

# Pengaruh cosmopolitanism terhadap consumer ethnocentrism product quality purchase intentions dan foreign product purchase behavior pada jenis produk fashion di Jabodetabek = The effects of cosmopolitanism on consumer ethnocentrism product quality purchase intentions and foreign product purchase behavior on fashion products in Jabodetabek

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh cosmopolitanism terhadap consumer ethnocentrism, domestic product quality, domestic purchase intentions dan foreign product purchase behavior pada jenis produk fashion di Indonesia. Desain penelitian yang digunakan dalam penelitian ini adalah desain riset konklusif, dengan metode kuantitatif yang akan dilakukan satu kali dalam satu periode (single crosssection). Penelitian ini disebar dengan konteks sampel yakni 187 responden yang merupakan responden yang telah memiliki pendapatan sendiri dalam memenuhi kebutuhan sehari-hari. menggunakan Structural Equation Modeling (SEM) dengan menggunakan software Lisrel 8.51 dalam mengolah dan menganalisis data yang didapatkan dari kuesioner.

Hasil penelitian ini membuktikan bahwa tidak terdapat pengaruh signifikan pada variabel cosmopolitanism terhadap consumer ethnocentrism, domestic product quality, dan foreign product purchase behavior. Namun terdapat pengaruh signifikan positif pada variabel consumer ethnocentrism terhadap domestic product quality dan domestic purchase intentions. Selain itu terdapat pengaruh signifikan negatif pada variabel domestic purchase intentions dengan foreign product purchase behavior.

.....This study determine the effect on consumer ethnocentrism cosmopolitanism, domestic product quality, purchase intentions and foreign domestic product purchase behavior on the kind of fashion products in Indonesia. Design research used in this study is conclusive research design, quantitative method to be performed one time in one period (single crosssection). This research is disseminated in the context of 187 sample respondents who are respondents who have had their own income to supply their daily needs. Structural Equation Modeling (SEM) using software lisrel 8.51 in processing and analyzing the data obtained from the questionnaire.

Results of this study prove that there was no significant effect on the variable cosmopolitanism against consumer ethnocentrism, quality domestic product and foreign product purchase behavior. However there is a significant positive effect on the variable consumer ethnocentrism against domestic domestic product quality and purchase intentions. In addition there is a significant negative effect on the variable purchase intentions with the foreign domestic product purchase behavior.