



Research Paper

The Antecedents of On Purchase Intention of Foreign Products, Mediating Role of Attitude, and the Moderating Role of Ethnocentrism

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ABSTRACT

The purpose of this study is to examine the influence of perceived prestige, perceived quality, perceived value, brand image, country of origin and attitude to purchase intention foreign product and consumer attitude as mediation variable and also moderated by Customer's Ethnocentrism variable. Specifically, it explains the variables that to form purchase intention consumer to foreign product "converse" and moderating effect of Customer's Ethnocentrism variable. Data are gathered through survey by interviewing respondents who are guided by questionnaires. Sample consist of 200 respondents that collected by purposive sampling method. Structural Equation Modeling was used to explain the relationship of variables that are hypothesized. Meanwhile, to analyze moderation effect of the Customer's Ethnocentrism to use sub-group analysis. The test result indicated that there is significant relationship between perceived quality on attitude, perceived value on attitude, brand image on attitude, country of origin on attitude, and attitude on purchase intention. But there was not significant relationship between perceived prestige on attitude. Moreover, Customer's Ethnocentrism moderate the relationship between perceived prestige on attitude, perceived quality on attitudes, brand image on attitude, country of origin on attitudes, and attitudes on purchase intentions. But Customer's Ethnocentrism variabel was not moderate relationship between perceived value on attitude. In this study, shows the implications that can provide insight into the theoretical aspects, practical research aspects, and aspects for further research. And also shows the limitations of this study as an opportunity for future research.

1. INTRODUCTION

The increasingly rapid acceleration of globalization is now pushing international scale companies to think more about how they can market their products on a wider market scale. One of them is by expanding into the international market to compete with the domestic market of a country. In this case the global market, international companies are faced with increased competition The number of foreign products from several developed countries companies such as the United States, Japan, Korea, Italy and China that entered the Indonesian domestic market, made the competition of foreign products increasingly tight in the Indonesian domestic market. With so many foreign products having quality with different brand image, the purchasing behavior of consumers prioritizes the purchase goals of the foreign product by considering the factors of purchase intention. One product is a shoe product that has a variety of brands and qualities that almost every Indonesian consumer has with different purchase goals and this makes Indonesian consumers quickly become global consumers for these foreign products. But it does not rule out the possibility of domestic shoe products also being in great demand by local consumers, due to several reasons and the purpose of purchasing these products such as the love of local products that underlie their purchases.

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The intention to purchase foreign products can be influenced by several independent variables such as perception of prestige, perceived quality, perceived value (Wong and Zhou, 2005), brand image (Fakharmanes, et al, 2012), country of origin image (Lee and Ganesh, 1999) , mediated by attitudes towards products (Junghwa, 2007) and based on Attitude Theory, that is, attitudes do not consist of cognitive aspects only, but also include affective aspects (ie, specific feelings or emotions) and conative aspects (ie, intended behaviors) (Fishbein and Ajzen, 1975). This is supported by Cognitive Psychological Theory that a human (consumer) thought process through the process of receiving, perceiving, studying, reasoning, remembering and thinking about learning about information. In this study, researchers included customer's variables. ethnocentrism which is a sense of caring and love for the country's own products as a moderating variable that moderates the relationship between the independent variable of perception with attitudes toward products and also attitudes towards with purchase intentions as the development of models for the purchase intention of foreign products in "converse" shoes. The model is based on Shimp and Sharma's (1987) research theory which states that ethnocentric consumers feel that purchasing foreign-made products is a mistake because it causes damage to the local economy. Thus, ethnocentrism has the property of a moderating variable. In this study, researchers wanted to develop an existing model for the purchase intention of foreign products in "converse" shoes to be more interesting to study.

2. LITERATURE REVIEW

The first variable is the perception of prestige. In terms of marketing, consumers develop the meaning of prestige for attitudes based on interactions with people (for example, aspiring or peer group references), property objects (for example, best features), and hedonic values (for example, sensory beauty) Vigneron and Johnson in (Wong and Zhou, 2005). The general assumption is that prestige brands are rare and rarely purchased, require higher knowledge, and are highly related to individual self-concepts. Wong and Zhou (2005) suggested that consumption of foreign products by consumers as a signal of wealth, power and status. Wong and Zhou (2005) state that the perception of prestige has a direct influence on purchase intentions. But based on attitude theory (Fishbein and Ajzen, 1975) perception can be used as a cognitive factor that can influence consumer attitudes.

Hypothesis 1. Perception of Prestige affects attitude.

