

Hubungan consumer ethnocentrism dan country of origin stereotype dengan intensi membeli mobil nasional = The correlation between consumer ethnocentrism and country of origin stereotype with intention to purchase national car

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Abstrak

Ide pengadaan mobil nasional telah banyak diupayakan oleh berbagai pihak, baik pemerintah maupun swasta, sehingga salah satu masalah yang dipertimbangkan adalah mencari segmen konsumen yang memiliki potensi membeli mobil nasional. Mobil nasional adalah mobil produksi Indonesia yang paten dan mereknya dimiliki oleh orang Indonesia. Dalam penelitian ini dilakukan pengukuran kuantitatif dari consumer ethnocentrism dan country of origin stereotype pada konsumen Indonesia yang mapan secara ekonomi dan cukup umur untuk membuat keputusan membeli mobil pribadi, lalu dihitung nilai korelasinya dengan intensi membeli mobil nasional. Alat ukur yang dipakai untuk mengukur consumer ethnocentrism diadaptasi dari Consumer Ethnocentrism Tendency Scale (CETSCALE) yang disusun oleh Shimp dan Sharma (1987), alat ukur country of origin stereotype diadaptasi dari alat ukur country of origin yang disusun oleh Häubl (1996), sementara alat ukur intensi membeli adalah adaptasi dari Purchase Intention Scale yang disusun oleh Pavlou (2003). Data penelitian diolah menggunakan teknik korelasi Pearson Product Moment. Perhitungan dari hasil pengukuran 106 sampel menunjukkan nilai korelasi yang positif dan signifikan pada level of significance 0.01 di antara consumer ethnocentrism dan intensi membeli mobil nasional ($r = 0.456$), dan juga di antara country of origin stereotype dan intensi membeli mobil nasional ($r = 0.440$). Sehingga disimpulkan bahwa semakin tinggi nilai kedua variabel, maka semakin tinggi pula intensi untuk membeli mobil nasional. Berdasarkan kesimpulan ini, peneliti menyarankan untuk mempertimbangkan kedua variabel ini dalam usaha pemasaran mobil nasional.

.....The idea of national car has been tried by numerous stakeholders, both private and government, however one recurring consideration to be addressed is identifying the consumer segment with potential to purchase national cars. National cars are Indonesian made automobiles, with locally owned patents and brands by Indonesians. In this research, quantitative measurements was made of Indonesian consumer ethnocentrism and country of origin stereotypes in financially stable potential consumer with sufficient age to purchase their own cars and correlated with the intention to purchase the national car. Instrument used to measure consumer ethnocentrism was adapted from Consumer Ethnocentrism Tendency Scale (CETSCALE) by Shimp and Sharma (1987), country of origin stereotype measurement was adapted from Häubl (1996), while purchase intention measurements was adapted from Purchase Intention Scale by Pavlou (2003). Collected data was analyzed using Pearson Product Moment Correlation. Result from a sample of 106 respondents showed positive and significant correlation at the level of significance of 0.01 between consumer ethnocentrism and purchase intention of national car ($r = 0.456$), and between country of origin stereotype and purchase intention of national car ($r = 0.440$). Thus it can be concluded the value of each of these variables corresponds to higher intention to buy the national car. Based on this conclusion, the researchers suggested considering both of these variables to identify potential consumer segment in the marketing plan of Indonesian national car.