THE MEDIATION ROLE OF PERCEIVED QUALITY AND PRICE ON THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE ON PURCHASE INTENTION
(Study of Sunscreen Innisfree in Denpasar City)

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ABSTRACT
The appeal of beauty products among today's teenagers has encouraged skincare products from various countries to enter the Indonesian market. The beauty products most widely used by Indonesian women are products made in Korea. Sunscreen is the most popular type of skin care in Denpasar City. A business phenomenon was found which was indicated by a decline in sales of Innisfree products and was followed by a lack of purchase intention for Innisfree sunscreen products in Denpasar City. This research aims to predict the influence of country of origin image on Innisfree sunscreen purchase intention from a Signaling Theory perspective, taking into account perceived quality and price. The survey data used in this research was 120 respondents in Denpasar City using a purposive sampling method. The results of path and sobel analysis reveal that country of origin image has a positive and significant effect on purchase intention, country of origin image has a positive and significant effect on perceived quality, country of origin image has a positive and significant effect on price, perceived quality has a positive and significant effect on purchase intention, price has a positive and significant effect on purchase intention, perceived quality positively and significantly mediates the effect of country of origin image on purchase intention, and price positively and significantly mediates the effect of country of origin image on purchase intention of Innisfree sunscreen consumers in Denpasar City. The results of this research provide implications for developing business strategies to pay more attention to purchase intention by considering country of origin image, perceived quality, price. It is recommended that further research test the consistency of the findings by including the luxury brand perception variable in the conceptual model.
Keywords: Country of Origin Image, Perceived Quality, Price, Purchase Intention

INTRODUCTION
Beauty products are currently becoming an attraction for teenagers to support their appearance (Nayumi and Sitinjak, nd 2020). The increase in the beauty industry in Indonesia is caused by imported cosmetics, this is because consumers prefer global cosmetic products. Based on the 2019 Zap Beauty Index, it was found

that the three most popular brands among Indonesian women are Laneige, Innisfree and Nature Republic. Where these three brands are products made in Asia, especially South Korea. South Korean skincare products in circulation form a positive image that is formed from the image of the country of origin of South Korea. The pre-survey results show that the most attractive products for use by respondents in the city of Denpasar are Innisfree products from South Korea. This is supported by the various types of beauty products offered by Innisfree products, ranging from hair care, body care, facial skin, make up, and many more, with natural formulas from natural ingredients processed through high technology (Natasya, 2024).
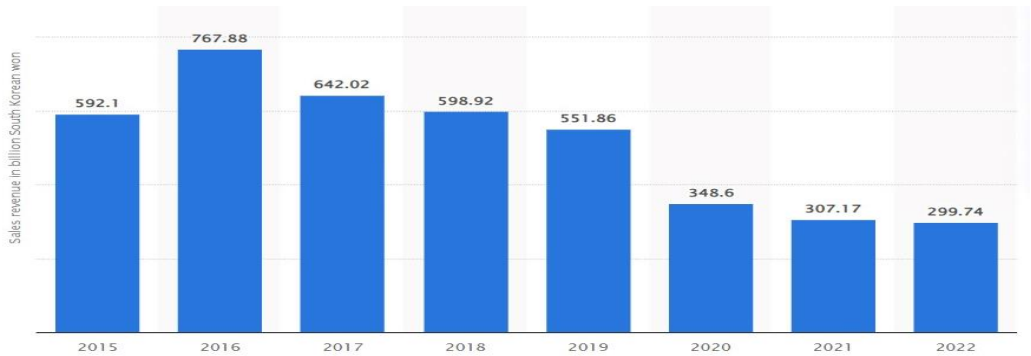
Source: Statista, 2023

Figure 1. World Innisfree Product Sales Revenue

It was found that sales of Innisfree products experienced a fairly drastic decline in sales revenue, which shows a significant decline in product sales from 2016 to 2022 (Statista, 2023). Data quoted via Google Trends Bali and Denpasar also shows that the percentage of searches for the Innisfree brand tends to be low, only 8 percent for the Denpasar and Bali areas. The type of skincare product most used by teenagers in the city of Denpasar is sunscreen products. Based on a pre-survey conducted, it was found that 24 out of 25 respondents used sunscreen products and 50 percent of respondents stated that the country that produces the best sunscreen among teenagers in the city of Denpasar is South Korea. The age distribution of respondents who are interested in using Korean products is 20 - 22 years old, which falls into the middle and late teens (Sonang et al., 2019). Currently, teenagers are more concerned about the health of their skin due to hormonal imbalances, unstable environmental conditions which result in teenagers' skin being more sensitive than adults' skin (Melinda et al., 2021).

Table 1. Pre-Survey of Innisfree Sunscreen Products Against Indicators

Question	Answer
Do you know the Innisfree brand?	100 percent (Knowing)

Question	Answer	
Do you know the Innisfree Sunscreen product from South Korea?	95.8 percent (Yes) 4.2 percent (No)	

	Answer (%)	Reason
Do you intend to buy Innisfree brand sunscreen from South Korea?	62.5 Yes	Because it is suitable, well known (WOM), the producing country is a country that is famous for skin care, so that skin can be like Koreans, the packaging is unique, does not putty on the skin, is suitable for acne prone skin (based on online reviews), the product does not cause blackheads , the texture is easy to absorb into the skin, the product price is standard with other Korean products with good quality.
	37.5 No	The price is expensive, the product is still difficult to find in the nearest shop, there are still other options at more affordable prices, it is not suitable when using makeup from this skincare brand, based on online reviews the smell is strong (the smell of spices) I don't think I like it, based on several online reviews people say it makes the face turn gray, it doesn't seem suitable for dark skin, didn't know there was a sunscreen product.

Source: Data processed 2023 (Google Form)

Table 1. States all respondents know the Innisfree brand, but only 95.8 percent know that Innisfree has sunscreen products. Most respondents were interested in buying Innisfree sunscreen from South Korea because of the quality, country of origin of the product, price, and other reasons. Even though some respondents knew the origin of the product, they did not fully intend to buy it. Madichie and Yamoah (2006) stated that country of origin has an indirect influence on purchase intention because the impact of country of origin will give rise to a country of origin image that underlies consumers in considering products when there is limited product information so that this affects the product image. Research conducted by Yassin., et al (2022) states that there is a relationship between the image of the country of origin and the intention to purchase Chinese-style products. Moran (2021) reports that the image of the United States influences Mexican consumers' intention to purchase foreign products during the COVID-19 pandemic. This is different from the research results found by Wahyuni (2016), where country of origin has no effect on consumer purchase intentions.

