

## ABSTRAK

Perdagangan bebas turut memberikan dampak bagi pertumbuhan industri kosmetik lokal dimana 60% pasar dikuasai oleh merek global. Dampaknya penjualan beberapa merek kosmetik kian menurun, termasuk Emina. Terkait preferensi konsumen terhadap pilihan produk lokal atau global dikenal dengan *consumer ethnocentrism* yang mana mampu mempengaruhi niat beli kembali. Oleh sebab itu, sikap ini perlu diperhatikan lebih lanjut khususnya pengaruhnya dalam memoderasi hubungan *perceived quality*, *perceived price*, dan *perceived brand image* terhadap niat beli kembali produk kosmetik Emina.

Data penelitian ini didapatkan dari kuesioner dan kemudian dianalisa dengan teknik statistik *Structural Equation Modelling* (SEM) yang dioperasikan menggunakan program AMOS 21.0.

Hasil yang didapatkan dari 220 responden wanita generasi milenial menunjukkan bahwa tingkat *consumer ethnocentrism* yang dimiliki responden tergolong tinggi. Selain itu *perceived quality*, *perceived price*, dan *perceived brand image* terbukti berhubungan signifikan terhadap *repurchase intention*. Di sisi lain, tingkat *consumer ethnocentrism* mampu memoderasi hubungan antara *perceived quality*, *perceived price* dan *perceived brand image* terhadap *repurchase intention*.

Kata kunci: *Consumer Ethnocentrism, Perceived Quality, Perceived Price, Perceived Brand Image, Repurchase Intention.*

## ABSTRACT

Global trade also has an impact on the growth of the local cosmetics industry in Indonesia. Where 60% of the market is dominated by global brands. As a result, sales of several cosmetic brands have declined, including Emina. Regarding to the consumer preferences between local or global product known as consumer ethnocentrism, which will influence repurchase intention. Therefore, this attitude needs further attention, especially its moderating effect to the relationship between perceived quality, perceived price, and perceived brand image with repurchase intention of Emina cosmetic products.

The data of this study were collected from online questionnaires and then analyzed using Structural Equation Modeling (SEM) statistical techniques which operated using the AMOS 21.0 program.

The results obtained from 220 millennial female respondents showed that the level of consumer ethnocentrism held by respondents was high but did not have a significant effect on the repurchase intention of Emina's cosmetics. Perceived quality, perceived price, and repurchase intention significantly related with repurchase intention. On the other hand, the level of consumer ethnocentrism is able to moderate the relationship between perceived quality, perceived price and perceived brand image of repurchase intention.

Key words: *Consumer Ethnocentrism, Perceived Quality, Perceived Price, Perceived Brand Image, Repurchase Intention*