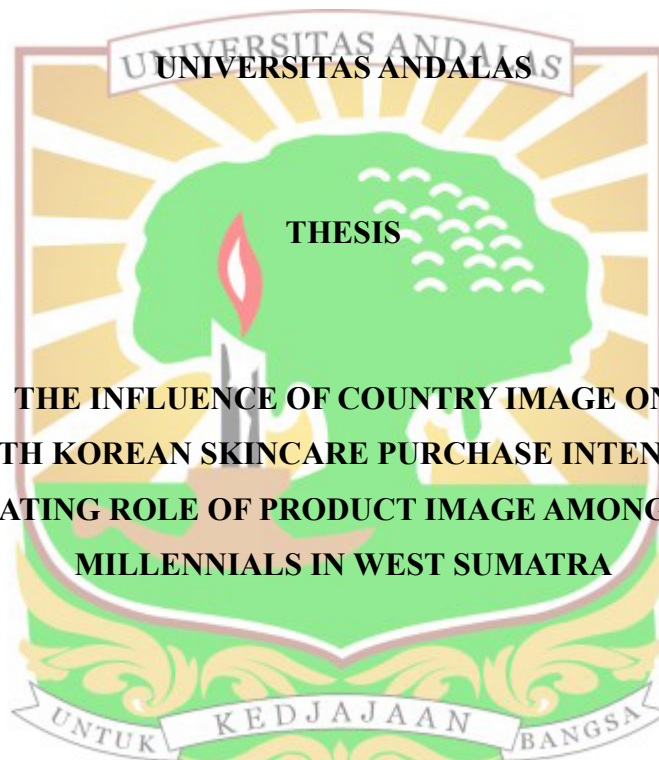




UNIVERSITAS ANDALAS

THESIS

**THE INFLUENCE OF COUNTRY IMAGE ON
SOUTH KOREAN SKINCARE PURCHASE INTENTION:
THE MEDIATING ROLE OF PRODUCT IMAGE AMONG GEN Z AND
MILLENNIALS IN WEST SUMATRA**

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ABSTRACT

This study examines the influence of Cognitive Country Image and Affective Country Image on Purchase Intention toward South Korean skincare products with Product Image as a mediating variable among Generation Z and Millennial consumers in West Sumatra. This study is grounded in the Stimulus-Organism-Response (S-O-R) framework. A quantitative research approach was employed using purposive sampling. Data were collected through an online questionnaire from 215 respondents who met the predetermined criteria and were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1. The results indicate that Cognitive Country Image has a positive and significant effect on Product Image, while Affective Country Image has a positive and significant effect on both Product Image and Purchase Intention. However, Cognitive Country Image does not have a significant direct effect on Purchase Intention. The findings also show that Product Image has a positive and significant effect on Purchase Intention and is the strongest predictor of Purchase Intention in the research model. Furthermore, Product Image fully mediates the relationship between Cognitive Country Image and Purchase Intention and partially mediates the relationship between Affective Country Image and Purchase Intention. These findings demonstrate that Country Image should not be treated as a single construct, as Cognitive Country Image and Affective Country Image influence Purchase Intention through different mechanisms. While Cognitive Country Image influences Purchase Intention only through Product Image, Affective Country Image influences Purchase Intention both directly and indirectly through Product Image. Therefore, skincare companies should focus on strengthening Product Image through product quality, reliability, and effective communication while simultaneously building favorable cognitive and affective perceptions toward the country of origin.

Keywords: *Cognitive Country Image, Affective Country Image, Product Image, Purchase Intention, South Korean Skincare Products.*

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