

## ABSTRAK

**PENGARUH CONSUMER ETHNOCENTRISM DAN COLLABORATION  
BRANDING TERHADAP PURCHASE INTEREST PRODUK  
UMKM JAM TANGAN KAYU “EBONI WATCH”  
DENGAN BRAND IMAGE SEBAGAI  
VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *consumer ethnocentrism* terhadap *purchase interest*, (2) pengaruh *collaboration branding* terhadap *purchase interest*, (3) pengaruh *brand image* terhadap *purchase interest*, (4) pengaruh *consumer ethnocentrism* terhadap *purchase interest* melalui *brand image* sebagai variabel mediasi, (5) pengaruh *collaboration branding* terhadap *purchase interest* melalui *brand image* sebagai variabel mediasi. Sampel pada penelitian ini yaitu mahasiswa aktif Universitas Sanata Dharma Fakultas Ekonomi Angkatan 2020-2023, yang mengetahui produk Eboni Watch namun belum pernah membeli produk Eboni Watch. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan teknik *purposive sampling*. Data diperoleh dari kuesioner melalui Google Form. Teknik analisis data yang digunakan adalah *Partial Least Square* dengan *software* SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) *consumer ethnocentrism* tidak berpengaruh terhadap *purchase interest*, (2) *collaboration branding* berpengaruh terhadap *purchase interest*, (3) *brand image* berpengaruh terhadap *purchase interest*, (4) *brand image* tidak memediasi pengaruh *consumer ethnocentrism* terhadap *purchase interest*, (5) *brand image* memediasi sebagian pengaruh *collaboration branding* terhadap *purchase interest*.

**Kata kunci:** *Consumer Ethnocentrism, Collaboration Branding, Purchase Interest, Brand Image.*

## ABSTRACT

### **INFLUENCE CONSUMER ETHNOCENTRISM AND COLLABORATION BRANDING TO PURCHASE INTEREST MSME PRODUCT WOODEN WATCHES “EBONI WATCH” MEDIATED BY BRAND IMAGE**

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This research aims to determine: (1) the effect of consumer ethnocentrism to the purchase interest, (2) the effect of collaboration branding to the purchase interest, (3) the effect of brand image to the purchase interest, (4) the effect of consumer ethnocentrism to the purchase interest through brand image as mediation variable, (5) the effect of collaboration to the purchase interest through brand image as mediation variable. Sample used in this research were students of Sanata Dharma University, Faculty of Economics 2020-2023, that familiar with Eboni watch product, but never buy their product. The sampling technique used non-probability sampling with purposive sampling technique. Data were taken from questionnaire using Google Form. Data analysis technique in this research used Partial Least Square with Software SmartPLS 4. The result showed that: (1) consumer ethnocentrism did not effect the purchase interest, (2) collaboration branding effected the purchase interest, (3) brand image effected the purchase interest, (4) brand image did not mediating the consumer ethnocentrism to the purchase interest, (5) brand image partially mediates the collaboration branding on purchase interest.

**Keywords: Consumer Ethnocentrism, Collaboration Branding, Purchase Interest, Brand Image.**