

## ABSTRAK

### ETNOSENTRISME KONSUMEN SEBAGAI PEMODERASI PENGARUH NEGARA ASAL DAN PERSEPSI KUALITAS PADA MINAT BELI ULANG JENAMA PERAWATAN KULIT ASAL INDONESIA DAN KOREA SELATAN

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh negara asal pada minat beli ulang jenama perawatan kulit Indonesia dan Korea Selatan, (2) pengaruh persepsi kualitas pada minat beli ulang jenama perawatan kulit Indonesia dan Korea Selatan, (3) etnosentrisme konsumen memoderasi pengaruh negara asal pada minat beli ulang jenama perawatan kulit Indonesia dan Korea Selatan, (4) etnosentrisme konsumen memoderasi pengaruh persepsi kualitas pada minat beli ulang jenama perawatan kulit Indonesia dan Korea Selatan. Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah wanita. Sampel dari penelitian ini berjumlah 200 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Analisis data menggunakan metode *Structural Equation Modeling* (SEM) dengan teknik *Partial Least Square* (PLS) menggunakan software Smart PLS 4.0. Hasil penelitian menunjukkan bahwa: (1) negara asal berpengaruh positif pada minat beli ulang jenama perawatan kulit Indonesia dan Korea Selatan, (2) persepsi kualitas berpengaruh positif pada minat beli ulang jenama perawatan kulit Indonesia dan Korea Selatan, (3) etnosentrisme memoderasi pengaruh negara asal pada minat beli ulang jenama perawatan kulit Indonesia dan Korea Selatan, (4) etnosentrisme konsumen memoderasi pengaruh persepsi kualitas pada minat beli ulang jenama perawatan kulit Indonesia dan Korea Selatan. Peneliti menyarankan manajer- manajer perusahaan perawatan kulit lokal untuk meningkatkan inovasi, kualitas, manfaat, teknologi, desain produk, dan harga yang mampu bersaing. Pemerintah Indonesia juga harus meningkatkan citra positif Indonesia sebagai negara penghasil produk perawatan kulit.

**Kata kunci:** etnosentrisme konsumen, negara asal, persepsi kualitas, minat beli ulang.

## ABSTRACT

### CONSUMER ETHNOCENTRISM AS MODERATING THE INFLUENCE OF COUNTRY OF ORIGIN AND PERCEPTION OF QUALITY ON REPURCHASE INTEREST OF SKINCARE BRANDS FROM INDONESIA AND SOUTH KOREA

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*This research aims to determine: (1) the influence of the country of origin on the repurchase interest of Indonesian and South Korean skincare brands, (2) the influence of quality perception on the repurchase interest of Indonesian and South Korean skincare brands, (3) consumer ethnocentrism moderates the influence of the country of origin on the repurchase interest of Indonesian and South Korean skincare brands, (4) Consumer ethnocentrism moderates the influence of quality perception on the repurchase interest of Indonesian and South Korean skincare brands. This research uses a quantitative method. The population in this study is women. The sample of this research amounted to 200 respondents. The sampling technique uses purposive sampling. Data analysis uses the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) technique using Smart PLS 4.0 software. The results of the research show that: (1) the country of origin has a positive effect on the repurchase interest of Indonesian and South Korean skincare brands, (2) the perception of quality has a positive effect on the repurchase interest of Indonesian and South Korean skincare brands, (3) ethnocentrism moderates the influence of the country of origin on the repurchase interest of Indonesian and South Korean skincare brands, (4) consumer ethnocentrism moderates the influence of quality perception on the repurchase interest of Indonesian and South Korean skincare brands. The researcher advises managers of local skincare companies to improve innovation, quality, benefits, technology, product design, and competitive prices. The Indonesian government must also to improve Indonesia's positive image as a country producing skincare products.*

***Keywords: consumer ethnocentrism, country of origin, quality perception, repurchase interest.***