

**ANALYSIS OF CONSUMER LIFESTYLE AND ETHNOCENTRISM TOWARDS
QUALITY PERSPECTIVES AND THEIR IMPLICATIONS ON CONSUMER
PURCHASE INTENTIONS OF ETHNIC PRODUCTS**

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Abstract

With the enactment of the Asean Economic Community (AEC) as a single market in the Southeast Asia Region at the end of 2015, it is possible for one country to easily sell goods and services to other countries throughout Southeast Asia so that competition will be fiercer. Barriers to trade will tend to decrease or even become non-existent and open up markets for growing domestic Industry Achieving a satisfactory level of quality has become more difficult as continuous product improvement is required. The perception of quality is objective.

Perception of quality is the customer's perception of the attributes that are considered important. This study will develop a model of consumer ethnocentrism, social identity, perceived quality on consumer buying interest in ethnic products with consumer attitudes as the intervening variable. This study uses a research sample of consumers of Banyumas typical batik products. The sample of this study was 100 consumers of Banyumas batik users taken by purposive sampling with questionnaires as the data collection method. The data were processed using Partial Least Square (PLS) analysis tools. The data used in this study are primary data collected from respondents' answers based on the questionnaire given, as many as 100 people. Data processing method uses the path analysis method (Path Analysis) with the help of SPSS version 23.0. Statistical testing uses the individual parameter significance test (t test) and simultaneous significance test (F test).

The results showed that simultaneously Lifestyle variables, Consumer Ethnocentrism and Quality Perception significantly influence Work Productivity. Partially shows that analysis, 1: Lifestyle variables significantly influence Purchase Intention, whereas analysis, 2: Consumer Ethnocentrism variables significantly influence Purchase Intention and on the analysis,3: Quality Perception variable has a significant effect on Consumer Purchase Intention

Keywords: ethnocentrism, perceived quality and purchase intention.

I. Introduction

Currently, Indonesia is a developing country and has the 4th largest population in the world, which has attracted many companies to enter the Indonesian market. Moreover, with the implementation of world trade liberalization and Indonesia's participation in institutions such as the World Trade Organization (WTO), the ASEAN Free Trade Area (AFTA) and the ASEAN Economic Community (AEC). With the enactment of the MEA as a single market in the Southeast Asia Region at the end of 2015 it is possible for one country to easily sell goods and services to other countries throughout Southeast Asia so that competition will be even tighter. Indeed, free trade in the Southeast Asia Region can indeed be an opportunity as well as a challenge for Indonesia. For Indonesia itself, AEC 2015 will be a good opportunity because trade barriers will tend to decrease and even become non-existent and open up markets for the increasing domestic industry. Indonesia, which will threaten the domestic industry to compete with foreign products of much better quality.

Ethnocentrism refers to pride, arrogance, and belief in the privileges of one's own group and demeaning the existence of other groups (Auruskeviciene & Vianelli, 2012). Ethnocentrism is a habit that is carried out by a group which has the assumption that the culture of the group is the best culture. Ethnocentrism makes individuals have a reference that can measure the good and bad, right and wrong of other groups based on their group standards. Ethnocentrism arises when individuals judge that other groups are based on their own group standards, in the sense that individuals judge that their own group is better than other groups (Baihaqi, 2016).

Ethnocentrism is an attitude that includes seeing the group as having a noble and superior character, the standards of the group having universal values while the out-group is judged as a low and low group, Levine & Cambell (2016). This opinion is also supported by Kusumowardhani et al (2013) which states that in a group there is a process of comparing their own group with other groups, individuals in the group will compare their groups and consider their groups more positive, while other groups will always be viewed as inferior or inferior negative (out-group derogation).

II. Literature Review

A. Lifestyle

Lifestyle is part of secondary human needs that can change depending on the times or a person's desire to change his lifestyle. The term lifestyle was originally coined by Austrian psychologist Alfred Adler in 1929. Its broader meaning, as understood today, has been in use since 1961 (Source: wikipedia.org. Accessed March 20, 2018).

Lifestyle determines how People live: what activities they enjoy, how they see themselves and their environment, and what they value most. In their efforts to determine consumer profiles (Bahts en Kavak and Lale Gumusluoglu, 2016: 74). According to Carlson and Englar-Carlson in (Corey Gerald, 2012) the state that Lifestyle is the characteristic way that we move toward our life goals. Lifestyle is a person's pattern of living in the world which is expressed in his activities, interests and opinions. Lifestyle describes the "whole person" in interacting with the environment (Kotler, 2009).

