

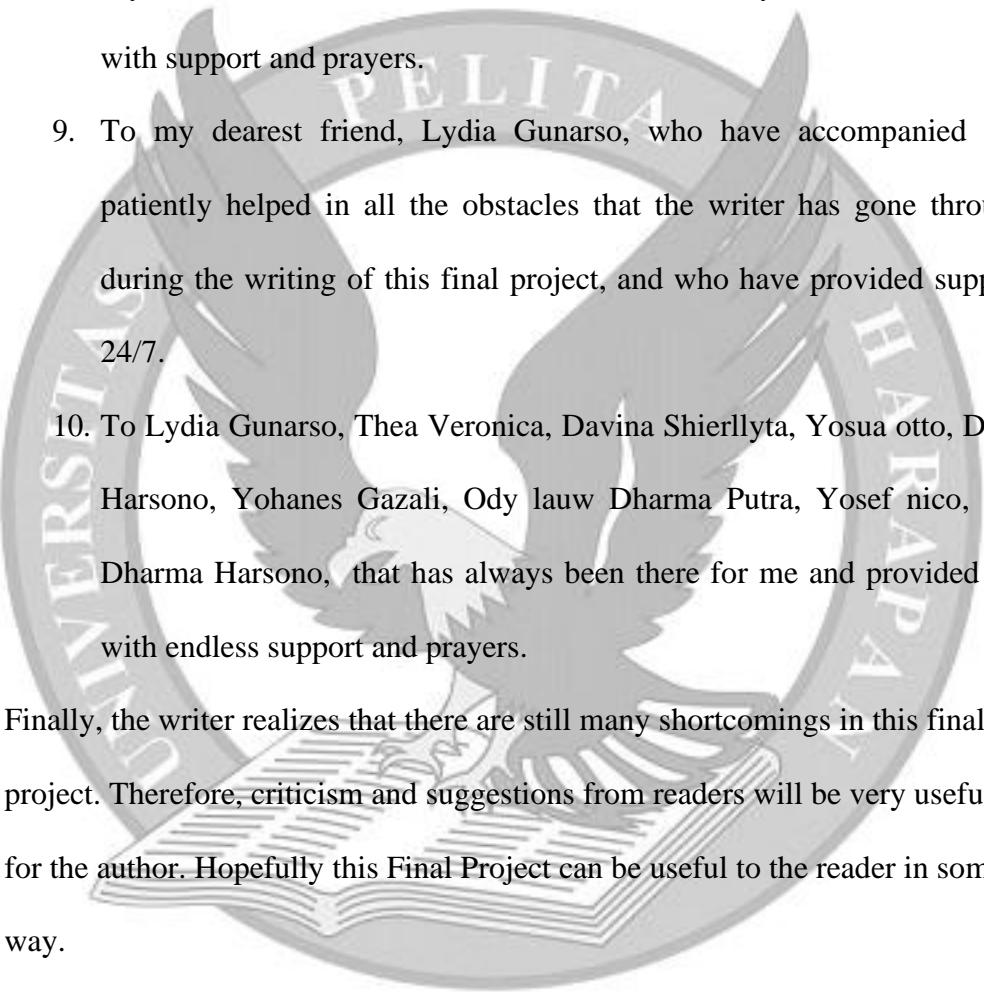
ACKNOWLEDGEMENT

Praise be to God Almighty for all the blessings, guidance and love that He has given.

Without His wisdom and grace, the writer would not be able to complete this final project. This Final Project with the title "**THE ROLE OF CONSUMER ETHNOCENTRISM AND COUNTRY OF ORIGIN EFFECT ON PURCHASE INTENTION OF CONVERSE SHOES**" is intended to be able to fulfill some of the academic requirements in order to obtain a Bachelor of Economics degree (S.M.) at Universitas Pelita Harapan, Tangerang.