The second variable is quality perception. Kirmani and Baumgartner in Wong and Zhou (2005) define quality perception as a consumer evaluation of a product and overall superiority based on intrinsic cues (for example, performance, durability) and extrinsic cues (for example, brand names, guarantees). Wong and Zhou (2005) followed by Fenitra and Haryanto (2019) and state that perceived quality has a direct influence on purchase intentions. Based on attitude theory (Fishbein and Ajzen, 1975) perception can be used as a cognitive factor that can influence consumer attitudes. Without a doubt, consumers who experience a higher level of perceived quality show a high positive attitude towards foreign products.

Hypothesis 2. Quality perception influences attitude.

The third variable is perceived value. Perceived value is defined as "the overall assessment of consumers of product utility based on the perception of what is received and what is given" (Zeithaml 1988, in Wong and Zhou, 2005). From this definition, Zeithaml (1988) mentions four meaning values: (1) value is the low price, (2) value is what is wanted in production, (3) value is the quality that consumers receive for the price to be paid, and (4) value is what consumers get from the product used. As seen in the definition above, value is connoted as an idea of the valuation of benefits and a combination of the costs incurred (Kirmani and Baumgartner 2000

in Wong and Zhou (2005). Wong and Zhou (2005) state that the perception value has a direct influence on purchase intention. Based on attitude theory (Fishbein and Ajzen, 1975) perception can be used as a cognitive factor that can influence consumer attitudes. Value perception is a process of thinking about values that shape attitudes toward foreign products, so the higher perception value then will form a high attitude towards foreign products.

Hypothesis 3. Value perception influences attitude.

The fourth variable is brand image. Brand image is the perception of a brand that is described by brand associations that exist in consumers' memories (Keller, 1998 in Fakharmanesh et al, 2012). Fakharmanesh, et al (2012) states that brand image has a direct influence on purchase intentions. But based on attitude theory (Fishbein and Ajzen, 1975) perception can be used as a cognitive factor that can influence consumer attitudes, which in this case is the perception of brand image.

Hypothesis 4. Brand Image affects attitude

The fifth variable is the image of the country of origin. The image of the country of origin can be defined as consumers' perceptions about the quality of products made by a particular country and the nature of the people from that country that make the product (Lee and Ganesh, 1999). Lee and Ganesh's research (1999) states that there is an influence between the image of the country of origin on attitudes. This is also supported by attitude theory (Fishbein and Ajzen, 1975) which states that perception can be used as a cognitive factor that can influence consumer attitudes.

Hypothesis 5. Country of Origin image influences attitude.

The sixth variable is attitude. Attitudes toward behavior are defined as "a person's feelings either positive or negative about doing the desired behavior" (Fishbein & Ajzen, 1975). Attitude to action is a function of the perceived consequences of a person related to behavior and evaluation of consequences (Lee & Green, 1991). Likewise, Choo et al. (2004) refers to attitudes towards behavior to determine whether the person supports or opposes engaging in behavior. Junghwa, et al (2007) states that there is a significant relationship between attitudes toward purchase intentions. Thus, the higher the attitude towards foreign products, the higher the purchase intention for foreign products.

Hypothesis 6. Attitude influences purchase intentions.

The seventh variable is Customer's Ethnocentrism. Customer's Ethnocentrism defined as the belief held by consumers regarding conformity, morality, purchase of foreign-made products rather than locally-made products (Shimp & Sharma, 1987). According to Shimp & Sharma (1987) ethnocentric consumers feel that purchasing foreign-made products is a mistake because it causes damage to the local economy, namely unemployment, which clearly labels them as patriotic. Customer's Ethnocentrism can be analyzed based on direct effects, mediating effects and moderation effects. As per the theoretical background, the direct effect of CE is to stimulate customers to buy domestic products compared to foreign products. Therefore, the higher the ethnocentric consumers, the weaker the perception of attitudes towards foreign products (Shimp & Sharma, 1987).

Hypothesis 7. Customer's Ethnocentrism modifies the relationship between Perception of Prestige and Attitude.

Hypothesis 8. Customer's Ethnocentrism modifies the relationship between Quality Perception and Attitude.

Hypothesis 9. Customer's Ethnocentrism modifies the relationship between Value Perception and Attitude.

Hypothesis 10. Customer's Ethnocentrism modifies the relationship between Brand Image and Attitude.

Hypothesis 11. Customer's Ethnocentrism modifies the relationship between the Origin Image and Attitudes.