Previous studies show that there are still inconsistencies in the results regarding the influence of country of origin image on purchase intention. So this misalignment requires a variable solution that can mediate the influence of country of origin image on purchase intention. In this research, perceived quality and price are used as a solution to mediate the influence of country of origin image on purchase intention. Perceived quality was chosen because country of origin image influences consumer quality perceptions (Madichie and Yamoah, 2006). The good and bad image of a product can be influenced by the good and bad image of the country of origin known to consumers (Madichie & Yamoah, 2006). The price set also of course adjusts to the country of origin of the image being built. Consumers also show a positive bias (i.e. increased willingness to pay higher prices) towards products from developed countries compared to less developed countries (Burlefinger, 2021).

The background findings, empirical studies, research gaps, and pre-surveys conducted previously explain that the influence of country of origin image needs to be paid attention to and linked to perceived quality and price so that it can create purchasing intentions from consumers. This research is interesting and needs to be carried out because in similar research there are still research gaps found. The subject of this research is sunscreen Innisfree. So with this, research is needed on "The Mediating Role of Perceived Quality and Price in Country of Origin Image on Purchase Intention" by taking a study on sunscreen Innisfree in Denpasar City.

Signaling Theory

This research uses a Signaling Theory approach. This theory focuses on actions taken to provide information to consumers that have the potential to influence consumer decisions. The information conveyed is said to be successful if the recipient is able to observe the signal or information provided by the signal giver (Firdausa, 2020). In marketing, signal theory explains how signals can facilitate buyers to obtain information that will determine consumer purchasing intentions (Guo et al., 2020). Signals can also be interpreted as qualities that can be changed or adjusted based on the preferences of the signal giver or the signal recipient it self due to information asymmetry. Consumers who have limited information about products will usually use quality signals based on perceptions of the country (technology, service, etc.), price, product, and brand reputation, even the physicality of the product which will be a consideration for consumers purchase intentions (Bhattacharya and Sharma, 2022). Signals have intrinsic and extrinsic cues. Intrinsic signals are attributes attached to a product that can change or influence the main properties or main characteristics of a product, for example in sunscreen Innisfree the intrinsic signals are such as product texture, product color. Extrinsic cues are product-related characteristics, which are not inherent in the product being evaluated so that changes in extrinsic attributes do not affect the basic properties of the product. Extrinsic signals include brand name,

retailer reputation, price and physical appearance, country of origin, store name, and environment.

Country of Origin on Purchase Intention

Country of origin Image plays a role in stimulating buyer's interest and desire to purchase foreign products. Trust in a product originating from a country can be identified as significantly influencing consumer purchasing intentions. Buyers tend to form good opinions and views regarding products from certain countries, which in turn influences their desire to purchase these products (Juniarti and Rojuaniah, 2024). The research results of Hanna and Chasanah (2024) state that country of origin has a significant effect on purchase intention, this means that every time there is an increase in the value of country of origin it will increase purchase intention significantly. Research conducted by Putra and Suprapti (2019) and Syauqina, et al (2017) reported that country of origin positively and significantly influences purchase intention. Supported by the research results of Kusuma and Giantari (2018), Moksaoka and Rahyuda (2016), and Gunawan and Sukaatmadja (2018) also state the same thing, where if the image and perception of a country is good, their purchase intention will be higher and will have a significant effect on purchase intention. Contradictory research results were found in Wahyuni's (2016) research, where country of origin had no effect on consumer purchase intentions. Research by Immanuel and Ekawati (2024) found that country of origin image hasn't significant influence on purchase intention for brands in Jabodetabek.

H1: Country of origin has a significant effect on purchase intention.

Country of Origin on Perceived Quality

A good image of a brand's country of origin will influence consumers' perception of good quality. Countries that are known for their expertise and high standards in certain industries tend to give positive associations to products originating from that country, consumer trust in products increases based on reputation and previous positive experiences, as well as social proof such as reviews and awards (Faiqoh and Wiwoho, 2021). Research conducted by Rahmawansyah (2018) reported that when there is a positive image of the country of origin of the Uniqlo company, it will be able to form good perceived quality for Uniqlo products. Alfrina and Nawangsari (2023) stated that the country of origin image has an influence on the perceived quality of Canyon bicycles because Germany is known for its excellence in technique and engineering. Canyon bicycles, as a German product, are associated with high quality, innovation and reliability. Germany's reputation for producing high quality goods increases consumer confidence in Canyon bikes. Parlina (2017) also states that country of origin has a significant effect on perceived quality. Listiana (2015) stated that country of origin hasn'g significant effect on perceived quality.

H2: Country of origin image has a significant effect on perceived quality.

Country of Origin on Price

Consumers often consider products from countries with a good image to have better quality and high product value because they are supported by high technology and quality materials, so they are ready to pay more for these products. Signaling Theory, which states that information regarding country of origin acts as a quality signal for consumers. In addition, price perceptions are also influenced by country of origin, which plays an important role in determining the price they are willing to pay. Products from countries with a good reputation are seen as having greater value, both in terms of quality and prestige, which directly influences price (Cahyaningtyas et al., 2023). The results of this hypothesis are supported by the results of previous research conducted by Sianggaran (2020) who reported that country of origin significantly influences price. The better the country of origin of the product, the higher the price you are willing to pay. The results of this research show that if the country of origin has a good reputation in producing a product, consumers will understand why the product has a higher price than other products. Manora 2020, also reported that country of origin has an influence on the price of smartphone products. Diamantopoulos (2021) research reported that country of hasn't a big influence on prices.

H3: Country of origin has significant effect on price.

Perceived Quality on Purchase Intention

The quality perceived by consumers influences their decision to buy a product. Perceived quality influences purchase intention because consumers who have a high perception of quality tend to have a greater desire to buy the product, high quality perception increases consumer confidence in the product. Consumers tend to purchase products they perceive to be of high quality because they believe the product will meet or exceed their expectations, reducing the perceived risk in purchasing decisions.The research results of Faiqoh and Wiwoho (2021) show that the perceived quality variable has a significant effect on consumer purchase intentions. Research conducted by Sumual., et al (2023) which states that perceived quality influences consumer purchase intentions at PT. Hasjrat Abadi Manado during the Covid-19 pandemic. Yanthi and Jatra (2015) also proved that perceived quality has a significant effect on purchase intention with a regression coefficient value of 0.197 (Manora, 2023). The research results of Putra and Suprapti (2019) are contradictory, where the perceived quality variable hasn't direct influence on the purchase intention variable. This occurs because the perceived quality created by Huawei has not been able to encourage respondents to make purchases.

