

ABSTRACT

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THE ROLE OF CONSUMER ETHNOCENTRISM, GENERAL COUNTRY IMAGE, AND PRODUCT COUNTRY IMAGE AFFECT THE PURCHASE INTENTION OF SKINCARE PRODUCTS FROM SOUTH KOREA

(84 pages: 19 table)

This research aims to determine the effects of consumer ethnocentrism, general country image, and product country image on purchasing intentions for skin care products from South Korea, namely Nature Republic. The beauty industry market in Indonesia is dominated by products from local brands. This has an impact on skin care products from South Korea, namely products from Nature Republic. The survey method used in this research. Data collection was carried out using a questionnaire instrument by distributing it to 208 respondents who had experience using skin care products from Nature Republic. The sampling technique was carried out by purposive sampling. The approach used is Partial Least Square-Structural Equation Modeling using the SmartPLS version 4 program. The research results show that consumer ethnocentrism has a significant effect on general country image, consumer ethnocentrism has a significant effect on product country image, consumer ethnocentrism has a significant effect on purchase intention, general country image has a significant effect on product country image, general country image has a significant effect on purchase intention, and product country image has a significant effect on purchase intention. It is hoped that the results of this research can become a strategy for local and global companies in dealing with consumer preferences in the Indonesian beauty market.

Keywords: consumer ethnocentrism, general country image, product country image, purchase intention

References: 67 (1970 - 2023)