), customer knowledge and awareness is a combination of information, experiences, values, and insights, created during transactions and exchanges between customers and companies. However, Bashir *et al.,* (2019) customer knowledge and awareness is organized and structured customer information as a result of systematic processing.

According to Baron & Byrne (1991), social identity is a person's definition of who he is, including personal attributes and attributes that he shares with other people, such as gender and race. According to Fiske and Taylor (1991), social identity emphasizes the positive or negative value of one's membership in a particular group. Meanwhile, Hogg and Abram (1990) stated that social identity as a sense of connectedness, care, and pride can come from a person's knowledge in various social membership categories with other members, even without the need to have close personal relationships, know or have various interests.

According to Levy and Weitz (2001), retailer *image* is a series of business activities to add value to goods and services sold to consumers for personal or household consumption. So the target consumers of retailers are final consumers who buy products for their own consumption. According to Gilbert (2003) the retailer's image is all business ventures that directly direct their marketing capabilities to satisfy end consumers based on the organization of sales of goods and services as the core of distribution.

(Perceived risk) Perceived risk is defined as the consumer's perception of the uncertainty and negative consequences that may be received from purchasing a product or service (Oglethorpe and Monroe, 1994). Risk perception is an important component in information processing carried out by consumers. Consumers are increasingly encouraged to seek additional information when faced with purchasing products with high risks (Asseel, 2010). Perceived risk is higher when, little information is available about the product, the product is a new product, the product has complex technology, there is low consumer confidence in evaluating them, the price of the product is high, and the product is important to consumers.

Conceptual Framework
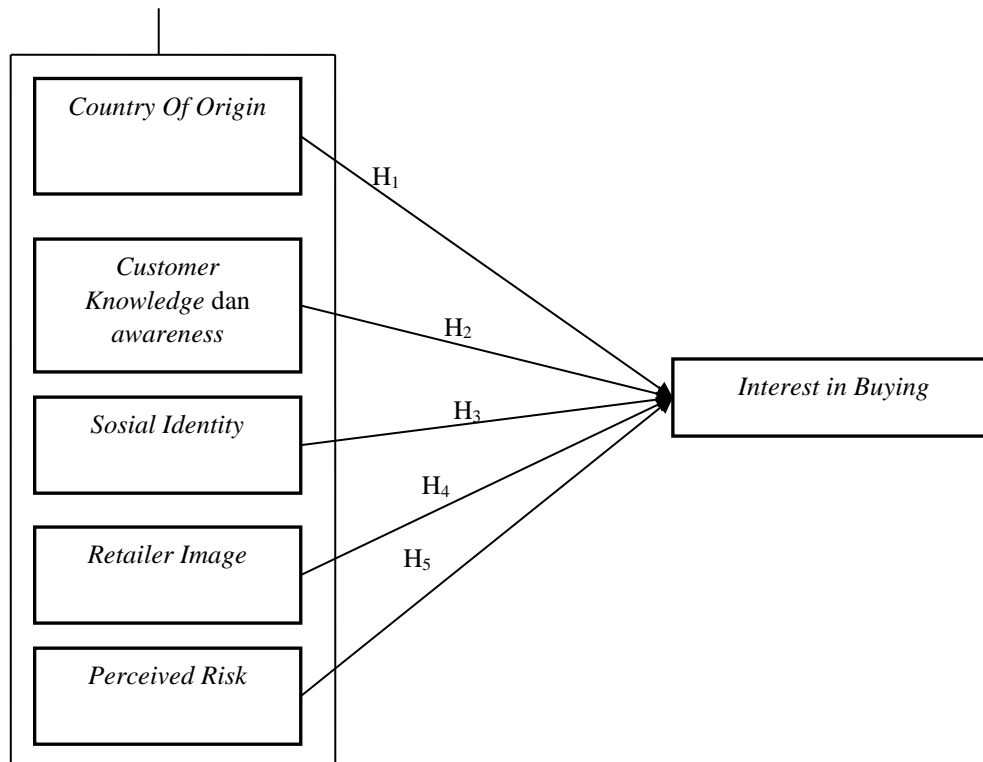
RESEARCH METHODS _
Research Subjects and Locations

The research location is the place to obtain the necessary data. The location of this research was conducted in Lhokseumawe. The subjects in this research were people who bought or consumed food and beverage products from abroad. Some foreign food and beverage products that are generally consumed by students are Mie Samyang, Tobokki, Pepsi and Milo.

Population and sample

The population is a combination of all elements that form similar characteristics which is the center of research attention because it is seen as a research universe (Ferdinand, 2016) . The population used in this research is a population with unknown numbers.

