

ABSTRAK

Nama : Nina Ramadani
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Judul : Pengaruh *Country Of Origin, Cutomer Knowledge and Awareness, Sosial Identity, Retailer Image, Perceived Risk* terhadap Minat Beli Produk Makanan dan Minuman Produksi Negara Luar Negeri

Penelitian ini bertujuan untuk melihat pengaruh *Country Of Origin, Cutomer Knowledge and Awareness, Sosial Identity, Retailer Image, Perceived Risk* terhadap Minat Beli Produk Makanan dan Minuman Produksi Negara Luar. Data yang digunakan dalam penelitian ini adalah data primer 168 masyarakat di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (*Statistical Package for the Social Sciences*). Metode yang digunakan untuk menganalisis hubungan antara variabel yaitu analisis regresi linier berganda. Hasil penelitian menunjukkan *Country of origin* berpengaruh positif dan signifikan terhadap minat beli produk makanan dan minuman produksi luar Negeri, *Cutomer knowledge and awareness* berpengaruh positif dan signifikan terhadap minat beli produk makanan dan minuman produksi luar Negeri *Sosial Identity* berpengaruh positif dan signifikan terhadap minat beli produk makanan dan minuman produksi luar Negeri *Retailer Image* berpengaruh positif dan signifikan terhadap minat beli produk makanan dan minuman produksi luar Negeri dan *Perceived Risk* berpengaruh positif dan signifikan terhadap minat beli produk makanan dan minuman produksi luar Negeri.

Kata Kunci: *Country Of Origin, Cutomer Knowledge, Awareness, Sosial Identity, Retailer Image, Perceived Risk, Minat Beli*

ABSTRACT

Name : Nina Ramadani
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Title : *The influence of Country Of Origin, Cutomer Knowledge and Awareness, Social Identity, Retailer Image, Perceived Risk on Buying Interests of Food and Beverage Products Manufactured in Foreign Countries*

This study aims to see the influence of Country Of Origin, Cutomer Knowledge and Awareness, Social Identity, Retailer Image, Perceived Risk on Buying Interests of Food and Beverage Products Manufactured in Foreign Countries. The data used in this research is primary data of 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, Cutomer knowledge and awareness has 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 foreign-produced food and beverage products.

Keywords: *Country Of Origin, Cutomer Knowledge, Awareness, Social Identity, Retailer Image, Perceived Risk, Purchase Intention*