The concept of a lifestyle can describe wants and needs (He and Deqiang, 2009). The results of this research are, among others, consumers make decisions to purchase a product according to their current and future lifestyles. Lifestyle is a person's pattern of living in the world

which is expressed in his activities, interests and opinions. Lifestyle describes the whole person in interacting with his environment. Lifestyle describes a person's entire pattern of acting and interacting in the world (Kotler and Keller, 2012: 192). From some of the definitions above, it can be concluded that lifestyle describes a person's behavior, namely how a person lives using his money and taking advantage of the time he has. Lifestyle is often described through a person's activities, interests, and opinions. A person's lifestyle is usually not permanent. Lifestyle changes will change a person's consumption patterns.

B. Consumer Ethnocentrism

Ethnocentrism was originally an anthropological and sociological term. Derived from the Greek language consists of the word Ethnos which means Country, Centros which means center. The term consumer ethnocentrism is adapted from the general concept of ethnocentrism which was introduced more than 100 years ago by (Sumner, 2016).

Initially, the concept of ethnocentrism came from a sociological concept that distinguished between inner groups (groups with individual identification) and outer groups (which were seen as different groups from inner groups). The definition of ethnocentrism according to (Sumner, 1906 in Shimp and Sharma, 1995) in (Sudarti, 2013) is a view of something where the group itself. Shimp and Sharma (1987) in (Sudarti, 2013) were the first to use this ethnocentrism view in the marketing concept which became known as "consumer ethnocentric". Diversity-competent group leaders recognize and understand their own values, biases, ethnocentric attitudes, and assumptions about human behavior (Carlson and Gerald, Corey 2012). The results of research conducted (Balabanis, 2016) show that the level of positive consumer ethnocentrism in developed countries is more than in developing countries, in contrast to research conducted in several developing countries (Hamin & Elliot, 2010).

C. Perception of Quality (Perception of Quality)

According to (Kotler, 2013:179), perception is where we select, organize, and translate information input to create a meaningful picture of the world. Perception of quality as a direct or indirect consumer assessment of products that have been purchased or have been consumed (Suryani, 2008). So it can be concluded from the understanding of perception above that perception is a process of using something received by the five senses so that each individual can choose, organize and translate information to create a meaningful picture of the world.

Opinion (Kotler and Armstrong, 2004) that in the same circumstances, a person's perception of a product can be different, this is due to the selection process of various existing stimuli. In essence, perception will relate to a person's behavior in making decisions about what is desired. One way to determine consumer behavior is to analyze consumer perceptions of the product. With consumer perceptions, it can be seen what things are strengths, weaknesses, opportunities or threats for domestic products.

D. Research Framework

The framework is a conceptual model of how the theory relates to various factors that have been identified as important issues. A good framework will explain theoretically the relationship between the variables to be studied. So theoretically it is necessary to explain the relationship

between the independent and dependent variables. Based on the theory stated above, the development of the framework can be seen as follows:

