

THE EFFECT OF CONSUMER ETHNOCENTRISM ON PURCHASE DECISION FOR KOPI KENANGAN IN SAMARINDA: THE MEDIATING ROLE OF PURCHASE INTENTION AMONG GENERATION Z

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ABSTRACT

This study aims to examine the effect of Consumer Ethnocentrism on Purchase Intention and Purchase Decision among Generation Z of Kopi Kenangan in Samarinda. It also examines the mediating role of Purchase Intention. This research uses a quantitative survey approach with purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using PLS-SEM with SmartPLS. The results show that consumer ethnocentrism positively and significantly affects Purchase Intention and Purchase Decision. Purchase Intention also positively and significantly affects Purchase Decision and mediates the relationship between Consumer Ethnocentrism and Purchase Decision. These findings suggest that consumers' support for domestic products, particularly their belief in local employment, can strengthen purchase intention and encourage purchase decisions. This study implies that Kopi Kenangan can strengthen its Local brand identity and promote its Indonesian identity in marketing strategies.

Keywords

Consumer Ethnocentrism, Purchase Intention, Purchase Decision, Generation Z, Kopi Kenangan, Local Brand

1. INTRODUCTION

The Indonesian food and beverage industry has experienced substantial changes alongside the development of urban lifestyles. Coffee consumption has increasingly become part of contemporary social and lifestyle practices, supported by ready-to-drink (RTD) products, technology-based coffee chains, mobile ordering, and the expansion of physical outlets. These developments have intensified competition among coffee brands and increased the importance of understanding psychological factors that shape consumer preferences and purchasing behavior.

Generation Z is an important consumer segment in this context because the group is characterized in this study as individuals born between 1997 and 2012 and aged 14–29 years in 2026. The study focuses on Generation Z consumers in Samarinda who have purchased Kopi Kenangan products. Kopi Kenangan was selected as the research object because it is positioned as an Indonesian coffee brand and, based on the thesis observation, has approximately 17 offline stores distributed across Samarinda. The availability of physical and digital purchasing channels provides relatively easy access for local consumers.

Consumer ethnocentrism is relevant to this context because it reflects consumers' beliefs about the appropriateness and morality of purchasing domestic products and their tendency to support products associated with their own country (Shimp & Sharma, 1987). Maksan et al. (2019) further demonstrate the relevance of consumer ethnocentrism in an extended Theory of Planned Behavior framework. When consumers believe that

purchasing domestic products supports the national economy and employment, these beliefs may contribute to stronger purchase intentions.

Purchase intention represents consumers' willingness or likelihood to purchase a product and is generally positioned before actual purchasing behavior (Morwitz, 2014). The relationship between purchase intention and purchase decision is also supported by previous research, including Kurnianto et al. (2019) and Juliyanti et al. (2024), which found a positive relationship between purchase intention and purchase decision.

The empirical findings concerning the direct effect of consumer ethnocentrism on purchase decision remain inconsistent. Haikal (2018) reported that consumer ethnocentrism did not have a significant direct effect on purchase decision and instead worked through purchase intention. In contrast, Amri and Prihandono (2019), Ahmadi et al. (2021), and Fatoni (2022) reported positive effects of consumer ethnocentrism on purchase decision. Research among Generation Z has also reported a positive and significant relationship between consumer ethnocentrism and purchase intention (Dhewi & Oktaviani, 2023; Sherina & Selamat, 2023). This inconsistency provides an empirical gap for re-examining the mediating role of purchase intention in the context of a local coffee brand in Samarinda.

Based on this phenomenon and research gap, this study aims to examine the effect of consumer ethnocentrism on purchase intention and purchase decision, the effect of purchase intention on purchase decision, and the mediating role of purchase intention in the relationship between consumer ethnocentrism and purchase decision among Generation Z consumers of Kopi Kenangan in Samarinda.