The eighth variable is purchase intention. Purchase intention can be classified as a component of consumer cognitive behavior about how a person intends to buy a particular brand or product. According to Laroche, et al in (Wong, et. Al 2005) purchase intention can be influenced by several independent variables which can be seen from several other independent variables that can influence purchase intentions. Based on the literature review, then the hypothesis in this study can be formulated as follows:

Hypothesis 12. Customer's Ethnocentrism modifies the relationship between Attitude and Purchase Intention

3. METHODOLOGY

3.1. Data collection and Sampling

This research was conducted on consumer perceptions of shoes with the foreign brand "Converse" in the city of Surakarta. This research is applied research that emerges from the observed phenomena. The research design used in this study used survey research techniques using questionnaires to collect respondent data. Where the questionnaire was given to consumers of shoes with the foreign brand "converse" in Surakarta City to be answered in accordance with the understanding of the foreign branded shoe products used. The population in this study are all consumers who have the intention to buy the foreign brand "Converse" shoe products in the Surakarta City area, which are in the five Surakarta sub-districts. The sample used was 200 respondents who had the intention to buy "Converse" shoe products in the Surakarta City area for at least the last one month. Determination of the number of samples taken by 200 respondents based on procedures. Maximum Likelihood Estimation, namely sampling between 100-200 samples (Ghozali, 2008) and using a ratio of 5-10 times the number of observations for each indicator used (Ferdinand, 2006) with a calculation that is 5×40 indicators = 200 samples, and also based on Roscoe's opinion in (Sekaran, 2006) which suggests that the sample size used is 30 - 500 which meets the requirements for use in all studies. The sampling technique used was a non-random technique, namely purposive sampling, because researchers were able to adjust the characteristics of respondents who had the intention to buy "converse" shoes for at least the last month, so that they could provide relevant and representative responses to this study.

This research was conducted in the city of Surakarta which is divided into five sub-districts with a proportion of 40 data respondents in each sub-district, with the object of research being consumers who have the intention to buy foreign shoes with the "Converse" brand within the last one month. Before the researcher gave the questionnaire to the respondent, the researcher first confirmed to the respondent whether the prospective respondent had the intention to buy foreign shoes branded "Converse" for at least the last month, if the answer was "yes" then the respondent was given a list of questionnaires and then answered statements regarding variable indicators that form consumer purchase intentions for foreign products from the highest value "Strongly Agree" to the lowest value "Strongly Disagree". After that, the data obtained from the respondent's assessment will be processed to analyze the effect of the relationship between variables on consumer purchase intentions for foreign shoes branded "Converse".

3.2 Measurements

Perceived prestige is defined as a role towards a certain position, a certain level in respected positions that someone feels after using goods or products. Prestige perception is operationalized by using five question items (Luxury, Branded, High price, High value, Rare). Perceived quality is defined as the consumer's evaluation of a brand and its overall perceived superiority. Perceptions of quality are operationalized by using five question items (Good quality, Durable, Reliable, Consistent, Guaranteed). Perceived value is defined as the consumer's perception of the overall use of the product based on the evaluation of what is received and what is given. Perceived value is operationalized by using five question items (Price according to benefits, Useful, Needed, Valuable, Useful). Brand image is the perception of a brand that is described by existing brand associations in consumer memory (Keller, 1998 in Fakharmanesh et al, 2012). Brand image is operationalized by using five question items (Good name, Features, Familiarity, Easy to remember, Excellence). The image of the country of origin can be defined as the consumer's perception of the quality of products made by a particular country and the nature of the people from that country who make the product. The image of the country of origin is operationalized using five question items (HR Skills, Modern, Innovative, Product Design, Advanced).

Attitudes can be defined as views or feelings felt by consumers towards certain products or brands. Attitudes stem from motivational, emotional, perceptual, and cognitive processes about aspects of an individual's world. Attitude toward behavior is also defined as "one's feelings either positive or negative about performing the desired behavior" (Fishbein & Ajzen, 1975). Attitudes are operationalized by using five question items (Like, Positive Attitude, Happy, Interested, Happy). Customer's Ethnocentrism Customer's Ethnocentrism is a psychological concept of individuals who believe that their country's products are superior to those of other countries, and think that buying foreign-made products means not supporting the economy and labor market of the country of origin. Customer's Ethno-centrism. Customer's Ethnocentrism defined as the beliefs held by consumers regarding the suitability, morality, purchase of foreign-made products instead of locally made products (Shimp & Sharma, 1987). Customer's Ethnocentrism is operationalized by using five question items (Care, Trust, Love, Support, Loyal.) Purchase intention can be defined as a person's tendency to intend to buy a particular brand or product. Purchase intention can also be classified as a component of consumer cognitive behavior about how someone intends to buy a particular brand or product. Purchase Intention is operationalized by using five question items (Planning to buy, Willingness, Likelihood, Desire, Commitment).

4, RESULTS AND DISCUSSIONS

4.1. Descriptive Analysis

From the results of the descriptive analysis of 200 respondents, a descriptive summary of the respondents was obtained. Based on gender, it turns out that women dominate more than men, namely 60.5%. Based on the age of the respondents, it turned out that the respondents aged 23 years dominated by 29%. Based on the education of the respondents, it turned out that the respondents with high school education were more dominant, namely 62.5%. based on his work, it turned out that the students dominate more that is equal to 81%. Based on income/allowance, respondents with incomes between IDR 500,001–IDR 800,000/month dominated more by 38.5%.

