

ABSTRAK

Mely Ambarwati, 2019; Pengaruh *Consumer Animosity* dan *Consumer Ethnocentrism* terhadap *Willingness to Buy* yang Dimediasi oleh *Product Judgement* (Studi pada Produk Batik Buatan Tiongkok). Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Setyo Ferry Wibowo, SE, M.Si dan Usep Suhud, M.Si, Ph. D.

Penelitian ini bertujuan untuk menguji: apakah *consumer animosity* berpengaruh terhadap *product judgement*, apakah *consumer ethnocentrism* berpengaruh terhadap *product judgement*, apakah *consumer animosity* berpengaruh terhadap *willingness to buy*, apakah *consumer animosity* berpengaruh terhadap *willingness to buy*, apakah *product judgement* berpengaruh terhadap *willingness to buy*, apakah *consumer animosity* berpengaruh terhadap *willingness to buy* melalui *product judgement*, apakah *consumer ethnocentrism* berpengaruh terhadap *willingness to buy* melalui *product judgement*. Metode pengumpulan data menggunakan metode *survey* dengan instrumen berupa kuesioner. Subjek penelitian adalah 200 responden menggunakan *purposive sampling*. Data dianalisis menggunakan *Structural Equation Modelling* (SEM). Penelitian ini menemukan bahwa ada pengaruh yang signifikan dari *consumer animosity* terhadap *product judgement*, *consumer animosity* terhadap *willingness to buy*, *consumer ethnocentrism* terhadap *willingness to buy*, *product judgement* terhadap *willingness to buy*, *consumer animosity* terhadap *willingness to buy* melalui *product judgement*, *consumer ethnocentrism* terhadap *willingness to buy* melalui *product judgement*. Ada pengaruh yang tidak signifikan dari *consumer ethnocentrism* terhadap *product judgement*.

Kata kunci: *consumer animosity*, *consumer ethnocentrism*, *product judgement*, *willingness to buy*.

ABSTRACT

Mely Ambarwati, 2019; *Influence Of Consumer Animosity And Consumer Ethnocentrism On Willingness To Buy With The Mediating Role Of Product Judgements: Study on Batik Products Made By Tiongkok. Thesis, Jakarta: Bachelor's degree Management Study Program, Faculty of Economics, Universitas Negeri Jakarta. Advisory: Setyo Ferry Wibowo, SE, M.Si and Usep Suhud, M.Si, Ph. D.*

This study aims to examine whether consumer animosity has an effect on product judgement, whether consumer ethnocentrism has an effect on product judgement, whether consumer animosity has an effect on willingness to buy, whether consumer ethnocentrism has an effect on willingness to buy, whether product judgement has an effect on willingness to buy, whether consumer animosity affects willingness to buy through product judgements, whether consumer ethnocentrism affects willingness to buy through product judgement. Methods of collecting data using survey methods with instruments in the form of questionnaires. The research subjects were 200 respondents using purposive sampling. Data were analyzed using Structural Equation Modeling (SEM). This study found that there was a significant influence from consumer animosity on product judgement, consumer animosity on willingness to buy, consumer ethnocentrism on willingness to buy, product judgement on willingness to buy, consumer animosity on willingness to buy through product judgement, consumer ethnocentrism on willingness to buy through product judgement. There is non-significant effect of consumer ethnocentrism on product judgement.

Keywords: *consumer animosity, consumer ethnocentrism, product judgement, willingness to buy.*