2. METHOD

This study employed a quantitative research approach. The population consisted of consumers who had purchased Kopi Kenangan products in Samarinda, while the target population was Generation Z consumers. The sample consisted of 120 respondents. The sample size followed the guideline used in the thesis, namely 10 respondents for each of the 12 indicators used in the research model (Hair et al., 2019), resulting in a minimum requirement of 120 respondents.

Purposive sampling was used with three criteria: respondents were Generation Z born between 1997 and 2012, domiciled in Samarinda, and had purchased Kopi Kenangan products at least once in Samarinda. Primary data were collected through a five-point Likert-scale questionnaire distributed online through Google Forms and supported by direct distribution at Kopi Kenangan outlets. Secondary data were obtained from scientific journals and academic references. The questionnaire items were developed based on the indicators presented below and measured using a summated rating scale, commonly referred to as a Likert scale.

Variable	Notation	Indicator	Question Item	Scale
Consumer Ethnocentrism (X1)	X1.1	Preference for Local Product	I prefer Kopi Kenangan as an Indonesian Local coffee brand over foreign coffee brands.	Likert 1–5

Shimp & Sharma, (1987)	X1.2	Support for Domestic Products	I believe that purchasing Kopi Kenangan products is one way to support the Indonesian economy.	Likert 1–5
	X1.3	National Responsibility	I believe that Indonesian consumer should support Local brand such as Kopi kenangan by purchasing them.	Likert 1–5
	X1.4	Local Employment	I believe that purchasing Kopi Kenangan products contributes to creating Employment opportunities for Indonesian people.	Likert 1–5
Purchase Intention (Y1) Ferdinand, (2014)	Y1.1	Transactional Intention	I intend to purchase Kopi Kenangan products in the future.	Likert 1–5
	Y1.2	Preferential Intention	Kopi Kenangan is one of my preferred choice when I intend to purchase coffeeree.	Likert 1–5
	Y1.3	Referential Intention	I intend to recommend Kopi Kenangan products to other people in the future.	Likert 1–5
	Y1.4	Explorative Intention	I intend to seek information about kopi kenangan products.	Likert 1–5
Purchase Decision (Y2) kotler and keller (2012)	Y2.1	Product Confidence	I am confident that my decision to purchase Kopi Kenangan products is the right decision.	Likert 1–5
	Y2.2	Buying Habit	I usually choose Kopi Kenangan when purchasing coffeeree.	Likert 1–5
	Y2.3	Recommendation	I have ever recommend Kopi Kenangan products to other people.	Likert 1–5
	Y2.4	Repurchase	I decide to repurchase Kopi Kenangan products again after having Purchase them before.	Likert 1–5

Table 1. Table Measurment

3. RESULT AND DISCUSSION

3.1 Descriptive Analysis Of Research Variables

In this study, descriptive analysis was conducted for each variable using the index analysis of the questionnaire responses provided by the respondents. the researchers applies the calculation method based on Ferdinand (2014:231) using the following formula:

$$\text{Index Value} = \frac{(\%F1 \times 1) + (\%F2 \times 2) + (\%F3 \times 3) + (\%F4 \times 4) + (\%F5 \times 5)}{5}$$

In this formula, F1 through F5 represent the percentage of respondents selecting each response score in the questionnaire. F1 refers to respondents who selected score 1, F2 refers to score 2, F3 refers to score 3, F4 refers to score 4, and F5 refers to score 5. The resulting index value is then used to describe the overall response tendency for each indicator.

a. Index score 20–46.66 = Low

b. Index score 46.67–73.32 = Medium

c. Index score 73.33–100 = High

Indicator		Respondent's Answer										Index	Rating
		1		2		3		4		5			
		f	%	f	%	f	%	f	%	f	%		
X1.1	Preference For Local Product	4	3.3%	5	4.2%	27	22.5%	56	46.7%	28	23.3%	76.5	High
X1.2	Support For Domestic Product	2	1.7%	7	5.8%	16	13.3%	65	54.2%	30	25.0%	79.0	High
X1.3	National Responsibility	2	1.7%	3	2.5%	18	15.0%	62	51.7%	35	29.2%	80.8	High
X1.4	Local Employment	2	1.7%	3	2.5%	8	6.7%	61	50.8%	46	38.3%	84.3	High
Average												80.2	High

Table 2. Respondents's Response and Index Value for Consumer Ethnocentrism

Based on the table above, the Consumer Ethnocentrism variable has an average index value of 80.2. Local Employment has the highest index value at 84.3. Based on the Three Box Method, the index value falls within the range of 73.33-100, which is categorized as high. Therefore, Consumer Ethnocentrism is in the high category.