H4: Perceived quality has a significant effect on purchase intention.

Price on Purchase Intention

Price has an influence on purchase intention because it reflects the perception of value received by consumers. If the price is considered commensurate or lower compared to the benefits obtained, consumers tend to have higher purchasing intentions. Affordability also plays an important role, prices that match consumer purchasing power increase the likelihood of purchase, while prices that are too high can reduce purchase intentions. The results of this hypothesis are supported by the results of previous research conducted by Rita and Julian (2021) who reported that price has a significant influence on purchase intention. Similar research also conducted by Chrisnawan, et al (2019) reported that price had a positive effect on purchase intention. This research states that price can increase purchase intentions. The suitability of the price offered with consumer purchasing power will increase the purchase intention Lion Air services. Goenawan's research (2014) reported that there was no influence of price on purchase intention for Android smartphone products in Surabaya.

H5: Price has a significant effect on Purchase Intention.

The Role of Perceived Quality in Mediating the Influence of Country of Origin Image on Purchase Intention

The results of this hypothesis are supported by the results of previous research conducted by Faiqoh and Wiwoho (2021) showing that there is a significant influence of the country of origin variable on consumer purchase intentions through perceived quality. The country of origin given to the Aloe Vera Gel Nature Republic product provides a perception of good quality for consumers so that it can influence the consumer's intention to buy the Aloe Vera Gel Nature Republic product. This is different from research by Izzuddien., et al (2018) which states that the indirect influence of country of origin on purchase intention through perceived quality is smaller than the direct influence, so that perceived quality does not strengthen the influence of country of origin on purchase intention. Rahmawansyah's research results (2018) prove that when there is a positive image of the country of origin of the Uniqlo company, it can give rise to positive perceived quality for Uniqlo products which encourages purchase intention for Uniqlo clothing products, perceived quality is said to be partial mediation.

H6: Perceived quality is able to mediate the influence of country of origin on purchase intention

The Role of Price in Mediating the Influence of Country of Origin Image on Purchase Intention

A high price creates a good COO and a good perception of product quality and forms a stronger purchase intention than a poor brand image of the country of origin. This discussion of the role of price in shaping purchasing decisions shows that the price of a product or service is a factor that cannot be separated from various other factors

that consumers consider when making decisions (Sianggaran, 2020). The results of research by Merabet (2020) show that there is a positive influence of country of origin image on quality perceptions and price perceptions as well as the mediating role of price perceptions in the relationship between country of origin image and purchase intention. They show that algerian consumers consider price perception over quality perception for these products. Research by Sianggaran (2020) states that consumers who have a perception of higher prices will be more likely to have a higher level of purchase intention because they have a good quality perception of the country of origin image of Chinese home appliance products in Indonesia. So price can be a mediating variable for country of origin.

H7: Price is able to mediate the influence of country of origin on purchase intention

With the explanation that has been outlined, the conceptual framework used in this research is as follows:
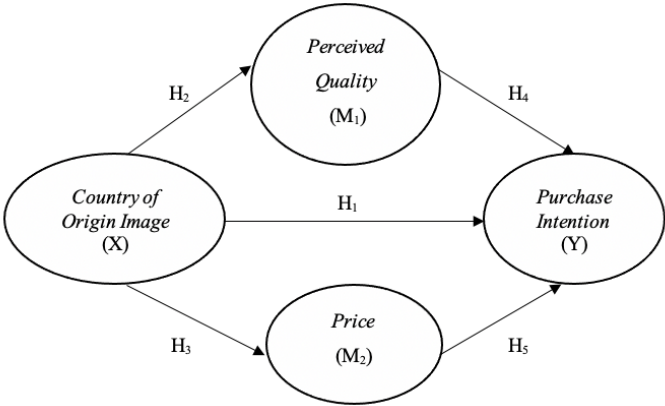

Figure 2. Research Conceptual Framework

RESEARCH METHODS

The design of this research is a survey involving sunscreen Innisfree consumers in Denpasar City. The number of research samples used was 120 respondents obtained from 5 times the number of indicators or 10 times the number of indicators, so the number of samples was 5 x 12 = 60, 10 x 12 = 120. So the required sample range was 60-120 samples. This research used 120 samples.

The research conceptual model is built from one independent variable, two mediating variables, and one dependent variable. The independent variable is country of origin image, mediating variables perceived quality, and price, while the dependent variable is purchase intention of sunscreen Innisfree consumers. Research variables are defined as, among others, country of origin image defined asthe image consumers perceive of products originating from a particular country. Measurement of the country of origin image variable includes knowing the Innisfree

skincare brand made in South Korea, South Korean skincare production using high technology, South Korean skincare products of good quality, skincare made in South Korea is safe to use (Pappu and Quester, 2010). Perceived quality is defined as the customer's perception of the quality of the product which is influenced by various factors, such as the image of the country of origin (South Korea). Measurement of variable perceived quality includes skin feeling brighter after applying sunscreen, SPF 50 content reflects the effectiveness of sunscreen to protect the skin, Innisfree sunscreen product packaging is practical to carry (Gumilang et al., 2022 and Yee and Wong, 2002). Price is the value of money that consumers are willing to sacrifice to obtain one unit of Innisfree brand skincare product. Variable price measurements include price affordability, suitability of price to benefits, price in accordance with shopping budget (Darmansah and Yosepha, 2020). Purchase Intention or purchase intention is the emergence of a desire or plan to buy or own sunscreen Innisfree, as a result of influencing factors such as perceptions of quality and price. Measurement of purchase intention is the desire to buy sunscreen Innisfree products in the near future and the desire to buy other products (Moksaoka and Rahyuda, 2016).

This research was carried out through a series of procedures, such as observation to determine the phenomenon regarding skincare products in Bali, identifying indications of related problems country of origin image, perceived quality, price, and purchase intention among sunscreen Innisfree consumers in Denpasar City; reviewing relevant theories and empirical evidence, constructing conceptual models, formulating research hypotheses, collecting data, analyzing data and presenting research reports. The location of this research is in the Denpasar area.

