

## **ABSTRACT**

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### **THE EFFECT OF CONSUMER ETHNOCENTRISM, PRODUCT ATTITUDE, AND PURCHASE INTENTION OF BATIK IN SURABAYA.**

(xiii + 50 pages; 12 figures; 14 tables; 4 appendices)

Batik is one of the most treasured domestic products of Indonesia; it is popular that batik is cultural legacy for fashion industry that developing vastly in this country especially after Batik is nominated by UNESCO as “Intangible World Heritage” that originally comes from Indonesia. The important issue for development of Batik is how the responds of Indonesian citizen toward the product especially in Surabaya as the second largest city in Indonesia, considering the globalization and international trade allowed multi-cultural fashion products directly compete against Batik product in this city. Previous study showed that Consumer Ethnocentrism, Product Attitude, and Purchase Intention could define the responds of people towards certain domestic products, thus this research applied the proven theory in Surabaya.

One hundred and fifty Surabaya citizens were willing to answer a self-administered questionnaire. Three hypotheses were analyzed using the software SPSS 16.0. The results of this study showed that among citizens of Surabaya; Consumer Ethnocentrism significantly and positively affected Product Attitude, Product Attitude positively affect Purchase Intention, and Product Attitude proven to be mediating Consumer Ethnocentrism and Purchase Intention.

The recommendation is to increase the Product Attitude (social influence, environment, and product knowledge) so it could achieve better Purchase Intention of Surabaya people towards Batik.

**Keywords:** Consumer Ethnoncentrism, Product Attitude, Purchase Intention

**References:** 54 (1972 – 2011)