

TABLE OF CONTENTS

ABSTRACT	v
ACKNOWLEDGEMENT.....	vi
TABLE OF CONTENTS.....	viii
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF APPENDICES.....	xiii
CHAPTER 1 INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Problem.....	6
1.3 Research Questions	7
1.4 Research Objectives	8
1.5 Significance of The Study	8
1.6 Organization of The Study	9
CHAPTER 2 LITERATURE REVIEW	11
2.1 Conceptual Definitions of Variables	11
2.1.1 International Business.....	11
2.1.2 Consumer Ethnocentrism	12
2.1.3 Consumer Animosity	13
2.1.4 Foreign Product Judgment.....	15
2.1.5 Willingness to Buy	16
2.2 Hypothesis Development	16
2.2.1 Relationship between Consumer Ethnocentrism and Willingness to Buy of Foreign Products.....	16
2.2.2 Relationship between Consumer Animosity and Willingness to Buy Foreign Products.....	17
2.2.3 Relationship between Consumer Ethnocentrism and Consumer Animosity	18
2.2.4 Relationship between Foreign Product Judgment towards Consumer Ethnocentrism and Consumer Animosity	19
2.3 Research Model.....	20
2.4 Research Hypotheses.....	20
CHAPTER 3 RESEARCH METHODOLOGY	22
3.1 Research Paradigm	22
3.2 Research Design	22
3.3 Research Object.....	23
3.4 The Extent of Researcher Interference	24
3.5 Unit of Analysis.....	24
3.6 Time Horizon	25
3.7 Measurement of Variables.....	25
3.8 Conceptual and Operational Definitions	27
3.9 Measurement of Scales.....	31
3.10 Population and Sampling.....	31
3.10.1 Population.....	31

3.10.2	Sample Size	32
3.10.3	Sample Design.....	32
3.11	Data Collection Method	32
3.12	Ethics in Data Collection.....	33
3.13	Data Analysis	33
3.13.1	Descriptive Statistics	33
3.13.2	Inferential Statistics	34
3.13.2.1	Outer Model.....	35
3.13.2.2	Inner Model	35
3.13.3	Validity Test	36
3.13.3.1	Convergent Validity	36
3.13.3.2	Discriminant Validity	37
3.13.4	Reliability Test	37
3.13.5	Multicollinearity Test	38
3.13.6	Hypothesis Testing	39
CHAPTER 4 RESULT AND DISCUSSION		40
4.1	Profile of Respondents	40
4.1.1	Gender	40
4.1.2	Age.....	41
4.1.3	Domicile	41
4.2	Preliminary Instrument Test Result.....	42
4.2.1	Pre-test Convergent Validity	43
4.2.2	Pre-test Discriminant Validity	47
4.2.3	Pre-test Composite Reliability.....	49
4.3	Actual Study	50
4.3.1	Descriptive Statistics	50
4.3.1.1	Consumer Ethnocentrism	50
4.3.1.2	Consumer Animosity	51
4.3.1.3	Product Judgment	52
4.3.1.4	Willingness to Buy	53
4.4	Inferential Statistics.....	55
4.4.1	Measurement Model Evaluation: Outer Model	55
4.4.1.1	Convergent Validity Test Results.....	55
4.4.1.2	Discriminant Validity	59
4.4.1.3	Composite Reliability Test	60
4.4.1.4	Outer Model.....	61
4.4.2	Structural Model Evaluation: Inner Model.....	62
4.4.2.1	Multicollinearity Test	62
4.4.2.2	Coefficient of Determination (R^2)	64
4.4.2.3	Hypothesis Testing	65
4.5	Discussion	71
4.6	Comparison of the previous and present research.....	74
CHAPTER 5 CONCLUSION AND RECOMMENDATION.....		77
5.1	Conclusion.....	77
5.2	Managerial Implication	77
5.3	Research Limitation	80

5.4	Recommendation for Future Research	80
REFERENCES		81
APPENDICES		87



LIST OF TABLES

Table 3.1 Types of Variables	25
Table 3.2 Conceptual and Operational Definitions.....	27
Table 3.3 Coefficient of Determination (R ²).....	36
Table 3.4 Cronbach's Alpha Level of Reliability.....	38
Table 4.1 Gender Percentage	40
Table 4.2 Age Percentage	41
Table 4.3 Domicile Percentage	42
Table 4.4 Pre-Test Convergent Validity Result (Outer Loadings)	43
Table 4.5 Pre-Test Average Variance Extracted Result (AVE).....	45
Table 4.6 Final result of Pre-Test Convergent Validity (Outer Loadings)	46
Table 4.7 Final result of Average Variance Extracted (AVE)	47
Table 4.8 Heterotrait-Monotrait (HTMT) Results	47
Table 4.9 Pre-Test Discriminant Validity Result (Cross Loading).....	48
Table 4.10 Pre-Test Reliability Results	49
Table 4.11 Descriptive Statistics of Consumer Ethnocentrism.....	51
Table 4.12 Descriptive Statistics of Consumer Animosity	52
Table 4.13 Descriptive Statistics of Product Judgment	53
Table 4.14 Descriptive Statistics of Willingness to Buy.....	54
Table 4.15 Convergent Validity Test Results (Outer Loading)	55
Table 4.16 Convergent Validity Test Results (AVE)	56
Table 4.17 Final Convergent Validity Test Results (Outer Loading)	57
Table 4.18 Final Convergent Validity Test Results (AVE)	58
Table 4.19 Discriminant Validity Test Results (HTMT)	59
Table 4.20 Discriminant Validity Test Results (Cross loadings).....	59
Table 4.21 Composite Reliability Test Results.....	61
Table 4.22 Outer Multicollinearity Test Results.....	62
Table 4.23 Inner Multicollinearity Test Results	63
Table 4.24 Coefficient of Determination Results	64
Table 4.25 Hypothesis Testing Results	65
Table 4.26 Previous and Present Research Comparison.....	74

LIST OF FIGURES

Figure 1.1 Indonesia Imports Partner.....	3
Figure 1.2 Top 5 best-selling smartphones in Indonesia Q2-2022	4
Figure 1.3 Indonesia's Top 5 Smartphone Companies.....	4
Figure 2.1 Research Model	20
Figure 3.1 Five-point Likert Scale	31
Figure 4.1 Preliminary Instrument Test Model.....	43
Figure 4.2 Outer Model.....	61



LIST OF APPENDICES

Appendix 1.1 Questionnaire.....	87
Appendix 1.2 Monitoring Sheet.....	90