This research data consists of quantitative data and qualitative data. Research data collected from primary sources, such as pre-survey. Research data collected from secondary sources, namely, skincare products used by Indonesian Women, World Innisfree Product Sales Revenue data, Signaling Theory Model. The research data for the country of origin image variable was measured by referring to the instrument developed by Pappu and Quester (2010). Perceived quality data is measured by referring to the instrument developed by Gumilang et al., (2022) and Yee and Wong (2002). Price data is measured by referring to the instrument developed by Darmansah and Yosepha (2020). Research data on the purchase intention variable is measured by referring to the instrument developed by Moksaoka and Rahyuda (2016). The preparation of data instruments for country of origin image, perceived quality, price, and purchase intention of sunscreen Innisfree consumers was carried out using a Likert scale consisting of five intervals representing opinions from 1 (strongly disagree) to 5 (strongly agree). The validity of the data measurement instrument is carried out using the confirmatory factor analysis method. The validity of the measurement model is based on a minimum KMO parameter size of 0.5 and a Barlet's test value = 0.51 - 1.0. The validity of data measurement indicator items is

determined based on a minimum Loading value of 0.41. The reliability of the measurement instrument is determined based on the Cronbach's Alpha parameter of at least 0.60. Research hypothesis testing was carried out using the path analysis method. Gradually, path analysis tests and classical assumption verification tests were carried out including data normality tests, data multicollinearity tests and heteroscedasticity tests. The autocorrelation test was not carried out because it did not use time series data.

RESULTS AND DISCUSSION

The socio-demographic characteristics of research respondents are presented in Table 2. The total number of respondents involved was 120 who were collected in the Denpasar City area. The data collection process was carried out by distributing data measurement instruments (questionnaires) to 120 Innisfree sunscreen consumers.

Gender characteristics are dominated by female respondents with a percentage of 71.7 percent and male respondents with 28.3 percent. The age characteristics are dominated by respondents aged 22 years in percentage. The last educational characteristic is dominated by respondents who have completed high school education as much as 90.8 percent, followed by respondents who have completed undergraduate education as much as 9.2 percent. Job characteristics are dominated by student respondents at 95.8 percent. The characteristics of the monthly skincare spending budget are dominated by respondents who have a monthly skincare spending budget in the range of IDR 300,000 to IDR 500,000.- amounting to 40.8 percent.

Table 2. Characteristics of Respondents

No.	Variable	Classification	Amount (person)	Percentage (%)
1	Gender	Woman	86	71.7
		Man	34	28.3
		Amount	**120**	**100**
2	Age (years)	19	5	4.2
		20	13	10.8
		21	38	31.7
		22	64	53.3
		Amount	**120**	**100**
3	Last education	SMA/SMK	109	90,8
		Bachelor	11	9,2
		Amount	**120**	**100**
4	Job	Student	115	95,8
		Private employees	3	2,5
		Entrepreneur	2	1,7
		Freelancers	1	0,8
		Amount	**120**	**100**

5	monthly budget for skincare	300.000 – 500.000	49	40,8
		550.000 – 900.000	35	29,2
		1.000.000 – 3.000.000	34	28,3
		>3.000.000	2	1,7
		Amount	**120**	**100**

The research instrument was declared valid based on the Kaiser Meyer Olkin parameter value < 0.50. The Barlett test has a value of 0.50 -1.0 and total variance explained > 0.50 for factors that have an eigenvalue > 1. The reliability of research data is assessed based on the Cronbach' Alpha value which is equal to than 0.60. Based on the results of tests carried out using the confirmatory factor analysis method and the instrument scale method, it was deemed adequate and the research data was declared valid and reliable. The results of the validity and reliability tests are presented in Table 3.

Table 3. Instrument Validity Test and Reliability Test

Variable	Number of Items	Cronbach's Alpha	Total Variant Explained	KMO
Country of origin image	4	0.954	88,275	0.813
Perceived quality	3	0.875	77,591	0.691
Price	3	0.855	77,591	0.691
Purchase intention	2	0.910	91,831	0.500

Testing the assumptions of data normality, multicollinearity, and heterscedasticity showed that there were no violations of the assumptions. The results of normality, multicollinearity and heteroscedasticity tests are presented in Table 4.

Table 4. Normality, Multicollinearity and Heteroscedasticity Test Results

No	Structural		KS normality	Multicollinearity		Heteroscedasticity (Glejser)
				Tolerance	VIF	
1	Structural 1	Country of origin image	0.200	-	-	0.357
2	Structural 2	Country of origin image	0.200	-	-	0.089
3	Structural 3	Country of origin image	0.200	0.668	1,496	0.774
		Perceived quality		0.498	2,010	0.614 0.734
		Price		0.605	1,654	0.357

Table 5 shows the respondent's perception regarding the country of origin image variable. Country of origin image has four indicators in measuring variables with an average value of 3.78 which is a high criterion. The indicator whose value is below the variable average, such as the statement "Innisfree is a skincare brand made in South Korea" with an average of 3.59, in general respondents do not know everything about Korea Selatan, including the products they produce. The respondent's assessment with the highest average was the statement "Skincare made in South Korea is safe to use", obtained an average value of 3.90 where the majority of respondents agreed with this statement, this means that in general respondents felt safe when using skincare products made in South Korea .

Table 5. Description of Country of Origin Image Variable

No	Statement	Respondent's Answer (person)					Amount	Average	Criteria
		1	2	3	4	5			
1	Innisfree is a skincare brand made in South Korea	2	14	40	39	25	431	3.59	High
2	Skincare production in South Korea uses high technology	2	14	27	40	37	456	3.80	High
3	Skincare ProductsSouth Korea is good quality	2	14	27	39	38	457	3.81	High
4	Skincaremade in South Koreasafe to use	2	12	31	26	49	468	3.90	High
	Average							3.78	High

Source: primary data processed in 2024

The results of the descriptive analysis are shown in the table 6 shows the average perceived quality score is 3.61, from a measurement range between 1-5 representing the respondent's attitude towards the perception of good product quality. Previous user reviews of Innisfree sunscreen products support consumer perceptions of the quality of Innisfree sunscreen products. As for the respondents' assessment regarding the statement that has the lowest average in the statement "The SPF 50 content reflects the effectiveness of sunscreen to protect the skin", an average value of 3.56 was obtained which is in good criteria, but has the lowest average value compared to the statement This other means that in general not all

respondents feel that the level of SPF content reflects the effectiveness of the sunscreen product. It would be better for the Innisfree product marketing team to provide deeper knowledge to consumers so they know the SPF function of sunscreen. Respondents' ratings with the highest average were for the statement "Skin feels brighter after applying sunscreen Innisfree ", meaning that respondents felt the product performed well.