Samples are subjects from a population, consisting of several members of the population (Ferdinand, 2006). Sampling techniques can be grouped into two, namely *probability sampling* and *non-probability sampling* (Sugiyono, 2018:80). The sampling technique used in sampling is a *non-probability sampling method* with *accidental sampling* and *purposive sampling techniques.*). The characteristics used for the sample are those who purchase food and beverage products from abroad. The minimum number of samples is 7 times the number of indicators (Hair, et al, 2007). The total number of indicators in this research was 24 so the number of samples taken was 168 respondents.

Data Collection Technique

The data collection technique used in this research is by using a questionnaire. According to Sekaran (2006), a questionnaire is a list of written questions that have been formulated in advance which respondents will answer usually in clearly defined alternatives. Questionnaires were distributed to research respondents, where researchers immediately processed the recapitulation results of the weighting results or research on the respondents' answers, for further processing as descriptive data.

RESULTS AND DISCUSSION

Classic Test Results
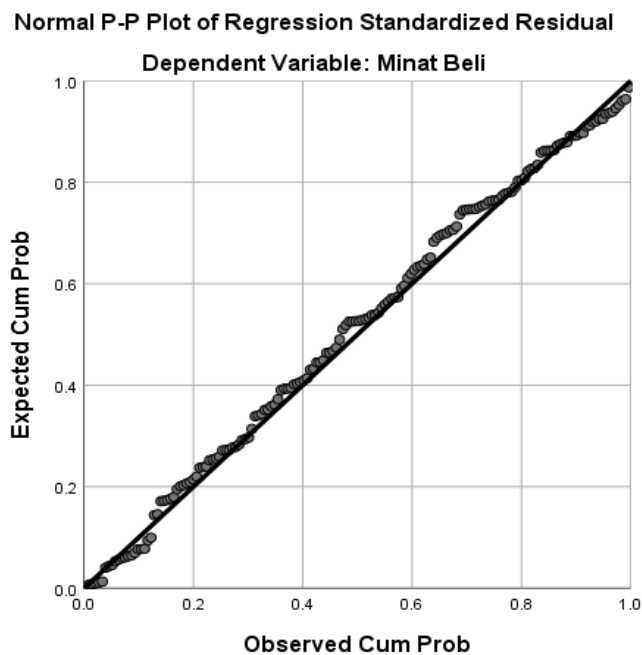
Based on Figure 1.1, it can be seen that the data is spread around the diagonal line and follows the direction of the diagonal line. So it can be concluded that all data in this study is normally distributed.

Multicollinearity Test

Table 1. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Country Of Origin	,937	1,067
Customer Knowledge and Awareness	,944	1,059
Social Identity	,910	1,099
Retailer Image	,957	1,045
Perceived Risk	,922	1,085

Source: Research Results, Data processed 2023

From Table 4.11 it can be seen that the *Country of Origin variable* has a total *tolerance value* (0.937) and a VIF value (1.067). *Cutomer Knowledge and Awareness* variables with total *tolerance value* (0.944) and VIF value (1.059). *Social Identity* variable with total *tolerance value* (0.910) and VIF value (1.099). *Retailer Image* variable with total *tolerance value* (0.957) and VIF value (1.045). *Perceived Risk* variable with total *tolerance value* (0.922) and VIF value (1.085). From the table above, it can be concluded that all variables have a VIF value ≤10 and a tolerance value ≥0.1 . This shows that multicollinearity does not occur and this test can be used in this research model.

Results of Multiple Regression Analysis

Table 2. Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,921	,536		1,718	,088
Country Of Origin	,193	,066	.211	2,915	,004
Customer Knowledge and Awareness	,201	,078	,185	2,565	.011
Social Identity	,176	,080	,163	2,210	,029
Retailer Image	.111	,051	,155	2,166	,032
Perceived Risk	,164	,080	,149	2,041	,043

a. Dependent Variable: Purchase Interest
Source: Research Results, Data processed 2023

Based on the output in Table 1.2 above, it can be seen that this value is obtained from the multiple linear regression analysis equation below:

$Y = 0.921 + 0.193 (X_1) + 0.201 (X_2) + 0.176 (X_3) + 0.111 (X_4) + 0.164 (X_5)$

The constant is 0.921, meaning that the *Country of Origin,* consumer knowledge and awareness, social identity, retailer image, and risk perception have a constant value, then buying interest has a constant value of 0.921.

For the country of origin variable has a positive value of 0.193, meaning that increasing the *country of origin* will increase interest in purchasing foreign-produced food and beverage products by 0.193. The regression coefficient for the consumer knowledge and awareness variable has a positive value of 0.201, meaning that increasing consumer knowledge and awareness will increase interest in buying foreign-produced food and beverage products by 0.201. The regression coefficient for the social identity variable has a positive value of 0.176, meaning that increasing social identity will increase interest in purchasing foreign-produced food and beverage products by 0.176. The regression coefficient for the retailer image variable has a positive value of 0.111, meaning that increasing the

retailer's image will increase interest in purchasing food and beverage products produced abroad by 0.111. The regression coefficient for the risk perception variable has a positive value of 0.164, meaning that increasing risk perception will increase interest in purchasing foreign-produced food and beverage products by 0.164.