4.2. Validity Test

Validity testing is a measure that shows the level of validity or validity of an instrument (Arikunto, 2002). Test the validity in this study using Confirmatory Factor Analysis (CFA) by

using SPSS version 11.5. To find out whether a data is valid or not, each question item must have a loading of factor >0.40 (Hair et al., 1998). However, Ghazali (2008) suggests for factor loading ≥ 0.5 in order to get a high standard value of validity. Confirmatory Factor Analysis (CFA) must be extracted perfectly. Question items that are unable to explain the construct must be removed from the model. In this study, there were three question items (PK5, CM1, S4) which were unable to explain the construct properly, so they had to be removed from the model. Thus all instruments meet the factor of loading > 0.04 or meet the validity requirements. After testing the validity, the next stage is reliability testing which aims to find out the consistency of the question items used.

4.3. Reliability Test

Reliability test is the level of stability of a measuring device in measuring a symptom or event (Haryanto et al., 2022). The higher the reliability of a measurement tool, the more stable the measurement tool is to measure a symptom and vice versa if the reliability is low, then the tool is unstable in measuring a symptom (Ghozali, 2006). The analysis tool used is Alpha Cronbach (Arikunto, 2002). According to Ghazali (2006) states that a construct or variable is said to be reliable if the Cronbach alpha value is > 0.60 . The method for analyzing the validity of the data uses the SPSS 11.5 program.

Table 1. Reliability test

Variable	Cronbach Alpha	Results
Perceived perception	0.8593	Good
Perceived Quality	0.9114	Good
Perceived Value	0.8829	Good
Brand Image	0.8929	Good
Country of origin	0.9155	Good
Attitude	0.9201	Good
<i>Customer's Ethnoscetism</i>	0.9245	Good
Purchase Intention	0.9060	Good

4.4. Assumption of Sufficient Sample

Assumption of Adequacy of Samples This study will use the recommendation to use the maximum likelihood, namely the withdrawal of a sample between 100-200 samples (Ghozali, 2008) or using a ratio of 5-10 times the number of observations for each indicator used (Ferdinand, 2006). The number of this sample has met the assumption of adequacy of the Maximum Likelihood sample and the quality requirements of the data obtained. The number of samples also uses a ratio of 5 times the number of observations for each indicator, namely 5×40 indicators = 200 samples. Maximum Likelihood Estimation of SEM processing options with sampling between 100-200 samples (Ghozali, 2008).

4.5. Normality Assumption

Normality is divided into two, namely univariate normality and multivariate normality. Univariate normality is seen in the value of the critical ratio (c.r) skewness, which is between -2.58 to +2.58. While multivariate normality seen in the normality assessment of the c.r kurtosis value which is on the lower right with a kurtosis critical ratio (c.r) value below 7 (See Ghazali and Fuad, 2008). The results of the normality test explain that univariately there are some data that are not normally distributed as indicated by the c.r skewness value ≤ -2.58 . However, the multivariate data in this study were normally distributed because they had a kurtosis c.r of less than 7, namely 5.441.

4.6. Outlier assumption

Outliers are observational conditions of data that have unique characteristics that look very different from other observations and appear in the form of extreme values both univariately and multivariately. Detection of multivariate outliers is carried out by taking into account the value of the mahalanobis distance. The indicators entering the outlier test are 32 variable indicators. Thus, if there is a mahalanobis distance value that is greater than χ^2 (32.0.001) = 62.587 then these values are outliers. From the analysis of outlier data, it can be concluded that the data in this study did not contain outlier data, where the value of the mahalanobis distance is smaller than the value of χ^2 (32.0.001) = 62.687.