Indicator		Respondent's Answer										Index	Rating
		1		2		3		4		5			
		f	%	f	%	f	%	f	%	f	%		
Y1.1	Transactional Intention	1	0.8 %	2	1.7%	15	12.5 %	60	50.0 %	42	35.0 %	83.3	High
Y1.2	Preferential Intention	3	2.5 %	9	7.5%	27	22.5 %	48	40.0 %	33	27.5 %	76.5	High
Y1.3	Referential Intention	0	0.0 %	5	4.2%	21	17.5 %	55	45.8 %	39	32.5 %	81.3	High
Y1.4	Explorative Intention	2	1.7 %	13	10.8 %	32	26.7 %	44	36.7 %	29	24.2 %	74.2	High
Average												78.8	High

Table 3. Respondents's Response and Index Value for Purchase Intention

Based on the table above, the Purchase Intention variable has an average index value of 78.8. Transactional Intention has the highest indeks value at 83.3. Based on the Three Box Method, the indeks value falls within the range of 73.33-100, which is categorized as high. Therefore, Purchase Intention in the high category.

Indicator		Respondent's Answer										Index	Rating
		1		2		3		4		5			
		f	%	f	%	f	%	f	%	f	%		
Y2.1	Product Confidence	1	0.8 %	3	2.5%	17	14.2 %	68	56.7 %	31	25.8 %	80.8	High
Y2.2	Buying Habit	3	2.5 %	13	10.8 %	26	21.7 %	43	35.8 %	35	29.2 %	75.7	High
Y2.3	Recommendation	0	0.0 %	6	5.0%	13	10.8 %	47	39.2 %	54	45.0 %	84.8	High

Y2.4	Repurchase	3	2.5 %	2	1.7%	9	7.5%	55	45.8 %	51	42.5 %	84.8	High
Average												81.5	High

Table 4. Respondents's Response and Index Value for Purchase Decision

Based on the table above, the Purchase Decision variable has an average indeks value of 81.5. Recommendation and repurchase has the highest indeks value at 84.8. Based on the Three Box Method, the indeks value falls within the range of 73.33-100, which is categorized as high. Therefore, Purchase Decision in the high category

3.2 Data Analysis Results

3.2.1 Outer Model

Outer model can be seen from several indicators, namely Convergent Validity, AVE, Composite Reliability, and Cronbach's Alpha

3.2.1.1 Covergent Validity

Convergent validity assesses whether indicators consistently measure the same construct (Lim, 2026). It is considered adequate when the correlation value is greater than 0.5 (Yudaruddin, 2021).

Variable	Item	Outer Loading	Desc
Consumer Ethnocentrism	X1.1	0.826	Valid
	X1.2	0.872	Valid
	X1.3	0.848	Valid
	X1.4	0.877	Valid
Purchase Intention	Y1.1	0.803	Valid
	Y1.2	0.867	Valid
	Y1.3	0.798	Valid
	Y1.4	0.768	Valid
Purchase Decision	Y2.1	0.838	Valid
	Y2.2	0.848	Valid
	Y2.3	0.743	Valid
	Y2.4	0.880	Valid

Table 5. Outer Loading

Based on Table 5, the outer loading values range from 0.743 to 0.880. All indicators have outer loading values above 0.50, indicating that they meet the criteria for convergent validity. Therefore, all indicators are considered valid in representing their respective constructs.