Testing for significant t can be carried out through significant observations at an alpha level of %. The analysis is based on a significance value of 0.05 where the conditions are: if the significance value is <0.05 then the hypothesis is tested, which means the independent variable affects the dependent variable. And if the significance is > 0.05 then the hypothesis is not tested, meaning the independent variable does not affect the dependent variable.

The results of testing the *country of origin variable* on purchasing interest (Y) can be seen in Table 4.15 above, by looking at the t_{count} with the t_{table}, it can be obtained with the formula df = nk = 168-6 = 162, so you get a t_{table} value of 1.654, with a significant level of 0.004. So it can be concluded that the *country of origin variable has a positive and significant* effect on interest in purchasing food and beverage products produced abroad so it can be concluded that H_1 is accepted.

The results of testing the consumer knowledge and awareness variables obtained a t_{count} of 2,565 when compared with the $t_{table\ value}$ of 1,654. Thus, the $calculated\ t\ value > t_{table}$ is 2,565 > 1,654 with a significance level of 0.011. So it can be concluded that the variables of consumer knowledge and awareness have a positive and significant effect on interest in purchasing food and beverage products produced abroad so it can be concluded that H_2 is accepted.

The results of testing the social identity variable obtained a t_{count} of 2,210 when compared with the $t_{table\ value}$ of 1,654. Thus, the $calculated\ t\ value > t_{table}$ is 2,210 > 1,654 with a significance level of 0.029. So it can be concluded that the variable Social identity has a positive and significant effect on interest in purchasing food and beverage products produced abroad so it can be concluded that H_3 is accepted. Social identity is a human psychological need and a prerequisite for social life that allows a person to communicate meaningfully and sustainably with other people.

The results of testing the retailer image variable obtained a t_{count} of 2,166 when compared with the $t_{table\ value}$ of 1,654. Thus, the $calculated\ t\ value > t_{table}$ is 2,166 > 1,654 with a significance level of 0.032. So it can be concluded that the retailer image variable has a positive and significant effect on interest in purchasing food and beverage products produced abroad so it can be concluded that H_4 is accepted. Consumers view retailers as representatives of companies, considering broader characteristics of their company's reputation. The retailer's image is related to customer perceptions of product variety, service quality (e.g. pay over time, free parking, and product returns), product quality, and advertising presented by the retailer.

The results of testing the risk perception variable obtained a t_{count} of 2,041 when compared with the $t_{table\ value}$ of 1,654. Thus, the $calculated\ t\ value > t_{table}$ is 2,041 > 1,654 with a significance level of 0.043. So it can be concluded that the risk perception variable has a positive and significant effect on interest in buying food and beverage products produced abroad so it can be concluded that H_5 is accepted. Risk perception is uncertainty in the purchasing environment, and customers imagine that purchasing decisions and their consequences are wrong and inappropriate.

CONCLUSION

Country *of origin has a positive and significant* effect on interest in purchasing food and beverage products produced abroad so it can be concluded that H_1 is accepted. This shows that with the increasing sales of food and drinks from abroad, interest in buying food and drink products produced abroad will also increase. *Consumer knowledge and awareness* have a positive and significant effect on interest in purchasing food and beverage products produced abroad so it can be concluded that H_2 is accepted. This shows that as consumer knowledge and awareness increases, interest in buying foreign-produced food and beverage products will also increase.

Social Identity has a positive and significant effect on interest in purchasing food and beverage products produced abroad so it can be concluded that H_3 is accepted. This shows that the more social

identity increases, the more interest in buying food and drink products produced abroad will increase. *Retailer Image* has a positive and significant effect on interest in purchasing food and beverage products produced abroad so it can be concluded that H $_4$ is accepted. This shows that the more the retailer's image improves, the more interest in buying food and beverage products produced abroad will increase. *Perceived Risk* has a positive and significant effect on interest in purchasing food and beverage products produced abroad so it can be concluded that H $_5$ is accepted. This shows that consumer perceptions of product quality are increasing

For consumers, it is hoped that this research will be a consideration in choosing products to consume. For further research, this research can be used as a reference for further research that carries out research in the same direction using various other variables that are thought to influence consumer purchasing decisions on foreign food and beverage products. For domestic companies, it is important to improve the quality of food and beverage products needed by consumers so that they can retain domestic consumers to consume local products.

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