Analisis dampak afinitas konsumen dan etnosentrisme serta citra negara asing terhadap citra produk persepsi resiko dan keinginan membeli produk asing objek studi negara Jepang = Analysis of effect consumer affinity and ethnocentrism as well as country image toward product country image perceptions of risk and willingness to purchase foreign product study object Japan

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Abstrak

[Penelitian ini bertujuan untuk mengetahui apakah afinitas konsumen dan etnosentrisme serta citra negara asing mampu mempengaruhi perilaku konsumen di Indonesia terkait persepsi resiko dan keinginan membeli produk asing negara afinitas. Model acuan merujuk kepada studi Oberecker dan Diamantapoulos (2011). Negara afinitas yang dijadikan objek penelitian adalah Negara Jepang. Jumlah sampel responden penelitian berjumlah 164 responden. Desain penelitian menggunakan model SEM dengan pendekatan CFA (confirmatory factor analysis). Hasil analisis menunjukkan jika pada sisi afeksi, pengaruh etnosentrisme berperan lebih dominan daripada afinitas dalam mempengaruhi perilaku konsumen. Sementara pada sisi kognisi, citra produk suatu negara mampu membangkitkan hasrat konsumen untuk mengkonsumsi produk asing.

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This research aims to determine whether the consumer affinity and ethnocentrism as well as the image of a foreign country are able to influence consumer behavior in Indonesia related to the perceived risk and willingness to buy foreign products from the affinity country. Our model refers to the study of Oberecker & Diamantapoulos (2011). Japan would be the object of affinity country. Total sample of respondents were 164 respondents. The study design uses SEM Model with CFA approach (confirmatory factor analysis). The results show us that the ethnocentrism has dominant affection role compared to affinity in order to influence consumer behavior meanwhile, the product country image has cognition role to evoke consumer desire to consume foreign products.;This research aims to determine whether the consumer affinity and ethnocentrism as well as the image of a foreign country are able to influence consumer behavior in Indonesia related to the perceived risk and willingness to buy foreign products from the affinity country. Our model refers to the study of Oberecker & Diamantapoulos (2011). Japan would be the object of affinity country. Total sample of respondents were 164 respondents. The study design uses SEM Model with CFA approach (confirmatory factor analysis). The results show us that the ethnocentrism has dominant affection role compared to affinity in order to influence consumer behavior meanwhile, the product country image has cognition role to evoke consumer desire to consume foreign products.;This research aims to determine whether the consumer affinity and ethnocentrism as well as the image of a foreign country are able to influence consumer behavior in Indonesia related to the perceived risk and willingness to buy foreign products from the affinity country. Our model refers to the study of Oberecker & Diamantapoulos (2011). Japan would be the object of affinity country. Total sample of respondents were 164 respondents. The study design uses SEM Model with CFA approach (confirmatory factor analysis). The results show us that the ethnocentrism has dominant affection role compared to affinity in order to influence consumer behavior meanwhile, the product country image has

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