Improvement of Indonesia Local Product Sale Value Based On Enthnocentrism Behavior

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ABSTRACT

At a time when competition is getting tighter and financial difficulties, the company is very interested in consolidating its position in the domestic market. Therefore, many companies in Indonesia insert the motto "Love domestic products" in every opportunity the advertisement is posted. This sentence motto insert is expected to inspire Indonesian consumers not to be ashamed to use Indonesian products, and believe that Indonesian products also have qualities that are not inferior to those produced by foreign companies.

The relationship between domestic companies and domestic customers has become an object of strong interest in the business and academic world (Cleveland et al., 2009; Shankarmahesh, 2006; Chao et al., 2005; Kaynak and Kara, 2002). Especially in Indonesia, there is a unique fact that Indonesian consumers like overseas products (marketing.co.id). Therefore, this study will examine the increase in the selling value of Indonesian local products based on ethnocentrism behavior. Ethnocentrism is defined (Shimp and Sharma, 1987, 280) as beliefs held by consumers about conformity and morality, in purchasing foreign-made products.

The aim of the research is to find out the characteristics of local Indonesian cosmetic users and to know the factors that influence local Indonesian cosmetic users. It is hoped that this research can enrich the knowledge of knowledge related to the use of local Indonesian cosmetics that can boost Indonesia's cosmetic income. In addition, the results of this study can be used not only in the local cosmetics industry but can be applied in various other commercial business entities as well as in non-commercial business entities.

The research method used is non probability sampling in major cities in Indonesia. Analysis of data processing using multiple regression with SPSS 20.00 software. The results of this data processing will be carried out in-depth discussion about the characteristics of local Indonesian cosmetic users and find out the factors that influence local Indonesian cosmetic users.

Keywords: Indonesian Local Cosmetics, Ethnocentrism, Purchase Intention

INTRODUCTION

At a time when competition is getting tighter and financial difficulties, the company is very interested in consolidating its position in the domestic market. According to Porter (1990), success in the domestic market is the key that can make a successful company abroad. Therefore, many companies in Indonesia insert the motto "Love domestic products" in every opportunity the advertisement is posted. This sentence motto insert is expected to inspire Indonesian consumers not to be ashamed to use Indonesian products, and believe that Indonesian products also have qualities that are not inferior to those produced by foreign companies.

The relationship between domestic companies and domestic customers has become an object of strong interest in the business and academic world (Cleveland et al., 2009; Shankarmahesh, 2006; Chao et al., 2005; Kaynak and Kara, 2002). Especially in Indonesia, there is a unique fact that Indonesian consumers like overseas products (marketing.co.id). This unique characteristic of Indonesian consumers needs to be studied more closely regarding the chances of success of domestic products competing at the domestic level. Moreover, the existence of social media related to movements to love domestic products more intensively will have its own influence on the consumption patterns of domestic products. Therefore, this study will examine the increase in the selling value of Indonesian local products based on ethnocentrism behavior.

The desire of local companies to succeed amidst global competition, local companies need to rely on the ability to understand and meet customer needs (Czinkota, Ronkainen, & Moffett, 2000). This dependence alone can be a challenge when dealing with the notion of consumer ethnocentrism, which underlines the belief that buying foreign-made products is not patriotic and can endanger the domestic economy (Balabanis, Mueller,

& Melewar, 2002; Klein, 2002). Among a number of cultures, researchers have shown that ethnocentrism is a global phenomenon, but there are differences in the level of ethnocentrism expressed by consumers, depending on the country under study. Research has shown that people from more modern developed countries tend to be less ethnocentrism than their counterparts in developing countries (Lindquist, Vida, Plank, & Fairhurst, 2001; Sharma, Shrimp, & Shin, 1995).

This research will identify by going directly to the field to find out the supporting factors that can make local products attract consumers' attention. The identification is carried out through a number of questions submitted to the selected respondents. The results of the answers that have been collected will be the basis for researchers to create products that are favored by local consumers. By inserting the factors favored by local consumers in the process of making local products, it is hoped that the product can be accepted and sold in the Indonesian market.

LITERATURE REVIEW

A. Price

According to Kotler and Armstrong (2012: 62), price, is a company management system that will determine the right base price for a product or service and must determine a strategy that involves price discounts, payment of freight costs and sharing of the relevant variables. Philip Kotler also said that prices are the most manageable marketing mix element to show product features. Prices also communicate to the market where the value of the product or brand is intended by a company to its customers. A consumer will be willing to pay for a product at an expensive price when the consumer assesses the expected satisfaction of the product to be purchased. Conversely, if a consumer assesses his satisfaction with a product is low, he will not be willing to pay or buy the product at an expensive price.

