

ABSTRACT

This study aims to analyze the influence of country of origin, brand image, perceived quality, and attitude toward brand on the purchase decision of Korean cosmetic products. The study is motivated by the rapid development of the beauty industry, which has intensified competition among brands in the market. Advances in technology and globalization have accelerated cultural exchange and increased competition across various sectors, including the cosmetic industry, affecting consumer attitudes toward both local and international products.

Data were collected using purposive sampling, involving 120 respondents who met the following criteria: users of Korean cosmetics, at least 19 years old, residing in Semarang, and with a minimum usage period of six months. The collected data were analyzed using Structural Equation Modeling (SEM) with the AMOS program.

The results indicate that country of origin positively affects perceived quality, brand image, and purchase decisions. Moreover, brand image and perceived quality strengthen attitude toward brand, which in turn encourages purchase decisions. Therefore, all variables were found to positively influence each other in shaping consumers' purchase decisions.

Keywords: *Country of origin, brand image, attitude toward brand, perceived quality, purchase decision*