Table 6. Description of Perceived Quality Variable

No	Statement	Respondent's Answer (person)					Amount	Average	Criteria
		1	2	3	4	5			
1	Skin feels brighter after applying Innisfree Sunscreen	6	17	26	33	38	440	3.67	Good
2	The SPF 50 content reflects the effectiveness of sunscreen to protect the skin	0	21	34	42	23	428	3.56	Good
3	Innisfree sunscreen product packaging is easy to carry	0	21	34	38	27	431	3.59	Good
	Average							3.61	Good

Source: primary data processed in 2024

Table 7 shows the respondent's perception regarding the variable price. Price has three indicators in measuring variables with an average value of 3.80 which is included in good criteria. The indicator whose value is below the variable average, such as "The price of Innisfree sunscreen is cheaper than other sunscreens", obtained an average value of 3.72 which is included in good criteria, but has the lowest average value compared to the statement above. Another thing, this means that in general respondents feel that the price of sunscreen Innisfree is not cheaper than other sunscreens, but when compared with products from other countries, sunscreen Innisfree products are still affordable for respondents. Respondents ratings with the highest average were for the statement "Skin feels brighter after applying sunscreen Innisfree", meaning that respondents felt that the price given by Innisfree sunscreen was in line with the benefits provided.

Table 7. Description of Price Variable

No	Statement	Respondent's Answer (person)					Amount	Average	Criteria
		1	2	3	4	5			

No	Question	1	2	3	4	5	Amount	Average	Criteria
1	Price sunscreen Innisfree Cheaper than other sunscreens	4	14	28	40	34	446	3.72	Good
2	The price of Innisfree sunscreen is in accordance with the benefits of the product	2	9	31	31	47	472	3.93	Good
3	The price of Innisfree sunscreen is affordable for consumers	0	23	21	41	35	448	3.73	Good
	Average							3.80	Good

Source: primary data processed in 2024

Table 8 shows the respondent's perception regarding the variable purchase intention. purchase intention has two indicators in measuring variables with an average value of 3.56 which is included in the high criteria. The indicator whose value is below the variable average, such as "If you need a sunscreen product, how likely are you to choose the Innisfree brand?", an average value of 3.42 is obtained, which is a high criterion, but has a low average value lowest compared to other statements, this means that consumers do not fully want to use sunscreen Innisfree in the near future. Respondents ratings with the highest average were for the statement "Skin feels brighter after applying sunscreen Innisfree ", meaning that respondents felt that the price given by Innisfree sunscreen was in line with the benefits provided.

Table 8. Description of Purchase Intention Variable

No	Question	Respondent's Answer (person)					Amount	Average	Criteria
		1	2	3	4	5			
1	If you need a sunscreen product, what are your chances of choosing the Innisfree brand?	8	15	32	49	16	410	3.42	High
2	If in the next 3 months you need a sunscreen product, what are your	0	28	17	37	38	436	3.62	High

chances of buying a brand other than Innisfree?			
Average		3.56	High

Source: primary data processed in 2024

Path analysis

In this research, path analysis techniques were used to see the influence of the causalistic relationship of each independent variable on the dependent variable.

1) **Formulate hypotheses and structural equations**

   The first step of path analysis is to formulate a hypothesis and equation model based on existing theory.

   a) Country of origin image (X) has a significant effect on purchase intention (Y) to consumers sunscreen Innisfree in Denpasar City

   b) Country of origin image (X) has a significant effect on perceived quality (M1) among Innisfree sunscreen consumers in Denpasar City

   c) Country of origin image (X) has a significant effect on price (M2) among Innisfree sunscreen consumers in Denpasar City

   d) Perceived quality (M1) has a significant effect on purchase intention (Y) of Innisfree sunscreen consumers in Denpasar City

   e) Price (M2) has a significant effect on purchase intention (Y) of Innisfree sunscreen consumers in Denpasar City

   f) Perceived quality (M1) is able to mediate the influence of country of origin (X) on purchase intention (Y) of Innisfree sunscreen consumers in Denpasar City

   g) Price (M2) is able to mediate the influence of country of origin (X) on purchase intention (Y) of Innisfree sunscreen consumers in Denpasar City

   Based on the hypothesis that has been prepared, sub structural equation 1 can be formulated as follows:

   $$M1 = \beta_2 X + e1$$

   Sub-structural equation 2 can be formulated as follows::

   $$M2 = \beta_3 X + e2$$

   Meanwhile, structural equation 3 can be formulated as follows:

   $$Y = \beta_1 X + \beta_4 M1 + \beta_5 M2 + e3$$

   In this research, the influence of country of origin image on perceived quality was calculated using the SPSS for mac program. Below are shown the results of the first structural calculation in Table 9.

Table 9. Path Analysis Results on Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,544	0.862		5,272	0,000
Country of origin image	0.415	0.055	0.569	7,524	0,000
R2 : 0.324					

Source: processed primary data, 2024

Table 9 shows that the country of origin image variable has a coefficient of 0.569, meaning that the country of origin image has a positive influence on perceived quality. This result means that if the country of origin image increases, perceived quality will increase. So it can be formulated that the structural equation formed is as follows:

$M1 = \beta_2 X + e1$

$M1 = 0.569X + e1$

This research calculated the effect of country of origin image on price using the SPSS for mac program. Below lare the results of the first structural calculation in Table 10.

Table 10. Path Analysis Results on Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,796	0.936		7,261	0,000
Country of origin image	0.304	0.060	0.423	5,067	0,000
R2: 0.179					

Source: processed primary data, 2024

Table 10 shows that the country of origin image variable has a coefficient of 0.423, meaning that the country of origin image has a positive influence on perceived quality. This result means that if the country of origin image increases, the price will increase. So the structural equation that is formed can be formulated as follows:

$M2 = \beta_3 X + e2$

$M2 = 0.423X + e2$

In this research, the influence of country of origin image, perceived quality, and price on purchase intention was calculated using the SPSS for mac program. Below are the results of the second structural calculation in Table 11.