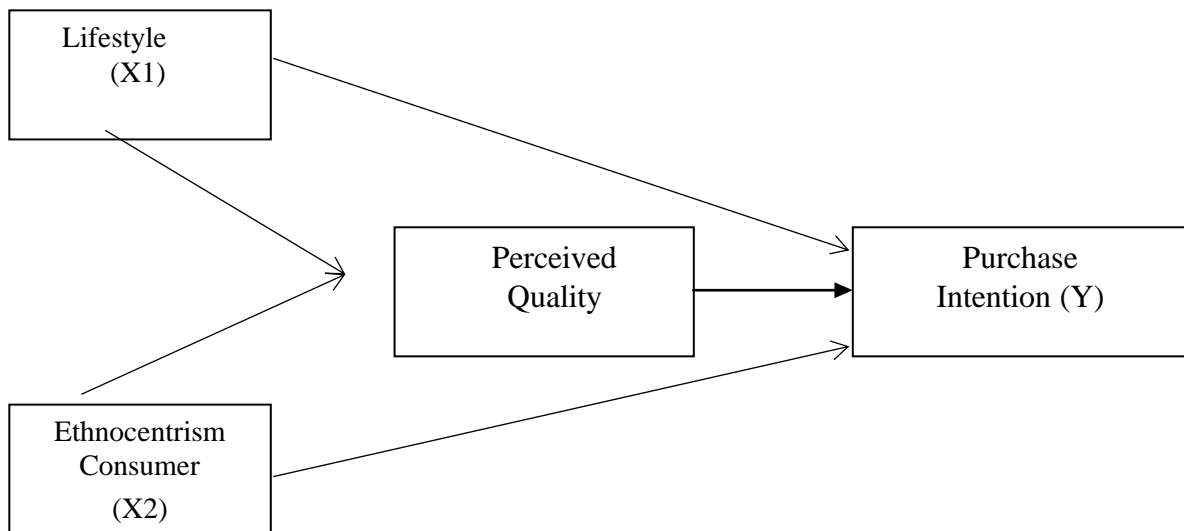


Diagram 2.1. Theoretical Framework

Source: Concept developed for this research

Information:

—————▶ : Direct Influence

Independent Variables:

- Lifestyle (X1)
- Consumer Ethnocentrism (X2)
- Quality Perception

Dependent Variable: Purchase Intention (Z)

E. Research Hypothesis

Before formulating the hypothesis from this research, first put forward the hypothesis according to (Sugiyono, 2005) the notion of a hypothesis is a temporary answer to the formulation of research problems, therefore the formulation of research problems is usually arranged in the form of a question sentence. It is said to be temporary, because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection. So the hypothesis can also be stated as a theoretical answer to the formulation of the research problem, not yet an empirical answer. So, the hypothesis in this study is as follows:

1. There is a direct and significant influence of lifestyle on the perceived quality of
2. There is a direct and significant influence of consumer ethnocentrism on perceived quality
3. There is a direct and significant influence of lifestyle on consumer purchase intention
4. There is a direct and significant influence of consumer ethnocentrism on consumer purchase intentions

5. There is a direct influence of perceived quality on consumer purchase intentions

III. Research Method

A. Hypothesis testing

1. Simultaneous Regression Coefficient Test (F Test)

The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. The degree of confidence used is 0.05 or 95% significance.

2. Partial Regression Coefficient Test (t Test)

The t test is used to partially test each variable. The test results can be seen in the coefficients table in the sig (significance) column. This test has the following steps:

Hypothesis:

$H_0 : \beta_i = 0$ (regression coefficient is not significant)

$H_a : \beta_i \neq 0$ (significant regression coefficient)

- If the decision-making is based on the level of significance.
- If the probability of t value or significance < 0.05 , it can be said that there is an influence between each independent variable on the dependent variable partially.
- If the probability of t value or significance > 0.05 , it can be said that there is no influence between each.

The data must be normally distributed. The normality test in regression can use several methods, including the Kolmogorov-Smirnov Z method to test the data for each variable and the probability plots method. Decision-making methods using the following criteria:

Data is normally distributed if probability > 0.05

The data is not normally distributed if the probability is < 0.05 .

IV. Result and Discussion

A. Normality Test

Result of normality test as follow:

Table 4.1 Data Normality Test

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Gaya Hidup is normal with mean 65,790 and standard deviation 5,88.	One-Sample Kolmogorov-Smirnov Test	,308	Retain the null hypothesis.
2	The distribution of Konsumer Etnosentrisme is normal with mean 62,230 and standard deviation 7,58.	One-Sample Kolmogorov-Smirnov Test	,701	Retain the null hypothesis.
3	The distribution of Presepsi Kualitas is normal with mean 62,450 and standard deviation 8,22.	One-Sample Kolmogorov-Smirnov Test	,201	Retain the null hypothesis.
4	The distribution of Niat Beli is normal with mean 61,540 and standard deviation 8,07.	One-Sample Kolmogorov-Smirnov Test	,344	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Based on the table above, it can be concluded that the variables:

- Purchase Intention is normally distributed with a value of $0.344 > 0.05$
- Perception of Quality is normally distributed with a value of $0.201 > 0.05$
- Lifestyle is normally distributed with a value of $0.308 > 0.05$
- Consumer ethnocentrism is normally distributed with a value of $0.701 > 0.05$

B. Multicollinearity Test

Table 4.2 Multicollinearity Test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-11,358	5,841		-1,944	,000	,857	1,167
1 Lifestyle	,497	,089	,356	5,578	,000	,857	1,167
Etnosentrisme Consumer	,660	,069	,609	9,531	,000		

a. Dependent Variable: Perceived Quality

Source: data process

Based on the table above, it can be concluded that:

- Lifestyle has a Tolerance value of $0.857 > 0.1$ and a VIF of $1.167 > 10$, it is concluded that there is no multicollinearity.
- Consumer ethnocentrism has a tolerance value of $0.857 > 0.1$ and a VIF of $1.167 > 10$, it is concluded that there is no multicollinearity.