3.2.1.2 Discriminant Validity

Discriminant validity ensures that each construct is distinct from other constructs and is measured by its respective indicators (Lim, 2026). The results show that all cross-loading values are greater than 0.50, as presented in the following table.

Variab le	Consumer Ethnocentrism (X1)	Purchase Intention (Y1)	Purchase Decision (Y2)
X1.1	0.826	0.581	0.578
X1.2	0.872	0.493	0.425

X1.3	0.848	0.475	0.451
X1.4	0.877	0.501	0.494
Y1.1	0.472	0.759	0.803
Y1.2	0.491	0.749	0.867
Y1.3	0.450	0.630	0.798
Y1.4	0.454	0.581	0.768
Y2.1	0.581	0.838	0.692
Y2.2	0.492	0.848	0.746
Y2.3	0.367	0.743	0.578
Y2.4	0.543	0.880	0.769

Table 6. Cross Loading

Based on the table 6, it can be seen that the factor loading values of each indicator on its respective construct is higher than its loading on other constructs.. This indicates that each indikator has a stronger relationship with its respective construct than with other constructs.

The AVE values for all constructs are above 0.50, indicating adequate convergent validity.. This value also indicates that the latent variable is able to explains a substantial proportion variance in its indicators.

Code	Variable	AVE
X1	Consumer Ethnocentrism	0.733
Y1	Purchase Intention	0.656
Y2	Purchase Decision	0.687

Table 7. AVE Result (Average Variance Extracted)

3.2.1.3 Composite Reliability

Variable	Composite Reliability	Cronbach's Alpha
Consumer Ethnocentrism	0.916	0.879
Purchase Decision	0.897	0.847
Purchase Intention	0.884	0.825

Table 8. Composite Reliability

Based on Table 8, all variables have Composite Reliability and Cronbach's Alpha values above 0.70, indicating that all constructs meet the reliability criteria and have good internal consistency. Consumer Ethnocentrism has values of 0.916 and 0.879, Purchase Intention has values of 0.884 and 0.825, and Purchase Decision has values of 0.897 and 0.847, respectively. Therefore, all variables meet the reliability criteria and are considered highly reliable.

3.2.2 Inner Model

In this study, the assessment of the inner model was conducted by examining the R-Square (R^2) and Q-Square (Q^2) values. The R^2 value is used to measure the extent to which the independent variables explain the dependent variables, while Q^2 is used to assess the predictive relevance of the structural model. A Q^2 value greater than 0 indicates that the model has predictive

relevance. The R^2 values of the endogenous variables in this study are presented in Table below.

Variable Dependent	R-Square
Purchase Intention (Y1)	0.332
Purchase Decision (Y2)	0.736

Table 9. R-Square

Based on Table 9, the R-Square value for Purchase Intention is 0.332, indicating that Consumer Ethnocentrism explains 33.2% of the variance in Purchase Intention, while the remaining 66.8% is explained by variables outside the model. The R-Square value for Purchase Decision is 0.736, indicating that Consumer Ethnocentrism and Purchase Intention explain 73.6% of the variance in Purchase Decision, while the remaining 26.4% is explained by variables outside the model.

3.3 Hypothesis Testing

Hypothesis testing was conducted by examining the t-statistic and p-value. At a 5% significance level ($\alpha = 0.05$), the critical t-statistic value is 1.96. Therefore, a hypothesis is accepted when the t-statistic is greater than 1.96 and rejected when it is less than 1.96. The p-value is also considered, with a value below 0.05 indicating a significant relationship. The results of the path coefficient analysis are presented in the following table.

