

Minat beli konsumen terhadap merk mobil proton di Indonesia suatu studi terhadap animosity dan ethnocentrism = Consumers willingness to buy towards proton in Indonesia a study about consumer animosity and ethnocentrism / Dilla Natasia Bakrie

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Abstrak

ABSTRAK

Tesis ini membahas mengenai minat beli konsumen Indonesia terhadap merk mobil Malaysia yaitu Proton Penelitian ini menghubungkan antara sikap sentimen atau animosity masyarakat Indonesia kepada Malaysia sikap etnosentrisme masyarakat dan norma subjektif yang ada dihubungkan dengan minat pembelian masyarakat terhadap Proton Penelitian menggunakan metode kuantitatif melalui kuesioner dan juga studi literatur Hasil penelitian menunjukkan bahwa tidak ada hubungan langsung antara animosity dan etnosentrisme terhadap willingness to buy masyarakat

ABSTRACT

The focus of this study is about consumer rsquo s willingness to buy towards Malaysian rsquo s car in Indonesia Proton This study connects sentiment or animosity between the attitude of Indonesian society to Malaysia ethnocentrism community attitudes and subjective norms are linked with people s willingness to buy Proton Research using quantitative methods through questionnaires and literature studies The results showed that there was no direct relationship between animosity and ethnocentrism on willingness to buy people