C. Heteroscedasticity Test

Heteroscedasticity is a condition where there is an inequality of variance from the residuals in the regression model.

Table 4.3 Heteroscedasticity Test

Correlations			Unstandardized Residual	Gaya Hidup	Konsumer Etnosentrisme	Presepsi Kualitas
Spearman's rho	Unstandardized Residual	Correlation Coefficient	1,000	-,101	,072	,040
		Sig. (2-tailed)	.	,317	,478	,689
		N	100	100	100	100
Gaya Hidup		Correlation Coefficient	-,101	1,000	,324**	,579**
		Sig. (2-tailed)	,317	.	,001	,000
		N	100	100	100	100
Konsumer Etnosentrisme		Correlation Coefficient	,072	,324**	1,000	,731**
		Sig. (2-tailed)	,478	,001	.	,000
		N	100	100	100	100
Presepsi Kualitas		Correlation Coefficient	,040	,579**	,731**	1,000
		Sig. (2-tailed)	,689	,000	,000	.
		N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the table above, it can be concluded that:

- Lifestyle has a significance value of $0.317 > 0.05$, it can be concluded that there is no heteroscedasticity problem
- Consumer ethnocentrism has a significance value of $0.478 > 0.05$, it can be concluded that there is no heteroscedasticity problem

D. Hypothesis testing

Testing the data is done by path analysis, which is testing the pattern of relationships that reveal the effect of a variable or set of variables on other variables, both direct and indirect. The results of the path analysis are carried out in the following stages.

Testing the Sub Structure : $Y = \beta_{y1} X_1 + \beta_{y2} X_2 + \epsilon_1$

E. ANOVA Test Results

Table 4.4. Simultaneous ANOVAa Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4420,062	2	2210,031	94,575	,000 ^b
Residual	2266,688	97	23,368		
Total	6686,750	99			

a. Dependent Variable: Perceived Quality

b. Predictors: (Constant), Consumer Ethnocentrism, Lifestyle

If the probability value of 0.05 is less than or equal to the probability value of Sig or [0.05 Sig], then Ho is accepted and Ha is rejected, meaning that it is not significant. If the probability value of 0.05 is greater than or equal to the probability value of Sig or [0.05 Sig], then Ho is rejected and Ha is accepted, meaning that it is significant.

Tabel 4.5. R Square Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	,838 ^a	,797	,678	4,66326	1,799

1. Predictors: (Constant), Ethnocentrism Consumer, Lifestyle

2. Dependent Variable: Perceived Quality

Based on the analysis in the table above, the path coefficient values of X1 and X2 to Y are $\beta_{y1} = 0.838$ with a determinant coefficient or influence [$R^2_{y1x2} = 0.797$]. This shows that 79.7% changes in price and service quality can be explained by purchasing decisions and the remaining 20.3% is explained by factors other than customer satisfaction.

Tabel 4.6 Partial Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-12,967	4,329		-2,996	,003		
1 Lifestyle	,361	,066	,263	5,465	,000	,857	1,167
Ethnocentrism	,815	,051	,765	15,885	,000	,857	1,167
Consumer Perceived Quality	,927	,033	,943	28,148	,000	,857	1,167

a. Dependent Variable: Purchase Intention

So from the partial test table 4.6

1. Lifestyle, Consumer Ethnocentrism and Quality Perception have a simultaneous effect on Purchase Intention. In Table 4.7 shows the joint test / F test obtained a Sig value of 0.000, where the value of Sig 0.000 is less than 0.05 or $[0.000 < 0.05]$, then H_0 is rejected and H_a is accepted, meaning the path analysis coefficient is significant. Thus, Lifestyle, Consumer Ethnocentrism and Quality Perception have a joint effect on Purchase Intention.
2. Lifestyle has an effect on Purchase Intention. In Table 4.8 shows the individual test (partial) / t test obtained a Sig value of 0.000, where the value of Sig 0.000 is less than 0.05 or $[0.000 < 0.05]$, then H_0 is rejected and H_a is accepted, meaning the path analysis coefficient is significant. Thus, Lifestyle has a significant effect on Purchase Intention.
3. Consumer ethnocentrism has an effect on Purchase Intention. In Table 4.8 shows the individual test (partial) / t test obtained a Sig value of 0.000, where the value of Sig 0.000 is smaller than 0.05 or $[0.000 < 0.05]$, then H_0 is rejected
4. Perception of Quality has an effect on Purchase Intention. In Table 4.8 shows the individual test (partial) / t test, the Sig value is 0.000, where the Sig 0.000 value is less than 0.05 or $[0.000 < 0.05]$, then H_0 is rejected and H_a is accepted, meaning the path analysis coefficient is significant. Thus, Customer Satisfaction has a significant effect on Purchase Intention.