Variable Influence		Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Results
Exogenous Variable	Endogeneous Variable						
CE	PI	0.577	0.579	0.075	7.710	0.000	Accepted
PI	PD	0.745	0.746	0.054	13.843	0.000	Accepted
CE	PD	0.175	0.175	0.060	2.912	0.004	Accepted
CE > PI > PD		0.430	0.431	0.060	7.116	0.000	Accepted

Table 10. Path Coefficient

3.3.1 Hypothesis Testing 1 : Consumer Ethnocentrism to Purchase Intention

Based on the results of the data analysis, Consumer Ethnocentrism has a positive and significant influence on Purchase Intention. The path coefficient was 0.577, with a t-statistic of 7.710 and a p-value of 0.000. Since the t-statistic is greater than 1.96 and the p-value is less than 0.05, **Hypothesis 1 is accepted.**

3.3.2 Hypothesis Testing 2 : Purchase Intention to Purchase Decision

Based on the results of the data analysis, Purchase Intention has a positive and significant influence on Purchase Decision. The path coefficient was 0.745, with a t-statistic of 13.843 and a p-value of 0.000. Since the t-statistic is greater than 1.96 and the p-value is less than 0.05, **Hypothesis 2 is accepted.**

3.3.3 Hypothesis Testing 3: Consumer Ethnocentrism to Purchase Decision

Based on the results of the data analysis, Consumer Ethnocentrism has a positive and significant influence on Purchase Decision. The path coefficient was 0.175, with a t-statistic of 2.912 and a p-value of 0.004. Since the t-statistic is greater than 1.96 and the p-value is less than 0.05, **Hypothesis 3 is accepted.**

3.3.4 Hypothesis Testing 4: Consumer Ethnocentrism to Purchase Decision Through Purchase Intention

Based on the results of the data analysis, Consumer Ethnocentrism has a positive and significant influence on Purchase Decision through Purchase Intention. The path coefficient was 0.430, with a t-statistic of 7.116 and a p-value of 0.000. Since the t-statistic is greater than 1.96 and the p-value is less than 0.05, **Hypothesis 4 is accepted.**

3.4 Discussion

3.4.1 The Effect of Consumer Ethnocentrism on Purchase Intention

Based on the results of the analysis above, the Consumer Ethnocentrism variable has an average index value of 80.2, which is included in the high category based on the Three Box Method. This indicates that Generation Z consumers of Kopi Kenangan in Samarinda have a high level of Consumer Ethnocentrism. The results of hypothesis testing show that Consumer Ethnocentrism has a positive and significant effect on Purchase Intention, with a path coefficient of 0.577, a t-statistic of 7.710, and a p-value of 0.000. Therefore, it can be concluded that stronger Consumer Ethnocentrism increases consumers' Purchase Intention toward Kopi Kenangan. Hypothesis 1 is accepted.

The indicator with the highest index value is Local Employment (X1.4) with a value of 84.3, while the lowest is Preference for Local Products (X1.1) with a value of 76.5. The high value of Local Employment indicates that consumers strongly believe purchasing local products can contribute to employment opportunities. This belief may encourage consumers to develop a stronger intention to purchase Kopi Kenangan as an Indonesian coffee brand. The finding is also consistent with previous research showing that Consumer Ethnocentrism has a positive and significant effect on Purchase Intention.

3.4.2 The Effect of Purchase Intention on Purchase Decision

Based on the results of the analysis above, the Purchase Intention variable has an average index value of 78.8, which is included in the high category based on the Three Box Method. This indicates that Generation Z consumers of Kopi Kenangan in Samarinda have a high Purchase Intention. The results of hypothesis testing show that Purchase Intention has a positive and significant effect on Purchase Decision, with a path coefficient of 0.745, a t-statistic of 13.843, and a p-value of 0.000. Therefore, it can be concluded that stronger Purchase Intention increases the likelihood of consumers making a Purchase Decision. Hypothesis 2 is accepted.

The indicator with the highest index value is Transactional Intention (Y1.1) with a value of 83.3, while the lowest is Explorative Intention (Y1.4) with a value of 74.2. The high value of Transactional Intention indicates that consumers have a strong willingness to purchase Kopi Kenangan in the future. This willingness can encourage consumers to proceed from purchase intention to an actual purchase decision. The finding is consistent with previous research showing that Purchase Intention has a positive and significant effect on Purchase Decision.