4.6. Evaluation of the Goodness of Fit Criteria

Chi-Square (X^2), the purpose of this analysis is to develop and test whether a model fits the data. Chi Square is very sensitive to samples that are too small or too large. Therefore, this test needs to be supplemented with other test equipment. Mark Probability Chi-squares ≥ 0.05 indicates the empirical data is identical to the theory/model. *Goodness Of Fit Index* (GFI) GFI is an index that describes the overall fit level of the model which is calculated from the squared residuals of the predicted model compared to the actual data whose values range from 0 to 1. A high GFI value indicates a good fit better. Recommended GFI value ≥ 0.90 indicates that the tested model has a good suitability. *Root Mean Square Error of Approximation* (RMSEA) RMSEA is an index used to measure model fit replacing the chi square statistic in a large number of samples. The RMSEA value between 0.05 and 0.08 indicates a good index to accept the suitability of a model. Recommended RMSEA value ≤ 0.08 . *Adjusted Goodness of Fit Index* (AGFI) this index is a development of the Goodness Fit Of Index (GFI) which has been adjusted to the ratio of the proposed degree of freedom model to the degree of freedom of the null model (Ghozali and Fuad, 2008). The recommended value is AGFI ≥ 0.90 , the greater the AGFI value, the better the suitability of the model. *Trucker Lewis Index* (TLI) the TLI index incorporates the parsimony measure into a comparison index that compares the tested model to the null model. TLI is used to overcome problems that arise due to the complexity of the model. The recommended TLI value is a value of ≥ 0.95 . *Normal Fit Index* (NFI), NFI is a measure of comparison between the proposed model and the null model. The value will vary from 0. The recommended NFI value is NFI ≥ 0.90 . *Comparative Fit Index* (CFI) CFI is also an index that incorporates parsimony measures into a comparative index that compares models tested with the null model. The magnitude of this index is in the range of 0 to 1 and a value close to 1 indicates the model has a good fit. This index is highly recommended for use because it is relatively insensitive to sample size and less affected by model complexity. The recommended acceptance value is CFI ≥ 0.90 . *Normed Chi-Square* (CMIN/DF), the CMIN/DF index is the chi-square value (X^2) divided by the degree of freedom. This index is a parsimonious suitability index that measures the relationship between the goodness of fit of the model and the expected number of estimated coefficients to achieve a good fit. CMIN/DF values are recommended $< 1.00 / < 2.00$.

Table 2. Goodness of Fit Criteria

Goodness of Fit Index	Control of Value	Result of the Model	Conclusion
Chi Square	Expected to be Small	483,995	
P	≥ 0.05	0,064	Good
GFI	≥ 0.90	0,875	Moderate
RMSEA	≤ 0.08	0,023	Good
AGFI	≥ 0.90	0,849	Moderate
TLI	≥ 0.95	0,961	Good
NFI	≥ 0.90	0,897	Moderate
CFI	≥ 0.90	0,989	Good
CMIN/DF	< 2.00	1,105	Good

From the Goodness of Fit test, it can be seen that there are six indicators that show good results above the Cut-off value, namely Chi-square, Significant Probability, RMSEA, TLI, CFI, and CMIN/DF. While the other three indicators namely GFI, AGFI, NFI are moderate/close to the Cut off value (Maminirina et al., 2022). Based on the results of the model modification, it can be concluded that this model modification can be said to be acceptable/acceptable.

4.7. Structural equation model analysis

Table 3. Mediation Hypothesis Test and Discussion of Research Results

Hypothesis	Estimate	S.E.	C.R.	P
Attitude<--- Perceived Prestige	0.111	0.091	1.224	0.221
Attitude <--- Perceived Quality	0.229	0.067	3.433	***
Attitude <--- Perceived Value	0.170	0.075	2.275	0.023*
Attitude <--- Brand Image	0.308	0.073	4.208	***
Attitude <--- Purchase Intention	0.160	0.081	1.972	0.049*
Purchase Intention <--- Attitude	0.443	0.072	6.183	***

Hypothesis 1 tests the effect of perceived prestige on attitudes. The results of testing the relationship between Perception of Prestige and Attitude in the full model shows no significant effect ($\beta = 0.111$, $SE = 0.091$, $CR = 1.224$, $p = 0.221$). The partially model also shows an insignificant relationship ($\beta = 0.099$, $SE = 0.090$, $CR = 1.099$, $p = 0.272$). Both through testing the fully model and partially the model shows the same results. This means that the perception of prestige is not an important variable that is considered by consumers to shape attitudes toward purchase intentions of "converse" shoes. *Hypothesis 2* tests the effect of perceived quality on attitudes. The results of testing the relationship between perceived quality and attitude in the full model show that there is a significant effect ($\beta = 0.229$, $SE = 0.067$, $CR = 3.433$, $p < 0.001$). The partially model also shows a significant relationship ($\beta = 0.224$, $SE = 0.067$, $CR = 3.332$, $p < 0.001$). Both through testing the fully model and partially the model shows consistent results. This means that perceived quality is an important variable considered by consumers to shape attitudes toward shoes "converse". *Hypothesis 3* tests the effect of perceived value on attitudes. The results of testing the relationship between Perceived Values and Attitudes in the full model shows that there is a significant effect ($\beta = 0.170$, $SE = 0.075$, $CR = 2.275$, $p = 0.023$). The partially model also shows a significant relationship ($\beta = 0.172$, $SE = 0.075$, $CR = 2.275$, $p = 0.023$). Both through testing the fully model and partially the model shows consistent results. This means that the perceived value in the minds of consumers is an important variable considered by consumers to shape attitudes towards "Converse" shoes. *Hypothesis 4* tests the effect of brand image on attitudes. The results of testing the relationship between Brand Image and Attitude shows that there is a significant effect ($\beta = 0.308$, $SE = 0.073$, $CR = 4.208$, $p < 0.001$). The partially model also shows a significant relationship ($\beta = 0.313$, $SE = 0.074$, $CR = 4.245$, $p < 0.001$). Both through testing the fully model and partially the model shows consistent results. This means that brand image is an important variable considered by consumers to shape attitudes towards "converse" shoes. *Hypothesis 5* tests the effect of country-of-origin image on attitudes. The results of testing the relationship between Image of Country of Origin and Attitude in the full model show that there is a significant effect ($\beta = 0.160$, $SE = 0.081$, $CR = 1.972$, $p = 0.049$). The partially model also shows an insignificant relationship ($\beta = 0.160$, $SE = 0.082$, $CR = 1.955$, $p = 0.051$). It can be concluded that the fully model test shows a significant relationship but the partially model test shows an insignificant relationship. The image of the country of origin has a significant effect on the full

