

TABLE OF CONTENT

ABSTRACT	I
PREFACE	II
TABLE OF CONTENT	IV
LIST OF TABLES	VII
LIST OF FIGURES	VIII
LIST OF APPENDICES	IX
CHAPTER I	1
INTRODUCTION	1
1.1 Background of Problem.....	1
1.2 Problem Statements.....	6
1.3 Research Objectives	7
1.4 Benefits of Research.....	8
1.5 Writing Systematics	8
CHAPTER II	10
LITERATURE REVIEW	10
2.1 Theoretical Framework	10
2.1.1 Purchase Intention for Foreign Goods.....	10
2.1.2 Consumer Ethnocentrism.....	11
2.1.3 General Country Image.....	12
2.1.4 Product Country Image	13
2.2 Hypothesis Development	14
2.2.1 Consumer Ethnocentrism and General Country Image.....	14
2.2.2 Consumer Ethnocentrism and Product Country Image	15
2.2.3 Consumer Ethnocentrism and Purchase intention	16
2.2.4 General Country Image and Product Country Image	17
2.2.5 General Country Image and Purchase Intention.....	18

2.2.6 Product Country Image and Purchase Intention	18
2.3 Research Model	20
CHAPTER III	21
RESEARCH METHOD	21
3.1 Research Object.....	21
3.2 Researcher Intervention Level	21
3.3 Unit of Analysis	22
3.4 Time Horizon	22
3.5 Types of Research	23
3.6 Variable Measurement	24
3.7 Conceptual and Operational Definitions	25
3.8 Measurement Scale.....	28
3.9 Population and Sample.....	29
3.9.1 Research Population	29
3.9.2 Sampling Design.....	29
3.9.3 Determination of Sample Size	31
3.10 Data and Data Collection Methods	32
3.11 Data Analysis Techniques	32
3.12. Research Instrument Testing Results	33
3.13. Hypothesis Testing.....	35
CHAPTER IV.....	39
DATA ANALYSIS AND DISCUSSION.....	39
4.1 Characteristics of Respondents	39
4.1.1 Gender of Respondents.....	39
4.1.2 Employment Status of Respondents	39
4.2 Data Analysis	40
4.2.1 Descriptive Statistics	40
4.2.1.1 Indonesian Consumer Ethnocentrism	40
4.2.1.2 General Country Image of China	42
4.2.1.3 Product Country Image of China	43
4.2.2 Inferential Statistics	47

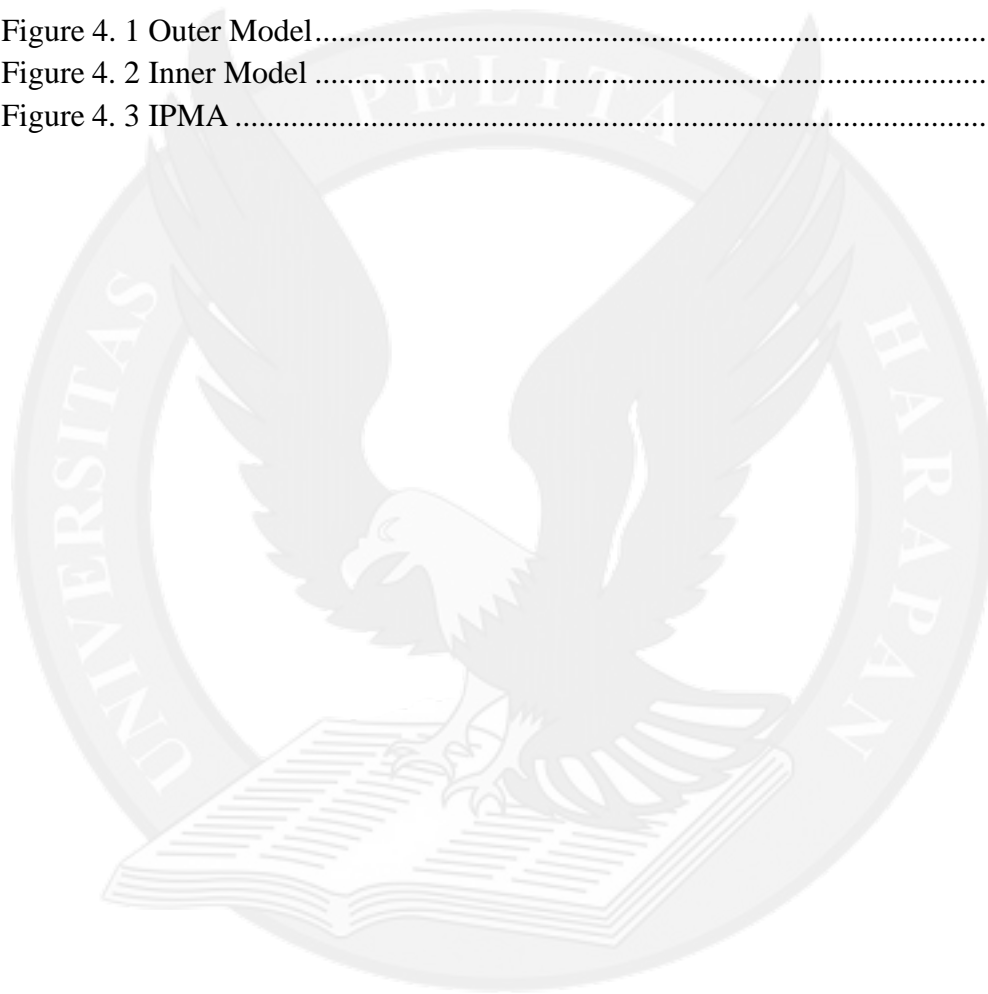
4.2.2.1 Evolution of the Measurement (Outer Model).....	47
4.2.2.2 Convergent Validity Test Result.....	47
4.2.2.3 Discriminant Validity Test Result.....	49
4.2.2.4 Reliability Test.....	51
4.2.3 Evaluation of Structural Models (Inner Models).....	52
4.2.3.1 Coefficient of Determination (R^2).....	53
4.2.3.2 Predictive Relevance Q^2	53
4.2.3.3 Multicollinearity Test.....	54
4.2.4 Hypothesis Testing Result	56
4.3 Important-Performance Matrix Analysis (IPMA)	59
4.4 Discussion	63
4.4.1 Consumer Ethnocentrism and General Country Image	63
4.4.2 Consumer Ethnocentrism and Product Country Image	64
4.4.3 Consumer Ethnocentrism and Purchase Intention	65
4.4.4 General Country Image and Product Country Image	66
4.4.5 General Country Image and Purchase Intention	67
4.4.6 Product Country Image and Purchase Intention	68
CHAPTER V	70
CONCLUSION AND SUGGESTION	70
5.1 Conclusion.....	70
5.2 Implication	70
5.2.1 Theoretical Implications	71
5.2.2 Managerial Implications	71
5.3 Limitations and Recommendations for Future Research	74
REFERENCES.....	76

