

PENGARUH ETNOSENTRISME PADA PERSEPSI KUALITAS DAN MINAT BELI ULANG PRODUK SUSU : STUDI EMPIRIS PADA KAFE JAVA MILK, KABUPATEN BANTUL

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INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh etnosentrisme terhadap persepsi kualitas dan minat beli ulang produk olahan lokal, di kafe Java Milk oleh masyarakat Kabupaten Bantul. Penelitian ini menggunakan metode survei dengan alat bantu kuesioner dengan skala *Likert* 1-5 melalui *Google Form* dan kuesioner yang disebar secara langsung. Peneliti juga melakukan wawancara secara langsung dalam pengumpulan data. Responden pada penelitian ini ditentukan dengan *judgmental sampling method*. Pengambilan data dilakukan pada Oktober sampai Desember 2020 dengan metode luring dan daring. Analisis yang digunakan pada penelitian ini adalah analisis *partial least square* dengan perangkat lunak Smart PLS 3.0. Hasil analisis pada penelitian ini menunjukan bahwa etnosentrisme berpengaruh pada persepsi kualitas ($P < 0,05$), persepsi kualitas berpengaruh pada minat beli ulang ($P < 0,05$), dan etnosentrisme tidak berpengaruh pada minat beli ulang ($P > 0,05$). Kesimpulan dari penelitian ini, etnosentrisme berpengaruh positif pada persepsi kualitas. Persepsi kualitas berpengaruh positif pada minat beli ulang, tetapi etnosentrisme tidak berpengaruh pada minat beli ulang.

(Kata kunci: Etnosentrisme, Persepsi kualitas, Minat beli ulang, Produk susu).

THE EFFECT OF ETHNOCENTRISM ON QUALITY PERCEPTION AND REPURCHASE INTEREST MILK PRODUCTS: EMPIRICAL STUDY IN MILK JAVA CAFE, BANTUL DISTRICT

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ABSTRACT

The aim of the study is to analyze the effect of ethnocentrism on perceived quality and intention in repurchasing milk products at the Java Milk cafe by the people of Bantul Regency. In this study, the researcher used a survey method. In this case, the researcher did the survey by spreading the questionnaire which is a Likert scale of 1-5 via *Google Form*. Additionally, the researcher spread the questionnaire directly to the respondents. Besides, the researcher also interviewed the respondents directly in order to gather the data. In this study, the respondents of this study were determined by the judgmental sampling method. The data were collected from October to December 2020. The analysis used in this research was a partial least square analysis with the Smart PLS 3.0 application. From the results of the analysis, it showed that ethnocentrism affected perceived quality ($P < 0.05$), perceived quality affected repurchase intention ($P < 0.05$), and ethnocentrism had no direct effect on repurchase intention ($P > 0.05$). The conclusion of this study is ethnocentrism has a positive effect on perceived quality. In fact, perceived quality has a positive effect on repurchase intention, but ethnocentrism has no significant effect on repurchase intention.

(Key words: Ethnocentrism, Perceived quality, Repurchase intention, Milk Products).