model. This means that the image of the country of origin in the minds of consumers is an important variable considered by consumers to shape attitudes towards "Converse" shoes. *Hypothesis 6* tests the effect of attitude on purchase intention. The results of testing the relationship between Attitudes and Purchase Intentions in the full model show that there is a significant effect ($\beta = 0.443$, $SE = 0.072$, $CR = 6.183$, $p < 0.001$). The partially model also shows a significant relationship ($\beta = 0.177$, $SE = 0.085$, $CR = 2.076$, $p = 0.38$). Both through testing the fully model and partially the model shows consistent results but are bigger on the full model. This means that consumer attitudes toward "Converse" shoes are an important variable that consumers consider to form their purchase intention for "Converse" shoes.

Moderation Analysis, Mode-acceptable Hypothesis Test, ration and Discussion of the Most Goodness of Fit Index Research To analyze the moderation model, it can meet the Cut-off value criteria. Per- It can be seen that the two models of fit models for the comparison of the Goodness of Fit Index can be tabled the meter is constrained and the parameters are not limited below which indicated that the probability value in the unconstrained and constrained models is ≥ 0.05 .

Table 4. Goodness of fit model for moderating role

Criteria	Constraint Model	Unconstraint model	Differences of Goodness of Fit
Chi Square (X^2)	889,695	881,488	8,207
Degree of Freedom (df)	824	818	6
Probability	0,056	0,061	0.10
CMIN/df	1,080	1,078	
GFI	0.806	0.807	
AGFI	0.752	0.751	
RMR	0.057	0.055	
RMSEA	0.020	0.020	

To see the moderating effect of Customer's Ethnocentrism in both models based on the reference theory of Hancock and Mueller (2012) it can be seen by looking at the p value of the Chi square value(X^2) table which is close to the value of Δ Chi square (X^2) at the df value of 6. The value Chi square (X^2) table that approaches the Δ Chi square (X^2) value of 8.207 at a df value of 6 is 10.6446 with p-value < 0.10 . Based on the comparison of the p-values of the two models, it shows that the comparison value of the models is $p < 0.05$ (not significant) or not different. So, it can be concluded that the two models, both the model with constrained parameters and the model with unconstrained parameters, are not significantly different or the same, in other words, the model being analyzed is a mode-rational model.

Table 5. Customer's Ethnocentrism Variable Moderation Test Results

Hypothesis	High Ethnocentrism		Low Ethnocentrism	
	Est.	S.E	Est.	S.E
Perceived Prestige \rightarrow Attitude	0,235**	0,098	-0,003	0,123
Perceived Quality \rightarrow Attitude	0,320***	0,074	0,211**	0,080
Perceived Value \rightarrow Attitude	0,056	0,067	0,093	0,106
Brand Image \rightarrow Attitude	0,173*	0,082	0,329***	0,097
Country of Origin \rightarrow Attitude	0,102	0,080	0,261*	0,118
Attitude \rightarrow Purchase Intention	0,596***	0,108	0,338***	0,101