F. Analysis

1. Influence of Lifestyle on Perception of Quality

The results of the analysis prove that there is a significant and positive effect of Lifestyle on Quality Perceptions as indicated by the standardized direct effect value of 0.356 or 35.6%. This analysis provides information that Lifestyle has a significant and positive effect on Quality Perception. A positive sign indicates that the stronger the implementation of a good Lifestyle, the stronger the Perception of Quality. The results of this study are consistent with several research results and the theory that there are several variables that can affect perceived quality, including Lifestyle. The study conducted stated that Lifestyle analysis had a significant effect on Perception of Quality.

2. The Effect of Consumer Ethnocentrism on Quality Perception

The results of the analysis prove that there is a significant and positive influence of consumer ethnocentrism on perceived quality as indicated by the standardized direct effect value of 0.609 or 60.9%. Thus the results of this analysis provide information that Consumer Ethnocentrism has a significant and positive direct and very dominant contribution to Quality Perception. The positive sign indicates that the better the consumer's ethnocentrism, the stronger the consumer's perceived quality.

3. Influence of Lifestyle on Purchase Intention

The results of the analysis prove that there is a significant and positive influence of Lifestyle on Purchase Intention as indicated by the standardized direct effect value of 0.263 or 26.3%. Thus the results of this analysis provide information that Lifestyle has a significant and positive effect on Purchase Intention. A positive sign indicates that the higher the Lifestyle, the higher the Purchase Intention perceived by consumers. The higher the given Lifestyle, the higher the perceived Purchase Intention. Conversely, the lower the Lifestyle, the lower the purchase intention. Therefore, Lifestyle is an important variable to consider in predicting Purchase Intention.

4. The Effect of Consumer Ethnocentrism on Purchase Intention

The results of the analysis prove that there is a significant and positive influence of consumer ethnocentrism on purchase intention as indicated by the standardized direct effect value of 0.609 or 60.9%. Thus the results of this analysis provide information that consumer ethnocentrism has a significant and positive direct and quite dominant contribution to Purchase Intention. A positive sign indicates that the better the Ethnocentrism of the consumer, the stronger the Purchase Intention.

V. Conclusion

From the results of research and analysis as a whole, the authors can draw the following conclusions:

1. The results showed that Lifestyle had a direct positive and significant effect on Quality Perception. Based on the results of the analysis, the path coefficient of the Lifestyle variable (Beta) on the Quality Perception variable is 0.356 with a significance of 0.000.
2. The results show that consumer ethnocentrism has a direct positive and significant effect on perceived quality. Based on the results of the analysis, the path coefficient (Beta) of the Consumer Ethnocentrism variable on the Quality Perception variable is 0.609 with a significance of 0.000
3. The results show that Lifestyle has a direct and significant positive effect on Purchase Intention. Based on the results of the analysis, the path coefficient (Beta) of the Lifestyle variable on the Purchase Intention variable is 0.263 with a significance of 0.000.
4. The results show that consumer ethnocentrism has a direct positive and significant effect on Purchase Intention. Based on the results of the analysis, the path coefficient (Beta) of the consumer ethnocentrism variable on the purchase intention variable is 0.765 with a significance of 0.000.
5. The results of the study indicate that the perceived quality has a positive and significant direct effect on Purchase Intention to be accepted. Based on the results of the analysis, the path coefficient (Beta) of the Quality Perception variable on the Purchase Intention variable is

0.943 with a significance of 0.000.

V. Suggestion

1. On lifestyle factors, it is still necessary to pay attention to adjustments to consumer lifestyles that have an impact on consumer buying intentions, especially adjusting to the lifestyles of consumers who like to buy foreign products, for example by following the model / design of foreign products.
2. In terms of consumer ethnocentrism, it is better to promote more vigorously and improve product quality, for example with promotions that emphasize prosocial motivation in order to improve perceptions of quality and consumer buying intention.

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