The author realizes that without the guidance, help, and prayers from various parties, this final project will not be completed on time. Therefore, the authors would like to thank profusely to all parties who have helped in the process of working on this final project, namely to:

1. Dra. Gracia Shinta, S. Ugut, M.B.A., Ph.D. as the Dean of Faculty of Economics and Business.
2. Ms. Vina Christina Nugroho, S.E., M.M. as the Head of Management Department.
3. Ms. Jacquelinda Sandra Sembel, M.M. as the Head of International Business Concentration.
4. Ms. Cynthia Anna Wijayanti, S.E., M.Mktg. as my Academic supervisor as well as my Thesis paper supervisor for her kind and patient guidance during the writing of this work and throughout the author's learning period at the Universitas Pelita Harapan.
5. All lecturers at Universitas Pelita Harapan who has shared knowledge and expertise during the author's learning period at the Universitas Pelita Harapan.

- 
6. All employees and staffs of Business School who have assisted and helped the author in administrative activities.
 7. My beloved father and mother for always encouraging me and providing endless support and prayers.
 8. My brother Francisco Abelio Petrick that has always been there for me with support and prayers.
 9. To my dearest friend, Lydia Gunarso, who have accompanied and patiently helped in all the obstacles that the writer has gone through during the writing of this final project, and who have provided support 24/7.
 10. To Lydia Gunarso, Thea Veronica, Davina Shierllyta, Yosua otto, Daya Harsono, Yohanes Gazali, Ody lauw Dharma Putra, Yosef nico, and Dharma Harsono, that has always been there for me and provided me with endless support and prayers.

Finally, the writer realizes that there are still many shortcomings in this final project. Therefore, criticism and suggestions from readers will be very useful for the author. Hopefully this Final Project can be useful to the reader in some way.

Denpasar, BALI 18 November 2021

Author

TABLE OF CONTENT

Final Assignment Statement and Upload Agreement	ii
THESIS APPROVAL	iii
THESIS DEFENSE COMMITTEE.....	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vii
TABLE OF CONTENT	viii
TABLE OF TABLE	xi
TABLE OF FIGURE	xiii
Chapter 1 INTRODUCTION	1
1.1 Research Background	1
1.2 Research problem	6
1.3 Research question.....	9
1.4 Research objective.....	10
1.5 Research Contribution	10
1.6 Research Outline	11
Chapter 2 LITERATURE REVIEW.....	13
2.1 Variables Conceptual Definition	13
2.1.1 Global Brand	13
2.1.2 Consumer Ethnocentrism	14
2.1.3 Country of Origin Effect	16
2.1.4 Attitude Towards Product	18
2.1.5 Purchase Intention.....	19
2.2 Hypothesis Development	21
2.2.1 Relationship between Consumer Ethnocentrism and Attitude Towards The Foreign Brand	21
2.2.2 Relationship between Country of Origin Effect and Attitude Towards The Foreign Brand	22

2.2.3	Relationship between Attitude Towards The Foreign Brand and Purchase Intention Of Foreign Brand Products	23
2.3	Previous Studies	24
2.4	Research Model.....	27
	Chapter 3 RESEARCH METHODOLOGY	28
3.1	Research Object.....	28
3.2	The Extent of Researcher Interference	28
3.3	Unit of Analysis.....	29
3.4	Time Horizon	30
3.5	Types of Research	30
3.6	Measurement of Variables.....	32
3.7	Conceptual and Operational Definition.....	34
3.8	Measurement of Scale	38
3.9	Population and Sample	39
3.9.1	Sampling Design	39
3.9.2	Sample Size	41
3.10	Data Collection Methods.....	42
3.11	Data Analysis Method	42
3.11.1	Descriptive Statistics	42
3.11.2	Inferential Statistics.....	43
3.11.3	Partial Least Square - Structural Equation Model (PLS-SEM)	43
3.12	Research Instrument Test	45
3.12.1	Validity Test.....	45
3.12.2	Reliability Test	46
3.12.3	Preliminary Instrument Test Results	46
3.13	Hypothesis Testing	49
	Chapter 4 RESULTS AND DISCUSSION.....	51
4.1	Research outcomes	51
4.1.1	Profile of Respondents	51
4.1.2	Characteristics of Respondents	53
4.2	Analysis Data	54