Note: $p < 0,05^*$, $p < 0,01^{**}$, $p < 0,001^{***}$

Customer's variable moderation test Ethnocentrism by using sub-group analysis which is divided into two high and low groups. *Hypothesis 7* tests the effect Customer's Ethnocentrism moderation on relationship between perceptions of prestige and attitude. In the ethnocentric group of customers who the height of the estimated value of the regression weight the influence of perceptions of prestige on attitudes with a value of $\beta = 0.235$, $SE = 0.098$ and a significant. Whereas in ethnocentric the low value of the estimated coefficient regression of the effect of perceptions of prestige on attitude with a value of $\beta = -0.003$, $SE = 0.123$ and not significant. That is, in groups high variable customer ethnocentricity Customer's Ethnocentrism has the spirit of moderation in the relationship of perception prestige to attitude, while it's on customer ethnocentric group low no moderating effect on relationship between perceptions of prestige and attitude. *Hypothesis 8* tests about influence Customer's Ethnocentrism moderation on the relationship between perceived quality and attitude. In the ethnocentric group of customers who the height of the estimated value of the regression weight the effect of perceived quality on attitudes with a value of $\beta = 0.320$, $SE = 0.074$ and significant. On the customer ethnocentric low estimated value of the regression coefficient the effect of perceived quality on attitudes with a value of $\beta = 0.211$, $SE = 0.080$ and also significant. That is, both on the group high customer ethnocentric as well low variable Customer's Ethnocentrism has a significant moderating effect right, but on the ethnocentric customer who higher the value of the effect of moderation is bigger. So, the variable Customer's Ethnocentrism has a moderating influence on the relationship between perceived quality and attitude. *Hypothesis 9* tests about influence Customer's Ethnocentrism moderation on the relationship between perceived value and attitude. From the regression weight results show in high customer ethnocentric group estimation of the effect of perceived value on attitude with a value of $\beta = 0.056$, $SE = 0.067$ and not significant. On customer ethnocentric the low estimated regression coefficient the effect of perceived value on attitudes with a value of $\beta = 0.093$, $SE = 0.106$ and also not significant. That is, variables Customer's Ethnocentrism does not have significant moderating effect on relationship between perceived value and good attitude for the ethnocentric customer group high or low. So, variables Customer's Ethnocentrism is not the moderating variable is recommended on the relationship between perceived value and attitude. *Hypothesis 10* tests about the spirit of moderation Customer's Ethnocentrism on the relationship between brand image and attitude. From the results shown in the regression customer ethnocentric group weight which is high has an estimated value of influence brand image on attitude with a value of $\beta = 0.173$, $SE = 0.082$ and significant. On customer ethnocentric group low estimated value of the regression coefficient the influence of brand image on attitudes with value $\beta = 0.329$, $SE = 0.097$ and also significant right. That is, both the high customer ethnocentric as well low variable Customer's Ethnocentrism has a significant moderating effect. So, the variable Customer's Ethnocentrism is a moderating variable on the relationship of brand image perception attitude. *Hypothesis 11* tests about the spirit of moderation Customer's Ethnocentrism on the relationship between the image of the country of origin and attitude. In the customer ethnocentric group, the high value of the estimated regression weight the influence of the image of the country of origin on attitudes with a value of $\beta = 0.102$, $SE = 0.080$ and no significant. While on ethnocentric customers with low value estimates regression coefficient of the influence of the image of the country of origin in attitude with a value of $\beta = 0.261$, $SE = 0.118$ and significant. That is, in groups high variable customer ethnocentricity Customer's Ethnocentrism does not have a moderating effect on the relationship between perceived country of origin image and attitudes, meanwhile in the low customer ethnocentric group there is a moderating effect of the Customer's Ethno-centrism variable on the relationship between perceived country of origin image and attitude. So, variables Customer's Ethnocentrism has a moderating influence on the

relationship between perceptions of the country of origin's image and attitudes. *Hypothesis 12* tests the moderating effect of Customer's Ethnocentrism on the relationship between attitudes and purchase intentions. From the results shown on the regression weight of the high customer ethnocentric group, it has an estimated value of the influence of attitudes on purchase intentions with a value of $\beta = 0.596$, $SE = 0.108$ and is significant. In the customer ethnocentric group, the estimated value of the regression coefficient influences attitudes towards purchase intentions with a value of $\beta = 0.338$, $SE = 0.101$ and also significant. This means that both the high and low customer ethnocentric groups have a significant moderating effect on the Customer's Ethnocentrism variable. So, the variable Customer's Ethnocentrism is a stimulus that must be considered because it has a moderating influence on the relationship between attitudes and purchase intentions.

5. CONCLUSION

The research conclusions are intended to facilitate understanding of the results of this study. In these sub subs, a brief description of the results of the research will be presented as follows: first, perception of prestige has no significant effect on consumer attitudes. Thus, the perception of prestige is not an important variable that is considered by consumers to shape attitudes towards shoe purchase intentions "converse". Second, perceived quality has a significant effect on consumer attitudes. This means that perceived quality is an important variable considered by consumers to shape attitudes towards "Converse" shoes. Third, perceived value has a significant effect on consumer attitudes. This means that the perceived value in the minds of consumers is an important variable considered by consumers to shape attitudes towards shoes "converse". Fourth, brand image has a significant effect on consumer attitudes. This means that brand image is an important variable considered by consumers to shape attitudes towards shoes "converse". Fifth, the image of the country of origin has a significant effect on consumer attitudes. This means that the image of the country of origin in the minds of consumers is an important variable considered by consumers to shape attitudes towards shoes "converse". Seventh, perceived quality has a significant effect on consumer attitudes. This means that consumer attitudes towards shoes "converse" is an important variable that is considered by consumers to form purchase intention "converse".