Table 11. Path Analysis Results on Structural 3

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.274	0.627		-0.436	0.663
Country of origin image	0.122	0.041	0.226	3,002	0.003
Perceived quality	0.170	0.064	0.230	2,639	0.009
Price	0.327	0.059	0.437	5,525	0,000

Source: processed primary data, 2024

The country of origin image variable has a coefficient of 0.226, meaning that the country of origin image has a positive influence on purchase intention. This means that if the country of origin image increases, purchase intention will increase. The perceived quality variable has a coefficient of 0.230, meaning that perceived quality has a positive influence on purchase intention, meaning that if perceived quality increases, purchase intention will increase. The price variable has a coefficient of 0.437, meaning that price has a positive influence on purchase intention, meaning that if price increases, purchase intention will increase. So the structural equation that is formed can be formulated as follows:

$$Y = \beta_1 X + \beta_4 M1 + \beta_5 M2 + e3$$
$$Y = 0.226X + 0.230M1 + 0.437M2 + e3$$

2) Form a path coefficient diagram

   (1) Direct influence (direct effect)

      Direct influence occurs if a variable influences a variable without any mediating variable.

     a) The influence of country of origin image on purchase intention is 0.226.

     b) The influence of country of origin image on perceived quality is 0.569.

     c) The influence of country of origin image on price is 0.423.

     d) The influence of perceived quality on purchase intention is 0.230.

     e) The influence of price on purchase intention is 0.437.

   (2) Indirect influence (indirect effect)

      Indirect influence occurs if there are other variables that mediate the relationship between the two variables, the influence of country of origin image on purchase intention with mediation of perceived quality (0.569 x 0.230) of 0.131, and also with mediation of price (0.423 x0.437) which is 0.185.

   (3) Total influence (total effect)

      To understand the total influence, this can be done by adding the direct influence of country of origin image on purchase intention of 0.226 and

the indirect influence. Calculation of total influence 0.226 + 0.131 + 0.185 = 0.542

3) **Testing the coefficient of determination (R2) and Error Variable (e)**

In this test, the value of each coefficient of determination for structural 1, 2, and 3 will be seen as well as the value of each error variable for each structural with the aim of preparing the final path diagram model. The following are the results of calculating the value of the error variable for each structure.

$$e_i = \sqrt{1 - R_i{}^2}$$

$$e_1 = \sqrt{1 - R_1{}^2} = \sqrt{1 - 0{,}324} = 0{,}822$$

$$e_2 = \sqrt{1 - R_2{}^2} = \sqrt{1 - 0{,}179} = 0{,}906$$

$$e_3 = \sqrt{1 - R_3{}^2} = \sqrt{1 - 0{,}562} = 0{,}662$$

In calculating the effect of error (e), the results obtained for the effect of structural error 1 (e1) were 0.822, the effect of structural error 2 (e2) was 0.906, and the effect of structural error 3 (e3) was 0.662. Next, the total coefficient of determination will be calculated as follows:

$$R^2{}_m = 1 - (e_1)^2 (e_2)^2 (e_3)^2$$
$$= 1 - (0{,}822)^2 (0{,}906)^2 (0{,}662)^2$$
$$= 1 - (0{,}676)(0{,}821)(0{,}438)$$
$$= 1 - 0{,}243$$
$$= 0{,}757$$

In calculating the total coefficient of determination value, it is found to be 0.757, so the conclusion is that 75.7% of the purchase intention variables for Innisfree sunscreen consumers in Denpasar City are influenced by country of origin image, perceived quality, and price structurally, while the remaining 24.3% is influenced by other factors not included in the research model or outside the research model. Below are presented the path coefficient values for each variable's influence through images:
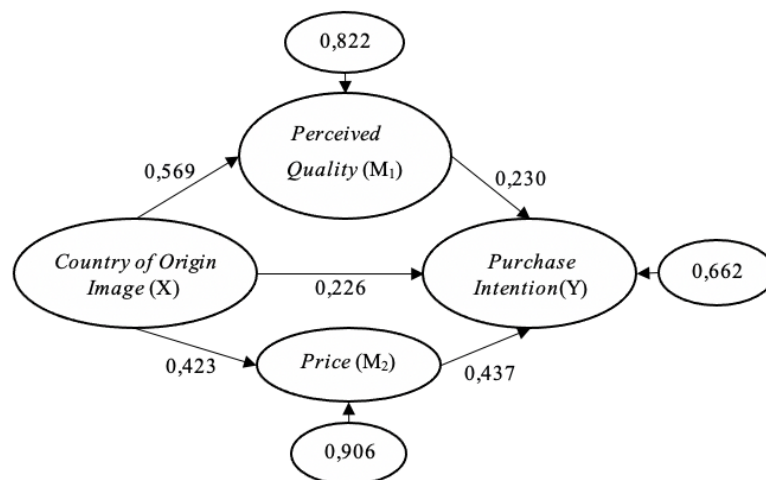
Figure 3. Path Analysis Model

4) **Hypothesis test**

The test criteria to explain the interpretation of the influence between each variable are as follows:

If sig ≤ 0.05 then Ho is rejected and Ha is accepted.

If sig ≥ 0.05 then Ho is accepted and Ha is rejected.

a) **Country of origin image on purchase intention**

Ho: Country of origin image doesn't have a significant effect on purchase intention

H1: Country of origin image has a significant effect on purchase intention

The analysis results in Table 11 show that country of origin image on purchase intention has a Beta coefficient value of 0.226 and a Sig. 0.003, then it can be said that H1 is accepted because the Sig value. 0.003 < 0.05. These results show that country of origin image has a positive and significant effect on purchase intention, in other words, the better the country of origin image, the more purchase intention will increase.

b) **Country of origin image on perceived quality**

Ho: Country of origin image has no positive and significant effect on perceived quality

H1: Country of origin image has a positive and significant effect on perceived quality

The analysis results in Table 9 show that country of origin image on perceived quality has a Beta coefficient value of 0.569 and a Sig. 0.000, then it can be said that H1 is accepted because the Sig value. 0.000 < 0.05. These results show that the country of origin image has a positive and significant effect on perceived quality, in other words, the better the country of origin image, the more perceived quality will increase.

c) **Country of origin image on price**

Ho: Country of origin image does not have a positive and significant effect on price

H1: Country of origin image has a positive and significant effect on price

The analysis results in Table 10 show that country of origin image versus price has a Beta coefficient value of 0.423 and Sig value. 0.000, then it can be said that H1 is accepted because the Sig value. 0.000 < 0.05. These results show that the country of origin image has a positive and significant effect on price, in other words, the better the country of origin image, the greater the price that is willing to be paid.

d) **Perceived qualityon purchase intention**

Ho: Perceived quality has no positive and significant effect on purchase intention

H1: Perceived quality has a positive and significant effect on purchase intention

Analysis results in Table 11 shows that perceived quality of purchase intention has a Beta coefficient value of 0.230 and Sig value 0.009, then it can be said that H1 is accepted because the Sig value. 0.009 < 0.05. These results show that perceived quality has a positive and significant effect on purchase intention, in other words, the better the consumer's perceived quality, the higher the purchase intention.

e) **Price on purchase intention**

H0: Price has no positive and significant effect on purchase intention

H1: Price has a positive and significant effect on purchase intention

Analysis results in Table 11 shows that price on purchase intention has a Beta coefficient value of 0.437 and Sig value. 0.000, then it can be said that H1 is accepted because the Sig value 0.000 < 0.05. These results show that if the price that consumers are willing to pay is high, purchase intention will be higher.

