

ABSTRACT

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THE RELATIONSHIP OF GLOBAL OPENNESS, CONSUMER ETHNOCENTRISM, AND PRODUCT JUDGMENT TOWARD WILLINGNESS TO BUY MORE OF MODERN JAMU BY INDONESIAN YOUTH

(xi + 88 pages; 23 figures, 20 tables; 3 appendices)

As the world changing into era globalization, Indonesia needs some preparation to protect their local product. *Jamu* as one of Indonesian products needs to be conserved. Thus, this encouraged the researcher to identify the relationship between global openness toward willingness to buy more of *Jamu*, especially the modern ones.

One hundred twenty respondents were given a questionnaire using a six-point Likert Scale. Five hypothesis were analyzed using the simple and multiple regression models. The result of this study showed that Global Openness, Consumer Ethnocentrism, and Product Judgment are positively affect.

The recommendations was to emphasize about local products (such as the benefits, can compete with other import products) that will increasing the ethnocentric and accordingly will give a positive benefits. Government should support the local *Jamu* producers, while for *Jamu* producers maintaining their quality products.

Keywords: Modern Jamu, Global Openness, Consumer Ethnocentrism, Product Judgment, Willingness to Buy More, Globalization, Government

References: 78 (1965-2013)