

ABSTRACT

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THE ROLE OF CONSUMER ETHNOCENTRISM ON PURCHASE INTENTION TOWARDS FOREIGN PRODUCTS: INDONESIAN CONSUMERS WITH KOREAN SKINCARE PRODUCTS

(XVII, 157 pages, 11 figures, 38 tables and 6 appendices)

This study aims to analyze the influence of Consumer Ethnocentrism, General Country Image, and Product Country Image on Indonesian consumers' Purchase Intention towards Korean skincare products. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) and involving 287 respondents, this study reveals that Consumer Ethnocentrism has a significant negative impact on General Country Image and Product Country Image, and reduces purchase intention of foreign products. In contrast, Product Country Image shows a positive influence on Purchase Intention, suggesting that a good product image can increase purchase intention despite the tendency of ethnocentrism.

Keywords: Consumer Ethnocentrism, Country Image, Product Image, Purchase Intention, International Marketing

References: 136 (2002-2024)

ABSTRAK

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PERAN ETNOSENTRISME KONSUMEN TERHADAP NIAT BELI TERHADAP PRODUK ASING KONSUMEN INDONESIA DENGAN PRODUK PERAWATAN KULIT ASAL KOREA

(XVII, 157 halaman, 11 gambar, 38 tabel dan 6 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh Etnosentrisme Konsumen, Citra Negara Umum, dan Citra Negara Produk terhadap Niat Beli konsumen Indonesia terhadap produk perawatan kulit Korea. Dengan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dan melibatkan 287 responden, penelitian ini mengungkapkan bahwa Consumer Ethnocentrism memiliki pengaruh negatif yang signifikan terhadap General Country Image dan Product Country Image, dan menurunkan purchase intention terhadap produk asing. Sebaliknya, Product Country Image menunjukkan pengaruh positif terhadap Purchase Intention, menunjukkan bahwa citra produk yang baik dapat meningkatkan niat beli meskipun ada kecenderungan etnosentrisme.

Kata kunci: Etnosentrisme Konsumen, Citra Negara, Citra Produk, Niat Beli, Pemasaran Internasional

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