5) **Summarizing and concluding**

Based on previous calculations, it can be summarized that the direct, indirect and total effects of each structural equation are presented in Table 11.

Table 12. Direct Effect, Indirect EffectVariable

Influence of variables	Direct influence	The influence doesn't come through immediately M_1	The influence is not direct through M_2	Total Influence	Std. Error	Sig.	Results
X→M1	0.569			0.569	0.055	0,000	Significant
X→M2	0.423			0.423	0.060	0,000	Significant
M1→ Y	0.230			0.230	0.064	0.009	Significant
M2→ Y	0.437			0.437	0.059	0,000	Significant
X→Y	0.226	0.131	0.185	0.542	0.041	0.003	Significant

Source: Primary data processed, 2024

Table 12 shows the summary results of each direct and indirect influence path between variables as well as the total influence on each structural equation produced through path analysis techniques.

a) The influence of country of origin image on perceived quality

Research conducted by sunscreen Innisfree consumers in Denpasar City regarding the influence of country of origin image on perceived quality showed that the country of origin image had a direct influence on perceived quality of 0.569.

b) The influence of country of origin image on price

Research conducted by sunscreen Innisfree consumers in Denpasar City regarding the influence of country of origin image on price showed that country of origin image had a direct influence on price of 0.423.

c) The influence of perceived quality on purchase intention

Research conducted by sunscreen Innisfree consumers in Denpasar City regarding the influence of perceived quality on purchase intention showed that perceived quality had a direct influence on purchase intention of 0.230.

d) The influence of price on purchase intention

Research conducted by sunscreen Innisfree consumers in Denpasar City regarding the influence of price on purchase intention showed that price had a direct influence on purchase intention of 0.437.

e) The influence of country of origin image on purchase intention

Research conducted by sunscreen Innisfree consumers in Denpasar City regarding the influence of country of origin image on purchase intention showed that country of origin image had a direct influence on purchase intention of 0.543.

Sobel test

The Sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable. If the calculated value of M is greater than 1.96 (with a confidence level of 95 percent), then the mediator variable is considered to significantly mediate the relationship between the independent variable and the dependent variable.

1) **Mediation of perceived quality**

H0: Perceived quality is not a mediating variable for the country of origin image variable on purchase intention.

H1: Perceived quality as a mediating variable of country of origin image towards purchase intention.

$$Z = \frac{ab}{\sqrt{b^2 Sa^2 + a^2 Sb^2}}$$

Information:

a = 0.569

Sa= 0.055

b = 0.230

SB = 0.064

$$Z = \frac{(0,569)(0,230)}{\sqrt{(0,230^2 0,055^2) + (0,569^2 0,064^2) + (0,055^2 0,064^2)}}$$

$$Z = 3,359$$

The results of the Sobel test show that the calculated Z result is 3.359 > 1.96, so, H_0 rejected and H1 accepted, which means that the perceived quality variable is a significant mediating variable between country of origin image and purchase intention among sunscreen Innisfree consumers in Denpasar City.

2) **Mediation price**

H0: Price is not a mediating variable for the country of origin image on purchase intention.

H1: Price as a mediating variable for the country of origin image on purchase intention.

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}}$$

Information :

a = 0.423

Sa= 0.060

b = 0.437

SB = 0.059

$$Z = \frac{(0,423)(0,437)}{\sqrt{(0,437^2 0,060^2) + (0,423^2 0,059^2) + (0,060^2 0,059^2)}}$$
$$Z = 5,441$$

The sobel test results show that the results Z = 5.441 > 1.96 so, H0 is rejected and H1 is accepted, which means that the price variable is a significant mediating variable between country of origin image and purchase intention among Innisfree sunscreen consumers in Denpasar City.

VAF Test

Variance Accounted For (VAF) is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. There are criteria for the form of mediation influence using the VAF value (Sholihin, 2014), namely:

1) If the VAF value is above 80 percent, it shows the role of mediation as full mediation.

2) If the VAF value is between 20 until 80 percent, it can be categorized as partial mediation.

3) If the VAF value is less than 20 percent, it shows almost no mediation effect.

The formula for calculating the VAF value is as follows:

$$VAF = \frac{Direct\ Influence}{Direct\ Influence + Indirect\ Influence}$$
$$= \frac{0,131}{0,496} = 0,627$$

The VAF test on the mediation of perceived quality in country of origin image on purchase intention found a calculated value of 62.7 persent which is between 20 until 80 persent, so it can be categorized as a partial mediator, it can be concluded that perceived quality partially mediates country of origin image on purchase intention among Innisfree sunscreen consumers in Denpasar City.

$$\text{VAF} = \frac{\text{Direct Influence}}{\text{Direct Influence} + \text{Indirect Influence}}$$
$$= \frac{0{,}185}{0{,}411} = 0{,}405$$

The VAF test on price mediation on country of origin image on purchase intention found a calculated value of 45.01 persent which is between 20 until 80 persent, so it can be categorized as a partial mediator, it can be concluded that price partially mediates country of origin image on purchase intention among Innisfree sunscreen consumers in Denpasar City.

The Influence of Country of Origin Image on Purchase Intention

The results of the hypothesis in this study show thatcountry of origin imagehas a positive and significant effect on purchase intention, in other words, the better the country of origin image, the purchase intention of Innisfree sunscreen consumers in Denpasar City will increase. So the first hypothesis in this research is declared accepted. When a country has a good image in consumers' minds, that country will have a better image regarding product quality perceptions because the perception of the country of origin can cover all products from that country (Immanuel and Ekawati, 2024). In line with the signaling theory used, country of origin is a signal that can be used by consumers when they need information in making decisions, if consumers do not have much information about the product. Consumers tend to view products from countries that have a good reputation in a particular industry as having higher quality products so that their purchase intention appears greater (Hanna and Chasanah, 2024).