4.2.1	Descriptive Statistics.....	54
4.2.2	Inferential Statistics.....	64
4.2.3	Inner Model.....	76
4.2.4	Hypothesis Testing.....	81
4.3	Discussion	85
4.3.1	Consumer Ethnocentrism Impact on Attitude Towards The Foreign Brand	85
4.3.2	Country of Origin Effect Impact on Attitude Towards The Foreign Brand	87
4.3.3	Attitude Towards The Foreign Brand Impact on Purchase Intention Of Converse Shoes.....	88
4.3.4	Attitude Towards The Foreign Brand Mediates Consumer Ethnocentrism and Country of Origin Effect Impact on Purchase Intention Of Converse Shoes.....	90
	Chapter 5 CONCLUSION AND RECOMMENDATION	91
5.1	Conclusion.....	91
5.2	Managerial Implication	91
5.3	Limitations.....	93
5.4	Recommendation for Future Research	93
	BIBLIOGRAPHY	95
	ATTACHMENT	Error! Bookmark not defined.

TABLE OF TABLE

Table 1.1 Sports Shoes Top Brand Award.....	4
Table 1.2 Converse's Global Brand	8
Table 1.3 Sports Shoes Top Brand Award.....	9
Table 2.1 Previous Studies.....	24
Table 3.1 Conceptual and Operational Definition	34
Table 3.2 Five-Point Likert Scale	39
Table 3.3 Convergent Validity	46
Table 3.4 Outer Loading	47
Table 3.5 Discriminant Validity.....	49
Table 3.6 Reliability Test.....	49
Table 4.1 Percentage of Respondent Profile	52
Table 4.2 Percentage of Respondent Criteria.....	54
Table 4.3 descriptive statistics (Consumer Ethnocentrism).....	55
Table 4.4 descriptive statistics (Country of origin effect).....	59
Table 4.5 descriptive statistics (Attitudes towards foreign brand).....	61
Table 4.6 descriptive statistics (Purchase intention of foreign brand)	63
Table 4.7 Actual Test Average Variance Extracted (AVE)	65
Table 4.8 Actual Test Outer Loading.....	65
Table 4.9 Actual Test Final Outer Loading	67
Table 4.10 Actual Test Final Average Variance Extracted (AVE) Results.....	70
Table 4.11 Actual Test Heterotrait-Monotrait ratio (HTMT) Results	70
Table 4.12 Actual Test Heterotrait-Monotrait ratio (HTMT) Results	71
Table 4.13 Actual Test Discriminant Validity Results (Consumer Ethnocentrism)	72
Table 4.14 Actual Test Discriminant Validity Results (Country of origin effect)	73
Table 4.15 Actual Test Discriminant Validity Results (Attitudes towards foreign brand)	73
Table 4.16 Actual Test Discriminant Validity Results (Purchase intention of foreign brand)	74

Table 4.17 Actual Test Reliability Results	75
Table 4.18 Coefficient of Determination (R^2).....	77
Table 4.19 Coefficient of Determination (R^2) Adjusted	78
Table 4.20 Predictive Relevance (Q^2)	79
Table 4.21 Outer Multicollinearity test result.....	79
Table 4.22 Inner Multicollinearity test result.....	81
Table 4.23 Direct Effect.....	81
Table 4.24 Mediation Test	83
Table 4.25 Total Effect	84

TABLE OF FIGURE

Figure 1.1 Indonesia Footwear Market	3
Figure 2.1 Research Model	27
Figure 3.1 Outer loading	48
Figure 4.1 Outer Model.....	76
Figure 4.2 Inner Model	83