Customer's Ethnocentrism moderates the relationship between perceived prestige and attitude. In the ethnocentric group of high variable customer. Customer's Ethnocentrism has a moderating influence on the relationship between prestige perceptions and attitudes, while in the low customer ethnocentric group there is no moderating effect on the relationship between perceptions of prestige and attitude. Eighth, customer's Ethnocentrism moderates the relationship between perceived quality and attitude. Both the high and low customer ethnocentric groups have a significant moderating effect on the Customer's Ethno-centrism variable, however, the high value of the moderating influence on customer ethnocentric groups is greater. So, variables Customer's Ethnocentrism has a moderating effect on the relationship between perceived quality and attitude. Ninth, customer's Ethnocentrism does not moderate the relationship between perceived values and attitudes. The Customer's Ethnocentrism variable does not have a significant moderating effect on the relationship between perceived value and attitude for both high and low customer ethnocentric groups. Tenth, customer's Ethnocentrism moderates on the relationship between brand image and attitude. In both high and low customer ethnocentric groups, the Customer's Ethnocentrism variable has a significant moderating effect. So, the variable Customer's Ethnocentrism is a moderating variable on the relationship between perceived brand image and attitude. Eleventh, customer's Ethnocentrism moderates the relationship between country-of-origin image and attitude. In the high customer ethnocentric group, the Customer's Ethnocentrism variable has no effect moderation, meanwhile in the low

customer ethnocentric group there is a moderating effect of the Customer's Ethnocentrism variable on the relationship between perceived country of origin image and attitude. So, the variable Customer's Ethnocentrism has a moderating influence on the relationship between perceived image of the country of origin and attitudes. Finally, customer's Ethnocentrism moderates the relationship between attitudes and purchase intentions. Both in the high and low customer ethno-centric groups the Customer's Ethno-centrism variable has a significant moderating effect. So, the variable Customer's Ethnocentrism is a stimulus that must be considered because it has a moderating influence on the relationship between attitudes and purchase intentions.

The threefold implication of this study is, this research is expected to increase understanding for academics related to the concept of purchase intention for foreign products "converse" shoes. This is based on the diversity contained in this study which provides a different perspective from previous studies (See Wong and Zhou, 2005, Lee & Ganesh, 1991, Choo et al. 2004, Junghwa, et al. 2007, Sharma, S, et al. 1987, Fishbein and Ajzen, 1975, Kaynak, et al 2000, Chung and Pysarcik, 2000, Wanninayake, et al, 2012, Azmi, 2008). This diversity can be seen from the observed variables modeled in research in Indonesia, especially in Surakarta. Through this research it is also hoped that it can become material for discussion which can then be developed and tested again in different research settings. Besides, this study is expected to be able to provide marketers with an understanding related to the concept of customer purchase intention through the implementation of perceived prestige, perceived quality, perceived value, brand image, image of country of origin, and attitudes, and by involving the variable Customer's Ethnocentrism. This understanding can be used to design stimuli that might increase purchase intentions. This needs to be observed because the excessive design of these stimuli can have an impact on the ineffectiveness of the marketing strategy being developed. Moreover, this research was conducted with a structured method. Research methods which include measurement tools and statistical tests have been tested through procedures that can be accounted for. It is hoped that this will give researchers an understanding to use it as material for consideration in designing research methods used for testing the model they want to study.

This study has an object of observation that focuses on consumer purchase intentions for "converse" shoes in the city of Surakarta, so that the impact on the generalization of the study is limited. This indicates that in order to apply the study in different contexts, attention is needed in observing the product characteristics of the observed object. This is necessary so that there is no bias in the test results which can have an impact on mistakes in understanding the implications of the research. In this study using the variables perceived prestige, perceived quality, perceived value, brand image, image of the country of origin on purchase intention which is mediated by attitude, and included the variable Customer's Ethno-centrism as a moderating variable. Therefore, the researcher suggests for further researchers to conduct the same research but with the development of research variables. Further, the object of this study is focused on the customer's purchase intention of "converse" shoes, so that the impact on the generalization of the study is limited. This provides an opportunity for follow-up studies to develop models in context and wider research object. However, caution is needed in examining the characteristics of the observed object of the study, because the differences in the characteristics of the observed object can make the research results inconsistent with this research.

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