Boredom at Work Employees in Radio Sonora Surabaya
Gredha S. Rea & Cholchul Hadi

Relationship Between Dual Role Conflict (Work Family Conflict) and Employee Job Satisfaction in Production
Section PT. X
Nimas Ayu Putri Laksmi & Cholchul Hadi

The Effect Between Leader-Member Exchange and Work-Family Conflict to Organizational Citizenship Behavior
Meiliani Sandjaja & Seger Handoyo

The Effect of Country of Origin Reputation on Buyer Trust of Changhong China Electronic Products
Risky Leorini Putri & Fajrianthi

Penilaian Kualitas Pelayanan Jasa dan Konsumen Bengkel Resmi Sepeda Motor Honda AHAAS UD
Ramayana Motor Surabaya
Andriana Kumiasani & Cholchul Hadi

The Impact of Perceived Transformation Leadership on Radio Announcer’s Innovative Behavior
Andrikho Putra Kresnadi & Fajrianthi

Work Family Conflict and Coping of Single Mothers
Faradina A. F. & Fajrianthi

Correlation Between Organizational Commitment and Readiness for Change of Divisi Enterprise Service (DES)’s Employee Telkom Ketintang Surabaya
Ayu Ihana Pramadani & Fajrianthi
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Boredom at work Employees in Radio Sonora Surabaya</td>
<td>57 - 65</td>
</tr>
<tr>
<td>2</td>
<td>Relationship between Dual Role Conflict (Work Family Conflict) and Employee Job Satisfaction in Production section PT.X</td>
<td>66 - 72</td>
</tr>
<tr>
<td>3</td>
<td>The Effect between Leader-Member Exchange and Work-Family Conflict to Organizational Citizenship Behavior</td>
<td>73 - 80</td>
</tr>
<tr>
<td>4</td>
<td>The Effect of Country of Origin Reputation on Buyer Trust of Changhong China Electronic Products</td>
<td>81 - 88</td>
</tr>
<tr>
<td>5</td>
<td>Assessment of Service Quality by Consumers Repair Shop the Official Honda Motorcycles (AHASS) UD. Ramayana Motor Surabaya</td>
<td>89 - 95</td>
</tr>
<tr>
<td>6</td>
<td>The Impact of Perceived Transformational Leadership on Radio Announcer’s Innovative Behavior</td>
<td>96 - 103</td>
</tr>
<tr>
<td>7</td>
<td>Work Family Conflict and Coping of Single Mothers</td>
<td>104 - 111</td>
</tr>
<tr>
<td>8</td>
<td>Correlation Between Organizational Commitment and Readiness for Change of Divisi Enterprise Service (DES)’s employee Telkom Ketintang Surabaya</td>
<td>112 - 119</td>
</tr>
</tbody>
</table>
The Effect of Country of Origin Reputation on Buyer Trust of Changhong China Electronic Products

Pengaruh Reputasi Negara Asal (Country of Origin Reputation) terhadap Kepercayaan (Trust) pada Pembeli Produk Elektronik Merek Changhong China

Abstract

Since there have many kind of international product come to Indonesia so the Indonesian consumer have many option to select and to trust that product. Country of origin reputation can act as a mechanism in source of information when deciding to choose between products and companies from different countries. The questionnaires country of origin reputation and trust is spread over 100 buyers of electronic products with Changhong brand from China. Based on analysis result, it is know that determinant coefficient (R2) country of origin reputation influence of trust by 8% and the t value of 2.993 with a significance level of 0.003. This indicates that the variable country of origin reputation influences the variable trust. Regression coefficient of X is obtained by (+) 0.340 indicating a positive effect of the country of origin reputation of the trust. It states that any increase in country of origin reputation will improve the trust.

Keyword : reputation, country, of, origin, country, of, origin, reputation, trust, customer, trust,

Daftar Pustaka: