

## Abstraksi

Penelitian ini membahas pengaruh tiga variabel yang berbeda terhadap kesediaan konsumen untuk membeli pakaian domestik. Sampel berjumlah 114 mahasiswa Surabaya diambil untuk mengetahui pengaruh *consumer ethnocentrism*, *conspicuous consumption*, dan *product judgment* terhadap *willingness to buy* pakaian domestik. Dengan menggunakan teknik analisis regresi berganda, hasil penelitian menunjukkan bahwa *product judgment* berpengaruh signifikan terhadap *willingness to buy* pakaian domestik. Sedangkan *consumer ethnocentrism* dan *conspicuous consumption* berpengaruh tidak signifikan terhadap *willingness to buy* pakaian domestik.

**Kata kunci :** *consumer ethnocentrism*, *conspicuous consumption*, *product judgment*, *willingness to buy*, pakaian.

## Abstract

This research deals with three different variables on willingness to buy domestic clothing. A convenience sample of 114 Surabaya university students was used to assess the effect of consumer ethnocentrism, conspicuous consumption, and product judgment on willingness to buy domestic clothing. By using multiple regression, the results show that product judgment has significant effect on willingness to buy domestic clothing. While consumer ethnocentrism and conspicuous consumption has no significant effect on willingness to buy domestic clothing.

**Keywords :** consumer ethnocentrism, conspicuous consumption, product judgment, willingness to buy, clothing.