H1: Price has a positive effect on attitude toward native product users of local cosmetics in Indonesia

B. Perceived Quality

Customers expect the current quality to be better than before, so quality is a strong competitive weapon (Parasuraman et al, 1985). Because customer ratings are usually based on incomplete or asymmetrical information, customers can trust products that are based on perceived quality of the product or brand, which is considered a signal to customers (Kardes et al., 2004). Perceived quality is a set of attributes related to the perception of brand or product quality, so perceived quality can build positive word of mouth effects, reduce customer management costs, increase the number of purchases, and increase premium prices (Qualls and Rosa, 1995; Sweeney et al, 1999) When companies launch their new products by misleading green claims, confusing and exaggerating the environmental value of their products, customers become reluctant to trust their products again (Kalafatis and Pollard, 1999). As a result, perceived quality plays a more important role in the current environmental era.

H2: Perceived quality has a positive effect on attitude toward native product users of local cosmetics in Indonesia

C. Perceived Risk

Peter and Ryan (1976), Stone and Gronhaug (1993), and Aaker (1996) stated that perceived risk is a prospect's concern about the product mismatch obtained with what was promised by the seller. Therefore, perceived risk has three important aspects, namely showing who is at risk, for what danger and when. Raymond A Baeur (1960) is the first person who sparked the idea of risk perception in customer behavior research (Stone and Grønhaug, 1993). In his article, Stone and Winter (1985), it is explained that what is faced by customers is not risk but perceived risk that involves greater subjective risk compared to objective risk.

H3: Perceived risk negatively influences attitude toward native product users of local cosmetics in Indonesia

D. Consumer Ethnocentriscm

The general concept of ethnocentrism was introduced by Sumner in 1906 as a pure psychological construction that distinguishes between two types of groups: inner groups (identified by individuals) and outside groups (considered as opposed to groups). However, currently ethnocentrism is considered a psychososiological concept that is relevant both at the individual and social or cultural level. Shimp (1984) redefines this concept to adapt it to the study of consumer behavior, trying to incorporate the fact that certain consumers believe that somehow wrongly buy foreign products because they harm the national economy, create unemployment and, above all, are not patriotic.

H4: Consumer ethnocentric reinforces the positive influence of price on attitude toward native product users of local cosmetics in Indonesia

H5: Consumer ethnocentric strengthens the positive influence of perceived quality on attitude toward native product users of local cosmetics in Indonesia
H6: Consumer ethnocentric strengthens the positive influence of perceived risk on attitude toward native product users of local cosmetics in Indonesia

E. Attitude Toward Native Product
Attitude is a mental and nervous state of readiness that is regulated through experience that gives a dynamic or directed influence on an individual's response to all objects and situations associated with it (Widayatun, 1999). According to Notoatmodjo (2003), attitude is a reaction or response that is still closed from someone to a stimulus or object. From these two notions it is known that attitudes can be formed from the experiences experienced by someone. Basically, the manifestation of one's attitude cannot be directly seen, but can only be interpreted in advance of closed behavior. Attitude is readiness to react to objects in certain environments over certain objects. Therefore, attitude toward a native product can be interpreted as a reaction or response from someone to domestic-made products offered to him.

F. Purchase Intention
Purchase intention can be defined as the level of possible prospects to buy a particular brand that is intended for themselves after a particular evaluation (Khan et al., 2012). Halim and Hameed (2005) describe customer purchase intentions as possible prospects who have plans to buy products in the future, make repurchase purchases, and contact related products again. Jin and Kang (2011) describe purchase intention related to four customer behaviors including a plan that is not in doubt to buy a product, think firmly to buy a product, reflect on buying a product in the future, and to buy a specific product.

RESEARCH ISSUE AND METHODOLOGY

C. Research Issue
Initial research was carried out by piloting the project is a simple qualitative method by asking 50 participants from some cities in Java to find out variables that affect users local cosmetics in Indonesia. In addition, it will also interviews with participants from each selected area regarding participant assessment on local cosmetics that have been produced by local cosmetic companies today.