3.4.3 The Effect of Consumer Ethnocentrism on Purchase Decision

Based on the results of the analysis above, the Consumer Ethnocentrism variable has an average index value of 80.2, which is included in the high category based on the Three Box Method. This indicates that Generation Z consumers of Kopi Kenangan in Samarinda have a high level of Consumer Ethnocentrism. The results of hypothesis testing show that Consumer Ethnocentrism has a positive and significant effect on Purchase Decision, with a path coefficient of 0.175, a t-statistic of 2.912, and a p-value of 0.004. Therefore, it can be concluded that stronger Consumer Ethnocentrism increases consumers' tendency to choose Kopi Kenangan when making a Purchase Decision. Hypothesis 3 is accepted.

The indicator with the highest index value is Local Employment (X1.4) with a value of 84.3, while the lowest is Preference for Local Products (X1.1) with a value of 76.5. The high value of Local Employment indicates that consumers consider the contribution of local products to employment opportunities when making purchasing decisions. This belief may strengthen their preference for Kopi Kenangan as an Indonesian coffee brand. The finding is consistent with previous research showing that Consumer Ethnocentrism has a positive and significant effect on Purchase Decision.

3.4.4 The Effect of Consumer Ethnocentrism on Purchase Decision through Purchase Intention

Based on the results of the analysis above, Consumer Ethnocentrism, Purchase Intention, and Purchase Decision are all included in the high category based on the Three Box Method, with average index values of 80.2, 78.8, and 81.5, respectively. The results of hypothesis testing show that Consumer Ethnocentrism has a positive and significant indirect effect on Purchase Decision through Purchase Intention, with a path coefficient of 0.430, a t-statistic of 7.116, and a p-value of 0.000. This indicates that Consumer Ethnocentrism can strengthen Purchase Intention, which subsequently contributes to Purchase Decision. Therefore, Hypothesis 4 is accepted.

The highest indicators are Local Employment (X1.4) for Consumer Ethnocentrism with 84.3, Transactional Intention (Y1.1) for Purchase Intention with 83.3, and Recommendation (Y2.3) and Repurchase (Y2.4) for Purchase Decision, both with 84.8. These results indicate a sequence in which consumers' beliefs about supporting local products strengthen their intention to purchase, which can then lead to purchasing behavior such as recommending and repurchasing the product. Thus, Purchase Intention plays an important role in mediating the relationship between Consumer Ethnocentrism and Purchase Decision.

4. CONCLUSION

This study concludes that Consumer Ethnocentrism has a positive and significant effect on Purchase Intention and Purchase Decision toward Kopi Kenangan among Generation Z in Samarinda. These findings indicate that consumers with stronger preferences and support for local products tend to have stronger intentions and decisions to purchase Kopi Kenangan. The results suggest that Generation Z consumers in Samarinda consider the importance of supporting local products, particularly in relation to employment opportunities and the Indonesian economy. This positive perception toward local products can strengthen consumers' preference for Kopi Kenangan and encourage them to choose the brand when purchasing coffee products.

Furthermore, Purchase Intention has a positive and significant effect on Purchase Decision, and it also significantly mediates the relationship between Consumer Ethnocentrism and Purchase Decision. This finding demonstrates that consumers who have stronger intentions to purchase Kopi Kenangan are more likely to make actual purchase decisions. Consumer ethnocentrism can strengthen consumers' intention to purchase Kopi Kenangan, which subsequently encourages them to make a purchase decision. Therefore, Purchase Intention serves as an important factor in connecting consumers' preference for local products with their purchasing decisions toward Kopi Kenangan.

Overall, the findings emphasize the importance of Consumer Ethnocentrism and Purchase Intention in influencing consumers' Purchase Decision toward Kopi Kenangan. These results suggest that strengthening the local identity of Kopi Kenangan and communicating its contribution to the Indonesian economy and society may help increase consumers' purchase intention and purchasing decisions. The findings provide valuable insights for companies in developing marketing strategies that are aligned with Generation Z consumers' preference for local products and their willingness to support domestic brands.

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