The Influence of Country of Origin Image on perceived quality

The results of the hypothesis in this study show that country of origin image has a positive and significant effect on perceived quality, in other words, the better the country of origin image, the better the perception of the quality of the product produced and the perception formed will also be higher among Innisfree sunscreen consumers in Denpasar City. So the second hypothesis in this research is declared accepted. Consumers actual perception of product quality can strengthen the signal received from the product's country of origin (Immanuel and Ekawati, 2024). Positive perceptions can give rise to consumer purchase intentions and the end the product purchases. The higher the impression of the identity of the country of origin of a

product, the more positive impression of quality it will create in the minds of consumers, so that the perception is increased, the consumer's intentions will also increase.

The Influence of Country of Origin Image on Price

The results of the hypothesis in this study show that country of origin image has a positive and significant effect on price, in other words, the better the country of origin image, the higher the price consumers are willing to pay for Innisfree sunscreen products in Denpasar City. So this hypothesis is declared accepted. In line with signal theory where information about prices becomes a signal to describe the image of the product from the country of origin. Products from countries with a good reputation are seen as having greater value, both in terms of quality and prestige, which directly influences price (Cahyaningtyas et al., 2023).

The Influence of Perceived Quality on Purchase Intention

The results of the hypothesis in this study show that perceived quality has a positive and significant effect on purchase intention, in other words, the better the quality of sunscreen Innisfree, the higher the consumer's purchase intention. So the fourth hypothesis in this research is declared accepted. Perceived quality relates to the way customers perceive and evaluate the overall standards or benefits of a product or service, in line with their expectations. This phenomenon reflects that when consumers feel or perceive a product to have high quality standards, it directly stimulates their interest in purchasing it. Awareness of superior quality is one of the main driving factors in purchasing decisions, because it gives consumers confidence that the product is truly worth owning or using. A strong perception of high quality standards can be a significant motivation for consumers, encouraging them to take steps to obtain the product as part of their needs or desires (Apriyani and Oktavia, 2024).

The Influence of Price on Purchase Intention

The hypothesis in this research shows price has a positive and significant effect on purchase intention, in other words the greater the price consumers are willing to pay, the higher the consumer's purchase intention. So the fifth hypothesis in this research is declared accepted. Price is one of the factors that greatly influences purchasing intentions which ultimately influences purchasing decisions, because most consumers look at the price before buying a product. Apart from that, price is an important thing that can reflect the product. Price affordability also plays an important role, if the price is in accordance with the consumer's purchasing power, it is likely that a purchase will occur, while a price that is too high can reduce purchase intentions if the consumer's availability to pay is less.

The role of Perceived Quality mediates the influence of Country of Origin Image

The results of the hypothesis in this study show that country of origin image influence the purchase intention of Innisfree sunscreen consumers in Denpasar City with the mediation of perceived quality, so that perceived quality is a partial mediating variable of the influence of country of origin image on purchase intention, this shows that the country of origin image perceived by Innisfree sunscreen consumers in Denpasar City is getting better then it can increase perceived quality, by increasing perceived quality it will be able to increase the purchase intention of sunscreen Innisfree consumers in Denpasar City. So the sixth hypothesis in this research is declared accepted. The image of the country of origin will influence consumers perceptions regarding the superiority of the product being marketed, this perception of quality will encourage their intention to purchase.

The role Price mediates the influence of Country of Origin Image on Purchase Intention

The results of the hypothesis in this study show that country of origin image influences purchase intention among sunscreen Innisfree consumers in Denpasar City with the mediation of price, so that price is a partial mediating variable of the influence of country of origin image on purchase intention, this shows that the perceived country of origin image Innisfree sunscreen consumers in Denpasar City are getting better, which can influence the product price that consumers are willingness to pay for products origin from developed countries. If the price offered is appropriate, there tends to be a feeling of purchase intention. The seventh hypothesis in this study was declared accepted. In line with Merabet's (2020) research, it shows that there is a positive influence of country of origin image on perceived quality and price perception as well as the mediating role of price perception in the relationship between country of origin image and purchase intention. They show that consumers consider price perceptions compared to quality perceptions for certain products, the price consumers are willing to pay will increase purchase intention.

CONCLUSIONS AND SUGGESTIONS

The results of this research prove and enrich the empirical evidence of the application of signaling theory to sunscreen Innisfree consumers purchase intentions by using the country of origin image variable and adding the mediating variables perceived quality and price. The results of data analysis reveal that country of origin image has a positive and significant effect on purchase intention. This shows that if the country of origin image is good it will also have a good impact on increasing purchase intention among Innisfree sunscreen consumers in Denpasar City. Country

of origin image has a positive and significant effect on perceived quality. These results show that if the country of origin image is good it will also have a good impact on perceived quality for Innisfree sunscreen consumers in Denpasar City. Country of origin image has a positive and significant effect on price. These results show that if the country of origin image gets better it will have an impact on the price that Innisfree sunscreen consumers in Denpasar City are willing to pay. Perceived quality has a positive and significant effect on purchase intention. These results show that if perceived quality is well formed it will have an impact on increasing purchase intention among Innisfree sunscreen consumers in Denpasar City. Price has a positive and significant effect on purchase intention. These results show that if the price consumers are willing to pay is in accordance with their ability, it will influence the formation of consumer purchase intentions among Innisfree sunscreen consumers in Denpasar City. Perceived quality is a partial mediating variable of the influence between country of origin image on purchase intention. These results show that if the country of origin image is good it will influence the perception of good quality in the minds of Innisfree sunscreen consumers in Denpasar City, this good perceived quality will influence its increase. consumer purchase intention. Price is a partial mediating variable in the influence of country of origin image on purchase intention. These results show that if the country of origin image is good it will influence the price that consumers are willing to pay, influencing the high purchase intention of Innisfree sunscreen consumers in Denpasar City.

The use of Google forms in online surveys and limited sample sizes can create a risk that respondents are not individuals who meet the specified target population criteria. The use of Google forms in surveys requires additional steps to validate the suitability of the respondent's criteria to their needs. Innisfree consumers in the early teens and adults will have different characteristics from middle and late teens, where there are other factors that can influence the research results. It is recommended that future research replicate this research model by using different age groups of respondents or adding a luxury brand perception variable, because luxury brand perception can provide deeper insight into how the luxury perception of a brand influences the relationship between the image of the country of origin, perceived quality, price, and purchase intention. In doing so, researchers can explore more complex and holistic interactions between these variables, enriching theoretical and practical understanding of consumer behavior in the context of luxury brands, and helping to develop more effective and segmented marketing strategies.

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