Through initial research, adjustments will be made between the indicators used in previous research with results obtained from pilot project that has been carried out. After that, will initial data quality testing is done with testing the validity and reliability with using SPSS 20.00 software. As for the amount respondents used for quality testing data is as many as 100 for several cities on the island Java so that the total of several regions selected 500 questionnaires will be collected. From testing this initial will be ascertained for the research model and the indicators used in continuing this research.
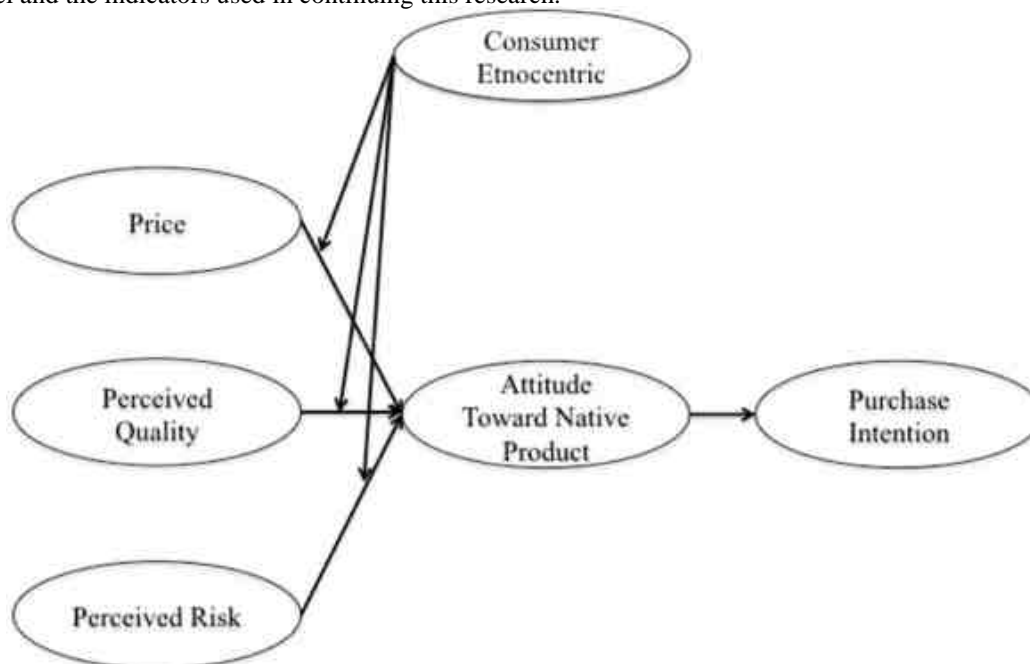

Figure 1 Research Model,   Source: Analysis, 2018

D. Methodology

Aras which was used within this research were interval level measurement. Type of scale used was Summated Likert, a statement which has a range from 1 = disagree to 5 = agree, the scale represent the respondents opinion for the questions regarding the objects being studied. In which the highest the score or number selected indicated the higher of ratings, and vice versa.

FINDING AND DISCUSSION

C. Findings

Qualitative Testing

From the qualitative testing it can be seen that the research model that has been referenced in the research method is supported by the results of interviews. It can be seen that all respondents who know information about local Indonesian cosmetics reflect purchase intention and this is also supported by an attitude toward native product. Furthermore, it can be seen that the majority of factors that are the reason for having an interest in buying local Indonesian cosmetics are perceived quality (47 participants) and subsequently for price and perceived risk, respectively 22 and 28 participants. And for the next sequence, the consumer ethnocentric is 19 participants.

The results obtained from this qualitative method further reinforce the research model proposed in this study to explain the purpose of the study, namely the variables that influence the formation of purchase intention from respondents who know information related to local Indonesian cosmetics where the problem formulated is the influence of price, perceived quality, as well as perceived risk to purchase intention through attitude toward native cosmetic products of local users in Indonesia.

Preparation of the Initial Questionnaire

From the results of the initial sigi with qualitative methods namely interviews, the next stage can be carried out the process of compiling a questionnaire for the initial phase questionnaire distribution. The variables to be studied have been strengthened by the results of the initial test so that the literature study was carried out in the theoretical adjustments of each indicator per variable with the actual results of the initial sigi in the field.

The indicators that are in accordance with the qualitative research that will be carried out are:

