

Pengaruh etnosentrisme konsumen pada sikap eksplisit dan implisit konsumen terhadap merek dalam dan luar negeri = The effect of consumer ethnocentrism to consumer's explicit and implicit attitude toward local and global brand

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Abstrak

Penelitian ini dirancang untuk menguji pengaruh etnosentrisme konsumen pada sikap eksplisit dan implisit konsumen terhadap merek dalam dan luar negeri, serta menguji peran social desirability bias sebagai moderator dalam pengaruh tersebut. Etnosentrisme konsumen diukur menggunakan instrumen Consumer Ethnocentrism Tendency Scale (CETSCALE). Sikap eksplisit diukur menggunakan instrumen skala semantik diferensial, sedangkan sikap implisit diukur menggunakan instrumen Implicit Association Test (IAT). Sementara social desirability bias diukur menggunakan instrumen Marlowe-Crowne Social Desirability Scale (M-C SDS). Sebanyak 104 mahasiswa berusia 17-24 tahun berpartisipasi dalam penelitian ini. Berdasarkan analisis pengaruh menggunakan simple regression analysis, ditemukan bahwa etnosentrisme konsumen berpengaruh secara signifikan pada sikap eksplisit terhadap merek dalam negeri ($\beta = 0,234, p < 0,05$) dan juga pada sikap implisit ($\beta = -0,267, p < 0,05$), namun tidak berpengaruh signifikan pada sikap eksplisit terhadap merek luar negeri ($\beta = 0,120, p > 0,05$). Sementara social desirability bias tidak signifikan berperan sebagai moderator dalam pengaruh-pengaruh tersebut ($R^2 = 0,015; p > 0,05$). Maka dari itu, dapat disimpulkan bahwa etnosentrisme konsumen memang berpengaruh terhadap sikap konsumen terhadap merek dalam negeri, namun hal tersebut tidak selalu berarti bahwa konsumen menolak merek luar negeri.

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This study was designed to examine the effect of consumer ethnocentrism to consumer's explicit and implicit attitude toward local and global brands, and also to test the role of social desirability bias as moderator. Consumer ethnocentrism was measured by Consumer Ethnocentrism Tendency Scale (CETSCALE). Explicit attitude was measured by semantic differential scale, and implicit attitude was measured by Implicit Association Test (IAT). Meanwhile, social desirability bias was measured by Marlowe-Crowne Social Desirability Scale (M-C SDS). There were 104 students aged 17 to 24 years old participated in this study. Based on the effect analysis using simple regression, consumer ethnocentrism was found significantly affect consumer's explicit attitude toward local brand ($\beta = 0,234, p < 0,05$) and also consumer's implicit attitude ($\beta = -0,267, p < 0,05$), but it didn't significantly affect consumer's explicit attitude toward global brand ($\beta = 0,120, p > 0,05$). Meanwhile, the role of social desirability bias as moderator was not found significant ($R^2 = 0,015; p > 0,05$). Therefore, it could be concluded that consumer ethnocentrism did affect consumer's attitude toward local brand, but it didn't necessarily mean that the consumer reject global brand.