

ABSTRACT

Today's globalization facilitates cultural exchange and business development. This is used by business people to expand their business to foreign markets. One of the foreign cultural influences that entered Indonesia from South Korea was *Hallyu* or the Korean Wave. Korean Wave has an impact on the perspective and taste of consumers in beauty, fashion, food, music, and other creative industries.

The background of this research is that there are problems related to consumer trust in two factors which are the country of origin and brand image before making a purchase of a product. This study consists of three variables, Country of Origin (X) as the independent variable, while Brand Image (Y1) and Purchase Decision (Y2) as the dependent variables.

This research uses descriptive quantitative method. 100 respondents of Laneige skincare consumers in Indonesia, were used as samples obtained through non-probability sampling technique that focused on incidental sampling. Descriptive analysis and path analysis were chosen as data analysis techniques.

The results of the descriptive analysis of the three variables are in the good category. The results of the path analysis prove that the Country of Origin has a significant effect on Brand Image by 27.8%, Country of Origin has a significant effect on Purchase Decision by 25.6%, and Brand Image has a significant effect on Purchase Decisions by 57.9%.

Keywords: Country of Origin, Brand Image, Purchase Decision