Design of Indicators per Research Variable
1. Perceived Quality (Aaker (1997), Simamora (2001), and Astuti and Cahyadi (2007))
    a. Indonesian local cosmetics can provide benefits as needed
    b. Indonesian local cosmetics use natural ingredients (native to Indonesia)
    c. Indonesian local cosmetics always maintain the quality given to consumers
2. Price (Andaleeb and Caskey (2007))
    a. The price offered is in accordance with the benefits received.
    b. The price offered is in accordance with the quality offered
    c. The price of Indonesian local cosmetics is affordable for me
3. Perceived Risk (Peter and Ryan (1976), Stone and Grønhaug (1993), and Aaker (1996))
    a. The quality of local Indonesian cosmetics offered is not in accordance with the information in providing benefits to me
    b. Indonesian local cosmetic ingredients offered do not really benefit me
    c. Image of local Indonesian cosmetics using natural ingredients is not supported by the quality of local Indonesian cosmetics
4. Consumer ethnocentric (Ruyter et al (1998), Bandyopadhyay (2012))
    a. Indonesians must always use local Indonesian cosmetics rather than cosmetics from other countries
    b. I must support the advancement of local cosmetics compared to foreign cosmetics
    c. The best thing is to buy local Indonesian cosmetics
5. Attitude Toward Native Product (Kotler and Armstrong (2008))
    a. Using local Indonesian cosmetics has a special satisfaction for me compared to other countries' cosmetics
    b. I prefer Indonesian local cosmetics compared to other countries' cosmetics
    c. I was encouraged to use local Indonesian cosmetics because I wanted to try
6. Purchase Intention (Khan et al (2012) and Halim and Hameed (2005))
    a. I hope to buy local Indonesian cosmetics that have good quality
    b. I hope to buy local Indonesian cosmetics offered to support the progress of domestic products
    c. I will use local Indonesian cosmetics offered

In addition, the characteristics of respondents in ensuring the suitability of the results of the questionnaires obtained with the research objectives are also needed. So that the characteristics of the initial respondents of this study are:
1. Men and women who understand well local cosmetics in Indonesia
2. Having an interest in buying local cosmetics in Indonesia

Validity Test

Based on the test in the table below, it is known that the r count of all variable indicators is greater than the r table. Therefore it can be concluded that all indicators in this study are valid.

Table 1
Validity Test

Variable	Indicator	r_{hitung}	r_{tabel}	Note
Perceived Quality	PQ1	0.732	0.088	Valid
	PQ2	0.726	0.088	Valid
	PQ3	0.745	0.088	Valid
Price	PRI1	0.612	0.088	Valid
	PRI 2	0.637	0.088	Valid
	PRI 3	0.660	0.088	Valid
Perceived Risk	PR1	0.717	0.088	Valid
	PR2	0.781	0.088	Valid
	PR3	0.748	0.088	Valid
Consumer ethnocentric	CE1	0.816	0.088	Valid
	CE2	0.768	0.088	Valid
	CE3	0.782	0.088	Valid
Attitude Toward Native Product	ATN1	0.798	0.088	Valid
	ATN 2	0.622	0.088	Valid
	ATN 3	0.600	0.088	Valid
Purchase Intention	PI1	0.691	0.088	Valid
	PI2	0.763	0.088	Valid
	PI3	0.739	0.088	Valid

Source: Data Analysis, 2018

Reliability Test

The reliability test results in this study can be seen in the following table.

Table 2
Reliability Test

Variable	Cronbach's Alpha
Perceived Quality	0.860
Price	0.624
Perceived Risk	0.869
Consumer Ethnocentric	0.892
Attitude toward Native Product	0.822
Purchase Intention	0.857

Source: Data Analysis, 2018

Based on testing in the reliability test table it is known that all variables have Cronbach's Alpha greater than 0.60 which is equal to 0.860 at perceived quality; 0.624 for price; 0.869 for perceived risk; 0.892 for consumer ethnocentric; 0822 for Attitude Toward Native Product; and 0.857 for purchase intention. So it can be concluded that all variables in this study are reliable.

D. Discussion

In an effort to find variables that influence purchase intention from respondents who know information about local Indonesian cosmetics and have an interest in buying local Indonesian cosmetics, it is necessary to conduct an in-depth search through qualitative studies with interview methods. The search is carried out starting

from May 2017 to June 2017 around the area of East Java.

From the research it can be seen that the research model that has been referenced in the research method is supported by the results of interviews. It can be seen that all respondents who know information about local Indonesian cosmetics and have an interest in buying local Indonesian cosmetics reflect purchase intention and this is also supported by the presence of Attitude Toward Native Products. Furthermore, it can be seen that the majority of factors that are the reason for using internet banking are perceived quality (47 participants) and then for prices as many as 28 participants, perceived risk and consumer ethnocentric 22 and 19 participants respectively.

The results obtained from this qualitative method further strengthen the research model proposed in this study to explain the purpose of the study, namely the variables that influence the formation of purchase intention from respondents who know information about local Indonesian cosmetics and have an interest in buying local Indonesian cosmetics where the problem formulation is written is there is the effect of price, perceived quality, and perceived risk on purchase intention through attitude toward native product.