LIST OF TABLES

Table 3. 1 Conceptual Definition and Operational Definition.....	26
Table 3. 2 Likert Scale	29
Table 4. 1 Gender of Respondents	39
Table 4. 2 Employment Status of Respondents	39
Table 4.3 Descriptive Statistics (Indonesian Consumer Ethnocentrism).....	40
Table 4. 4 Descriptive Statistics (General Country Image of China)	42
Table 4. 5 Descriptive Statistics (Product Country Image of China).....	43
Table 4. 6 Descriptive Statistics (Purchase Intention of Chinese home appliances)	45
Table 4. 7 Average Variance Extracted (AVE) Results.....	48
Table 4. 8 Outer Loading Results	48
Table 4. 9 Heterotrait-Monotrait ratio (HTMT) Results	49
Table 4. 10 Fornell-Lacker Results.....	50
Table 4. 11 Reliability Results.....	51
Table 4. 12 R-Square (R ²) Value	53
Table 4. 13 Predictive Relevance (Q ²).....	54
Table 4. 14 Outer Multicollinearity Results.....	55
Table 4. 15 Inner Multicollinearity Results	56
Table 4. 16 Path Coefficient Results.....	56
Table 4. 17 Important-Performance Matrix Analysis (IPMA).....	60
Table 4. 7 Average Variance Extracted (AVE) Results.....	88
Table 4. 8 Outer Loading Results	88
Table 4. 9 Heterotrait-Monotrait ratio (HTMT) Results	89
Table 4. 10 Fornell-Lacker Results.....	90
Table 4. 11 Reliability Results.....	90
Table 4. 12 R-Square (R ²) Value	91
Table 4. 13 Predictive Relevance (Q ²).....	91
Table 4. 14 Outer Multicollinearity Results.....	91
Table 4. 15 Inner Multicollinearity Results	92
Table 4. 16 Path Coefficient Results.....	92
Table 4.17 Important-Performance Matrix Analysis (IPMA).....	93

LIST OF FIGURES

Figure 1. 1 Nilai Impor Nonmigas Indonesia dari 10 Negara Mitra Dagang Dagang Terbesar per Semester 1 (2023-2024).	3
Figure 2. 1 Research Framework	20
Figure 3.1 IPMA Grid	37
Figure 4. 1 Outer Model.....	47
Figure 4. 2 Inner Model	52
Figure 4. 3 IPMA	59



LIST OF APPENDICES

Appendix 1: Questionnaire	81
Appendix 2: Figures	86
Appendix 3: Data Results	88

