

ABSTRAK

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**PENGARUH *CUSTOMER ETHNOCENTRISM*, *PERCEIVED QUALITY*,
PERCEIVED PRICE, *PERCEIVED BRAND IMAGE* DAN *WILLINGNESS
TO PAY MORE* TERHADAP *PURCHASE INTENTION* PRODUK
FASHION MEREK LOKAL**

(72 hal + 19 tabel + 3 gambar)

Industri *fashion* di Indonesia dapat dikatakan sedang mengalami kemajuan pesat beberapa tahun terakhir, namun demikian persaingan pada industri *fashion* cukup kompetitif terutama karena banyaknya merek luar negeri yang masuk dalam persaingan. Penelitian ini dilakukan untuk menguji apakah terdapat pengaruh *costumer ethnocentrism*, *perceived quality*, *perceived price*, *perceived brand image* dan *willingness to pay more* sebagai variabel eksogen, serta *purchase intention* sebagai variabel endogen. Penelitian ini dilakukan dengan pendekatan studi kausal pada 193 responden penelitian yang merupakan konsumen yang pernah menggunakan produk *fashion* merek lokal. Hasil penelitian menunjukkan bahwa *costumer ethnocentrism*, *perceived quality*, *perceived brand image* dan *willingness to pay more* berpengaruh secara signifikan dan positif terhadap *purchase intention*, sedangkan *perceived price* tidak mampu secara signifikan mempengaruhi *purchase intention*. Selain itu *perceived quality* dan *perceived brand image* juga mampu mempengaruhi *willingness to pay more* konsumen.

Kata Kunci : *Fashion Lokal*, *Purchase intention*, *costumer ethnocentrism*, *willingness to pay more*

62 Referensi (2014-2024)

ABSTRACT

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THE EFFECT OF CUSTOMER ETHNOCENTRISM, PERCEIVED QUALITY, PERCEIVED PRICE, PERCEIVED BRAND IMAGE AND WILLINGNESS TO PAY MORE ON PURCHASE INTENTION OF LOCAL FASHION PRODUCTS

(72 pages + 19 tables + 3 images)

The fashion industry in Indonesia has experienced rapid progress in recent years. However, it is also highly competitive due to the influx of many foreign brands. This study aimed to examine whether customer ethnocentrism, perceived quality, perceived price, perceived brand image, and willingness to pay more, which are considered exogenous variables, have an impact on purchase intention, which is the endogenous variable. The research was conducted using a causal study approach with 193 respondents who were customers of local fashion products. The findings revealed that customer ethnocentrism, perceived quality, perceived brand image, and willingness to pay more significantly and positively affect purchase intention. In contrast, perceived price did not significantly influence purchase intention. Additionally, the study found that perceived quality and perceived brand image can positively influence customers' willingness to pay more.

Keywords: Local Fashion, Purchase intention, customer ethnocentrism, willingness to pay more

62 References (2014-2024)