Conclusion, Limitation, and Research Extension

Conclusion

Respondents' responses to statement items on perceived quality variables measured from local Indonesian cosmetics can provide benefits as needed, local Indonesian cosmetics using natural ingredients (native to Indonesia), and local Indonesian cosmetics always maintain the quality given to their customers, where each of these indicators has an average mean of 3.89, which means they are perceived to agree by respondents from respondents who know information about local Indonesian cosmetics and have an interest in buying local Indonesian cosmetics. Besides being perceived, the respondent's indicator of perceived quality is also stated to be valid in measuring perceived quality variables with r count greater than rtable where rtable is 0.088. With a reliability value of 0.860 which is greater than 0.60, it can be concluded that the perceived quality variable is reliable in influencing purchase intention.

Respondents' responses to statement items on price variables measured from the prices offered are in accordance with the benefits received, the prices offered are in accordance with the quality offered, and the prices of local Indonesian cosmetics are affordable to me, where each of these indicators has an average the mean of 3.93 which means that it is perceived to be agreed by respondents from respondents who know information about local Indonesian cosmetics and have an interest in buying local Indonesian cosmetics. In addition to being perceived to agree by the indicator respondents the price is also declared valid in measuring the price variable with the value of r count greater than rtable where rtable is 0.088. With a reliability value of 0.624 which is greater than 0.60 it can be concluded that the price variable is reliable in influencing purchase intention.

Respondents' responses to statement items on perceived risk variables measured by the quality of local Indonesian cosmetics offered were not in accordance with the information in providing benefits to me, local Indonesian cosmetic ingredients offered did not really benefit me, and the image of local Indonesian cosmetics those who use natural ingredients are not supported by good quality Indonesian local cosmetics, where each of these indicators has an average mean of 3.78 which means they are perceived to agree by respondents from respondents who know information about local Indonesian cosmetics and have an interest in buying local Indonesian cosmetics. In addition to being agreed, the respondent's indicator of perceived risk is also stated to be valid in measuring perceived risk variables with r count greater than rtable where rtable is 0.088. With a reliability value of 0.869 which is greater than 0.60 it can be concluded that the variable perceived risk is reliable in influencing purchase intention.

Respondents' response to statement items on consumer ethnocentric variables measured from local Indonesian cosmetics can provide benefits as needed, local Indonesian cosmetics using natural ingredients (native to Indonesia), and local Indonesian cosmetics always maintain the quality given to their customers, where each of these indicators has an average mean of 3.60, which means they are perceived to agree by respondents from respondents who know information about local Indonesian cosmetics and have an interest in buying local Indonesian cosmetics. In addition, it was agreed that the indicator respondents of ethnocentric consumers were also declared valid in measuring the ethnocentric consumer variable with the value of r calculated greater than rtable where rtable was 0.088. With a reliability value of 0.892 which is greater than 0.60 it can be concluded that the consumer ethnocentric variable is reliable in influencing purchase intention.

Respondents' response to statement items on the attitude variable toward native product measured from using local Indonesian cosmetics has its own satisfaction for me compared to other countries' cosmetics, I prefer Indonesian local cosmetics compared to other countries' cosmetics, and I am encouraged to use local Indonesian cosmetics because I want to try it, where each of these indicators has an average mean of 3.67 which means that it is perceived to be agreed by respondents from respondents who know information about local Indonesian cosmetics and have an interest in buying local Indonesian cosmetics. In addition to being agreed, the respondent's indicator of the attitude toward the native product is also stated to be valid in measuring attitude

variables toward a native product with r count greater than rtable where rtable is 0.088. With a reliability value of 0.822 which is greater than 0.60 it can be concluded that the attitude variable toward a reliable native product in influencing purchase intention.

Respondents' response to statement items on measured purchase intention variables from me hopes to buy local Indonesian cosmetics that have good quality, I hope to buy local Indonesian cosmetics offered to support the progress of domestic products, and I will use local Indonesian cosmetics that offered, where each of these indicators has an average mean of 3.68 which means that they are perceived to agree by respondents from respondents who know information about local Indonesian cosmetics and have an interest in buying local Indonesian cosmetics. Besides being perceived to agree by the indicator respondents of the purchase intention also stated valid in measuring the variable purchase intention with the value r count is greater than rtable where rtable is 0.088. With a reliability value of 0.857 which is greater than 0.60 it can be concluded that the variable purchase intention is reliable to be used in this study.

Limitation and Research Extention

There are several limitations within this research, first this research only use limited sample in Surabaya. It also can be concluded that researchers and strategists need to consider other issues relating to personal innovativeness, social influence, compability, and behavioral intention. In further research, it is expected to increase the sample used in order for the data to be more generalized. Secondly, it is to consider other issues such as socio – demographics factors related to actual usage.

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