

Pengaruh Animosity dan Allocentrism terhadap Consumer Ethnocentrism dalam Membentuk Minat Beli Konsumen: Studi Kasus pada Konsumen Jabodetabek dalam Membeli Produk asal Malaysia = The Effects of Animosity and Allocentrism on Consumer Ethnocentrism in Forming Consumer Willingness to Purchase: Case Study on Jabodetaek Consumer in Purchasing Malaysian Product

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Abstrak

Tujuan dari penelitian ini terbagi menjadi tiga: (a) memperjelas faktor yang memediasi pengaruh consumer animosity terhadap minat beli konsumen atas produk impor; (b) memperjelas faktor yang memediasi pengaruh allocentrism terhadap minat beli konsumen atas produk impor; dan (c) mengetahui apakah perbandingan kualitas produk antara produk lokal dan produk impor memoderasi hubungan antara consumer animosity dan minat beli konsumen dan hubungan antara etnosentrisme konsumen terhadap minat beli konsumen. Responden dalam penelitian ini berjumlah 209 responden yang pernah membeli produk asal Malaysia dalam kurun waktu tiga bulan terakhir dan berdomisili di Jabodetabek.

Hasil penelitian ini menyatakan jika etnosentrisme terbukti memoderasi hubungan antara animosity dan minat beli konsumen. Namun pada hubungan antara allocentrism dan minat beli konsumen, ethnocentrisme tidak memainkan peran sebagai moderator. Sementara itu perbandingan kualitas produk terbukti tidak memoderasi hubungan antara animosity dan etnosentrisme terhadap minat beli konsumen. Pembahasan serta kontribusi dan saran juga turut dibahas.

.....The purpose of this paper is three-fold: (a) specifying the factor that mediates the effect of consumer animosity on attitude towards imported products; (b) specifying the factor that mediates the effect of allocentrism on consumers attitudes towards imported product; and (c) examining whether product quality comparison between domestic vis-à-vis imported products moderates the relationships between consumer animosity and consumers willingness to purchase as well as between ethnocentrism and consumers willingness to purchase. A survey was sent to 209 respondents that have bought Malaysian products in the past three months and domicile in Jabodetabek.

The result indicated that ethnocentrism was mediated the relationship between animosity and consumers willingness to purchase. However ethnocentrism was not mediated the relationship between allocentrism and consumers willingness to purchase. In addition, the product quality comparison was not moderated the relationship between animosity and consumers' willingness to purchase as well as ethnocentrism and consumers willingness to purchase. Interpretations, contributions, and implications for manager are discussed.