The Analysis Of Consumer Lifestyle And Ethnocentrism Towards Quality Perspectives And Their Implications On The Consumer Purchase Intentions Of Ethnic Products

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Abstract

With the enactment of the ASEAN Economic Community (AEC) as a single market in the Southeast Asia Region at the end of 2015, it is possible for one country to easily sell goods and services to other countries throughout Southeast Asia so that competition will be fiercer. Trade barriers will tend to decrease or even become non-existent and open up markets for growing domestic industry. Achieving a satisfactory level of quality has become more difficult as continuous product improvement is required. The perception of quality is objective. Perception of quality is the customer's perception of the attributes considered important. This study will develop a model of consumer ethnocentrism, social identity, perceived quality on consumer purchase interest in ethnic products with consumer attitudes as the intervening variable. This study uses a research sample of consumers of Banyumas' typical batik products. The sample of this study was 100 consumers of Banyumas batik users taken through purposive sampling with questionnaires as the data collection method. The data were processed using Partial Least Square (PLS) analysis tools. The data used in this study are primary data collected from respondents' answers based on the questionnaire given, as many as 100 people. The data processing method used was the path analysis method (Path Analysis) with the help of SPSS version 23.0. Statistical testing used were the individual parameter significance test (t-test) and simultaneous significance test (F test). The results show that, simultaneously, Lifestyle, Consumer Ethnocentrism, and Quality Perception variables significantly influence Work Productivity. Partially, results show that analysis 1: Lifestyle variable significantly influences Purchase Intention, whereas analysis 2: Consumer Ethnocentrism variable significantly influences Purchase Intention and on the analysis 3: Quality Perception variable has a significant influence on Consumer Purchase Intention.

Keywords

Ethnocentrism, Perceived Quality, and Purchase intention.

Introduction

Currently, Indonesia is a developing country and has the fourth largest population in the world, which has attracted many companies to enter the Indonesian market. Moreover, this fact is supported by the implementation of world trade liberalization and Indonesia's participation in institutions such as the World Trade Organization (WTO), the ASEAN Free Trade Area (AFTA), and the ASEAN Economic Community (AEC). With the enactment of the ASEAN Economic Community (AEC) as a single market in the Southeast Asia Region at the end of 2015, it is possible for one country to easily sell goods and services to other countries throughout Southeast Asia so that competition will be even tighter. Indeed, free trade in the Southeast Asia Region can be an opportunity and a challenge for Indonesia. For Indonesia itself, AEC 2015 will be a good opportunity because trade barriers will tend to decrease and even become non-existent and open up markets for the increasing domestic industry. Indonesia, which will threaten the domestic industry to compete with foreign products of much better quality.

Ethnocentrism refers to pride, arrogance, and belief in the privileges of one's group and demeaning the existence of other groups (Auruskevicience & Vianelli, 2012). Ethnocentrism is a habit carried out by a group assuming that their culture is the best. Ethnocentrism makes individuals have a reference that can measure the good and bad, right and wrong of other groups based on their group standards. Ethnocentrism arises when individuals judge that other groups are based on their own group standards, in the sense that individuals judge that their own group is better than other groups (Baihaqi, 2016).

Ethnocentrism is an attitude that includes seeing the group as having a noble and superior character, the group's standards having universal values, while the out-group is judged as a low group (Levine & Cambell, 2016). This opinion is also supported by Kusumowardhani et al. (2013), which states that in a group, there is a process of comparing their own group with other groups; individuals in the group will compare their groups and consider their groups more positive, while other groups will always be viewed as inferior or inferior negative (out-group derogation).

Literature Review

 A. Lifestyle

Lifestyle is part of secondary human needs that can change depending on times or a person's desire to change his or her lifestyle. The term lifestyle was initially coined by an Austrian psychologist, Alfred Adler, in 1929. Its broader meaning, as understood today, has been in use since 1961 (Source: wikipedia.org. Accessed March 20, 2018).

Lifestyle determines how people live: what activities they enjoy, how they see themselves and their environment, and what they value the most. In their efforts to determine consumer profiles (Bahts en Kavak and Lale Gumusluoglu, 2016: 74). According to Carlson and Englar-Carlson (Corey Gerald, 2012), lifestyle is the characteristic way showing that we move toward our life goals. Lifestyle is a person's pattern of living in the world, expressed in a person's activities, interests, and opinions. Lifestyle describes the "whole person" interacting with the environment (Kotler, 2009).

The concept of a lifestyle can describe wants and needs (He & Deqiang, 2009). The results of this research are that consumers make decisions to purchase a product according to their current and future lifestyles. Lifestyle is a person's pattern of living in the world, expressed in a person's activities, interests. and opinions. Lifestyle describes the whole person in interacting with a person's environment. Lifestyle describes a person's entire pattern of acting and interacting in the world (Kotler & Keller, 2012: 19). From the definitions above, it can be concluded that lifestyle describes a person's behavior, how they live using their money, and taking advantage of their time. Lifestyle is often described through a person's activities, interests, and opinions. A person's lifestyle is usually not permanent. Lifestyle changes will change a person's consumption patterns.

B. Consumer Ethnocentrism

Ethnocentrism was originally an anthropological and sociological term. Derived from the Greek language consists of ethnos, which means "country", and centros, which means "center". The term consumer ethnocentrism is adapted from the general concept of ethnocentrism introduced more than 100 years ago (Sumner, 2016).

Initially, ethnocentrism came from a sociological concept that distinguished between inner groups (groups with individual identification) and outer groups (seen as different groups from inner groups). According to Sumner (1906) in (Shimp & Sharma, 1995), the definition of ethnocentrism in (Sudarti, 2013) is a view of something where the group itself. Shimp and Sharma (1987) in (Sudarti, 2013) were the first to use this ethnocentrism view in the marketing concept, which became known as "consumer ethnocentric". Diversity-competent group leaders recognize and understand their own values, biases, ethnocentric attitudes, and assumptions about human behavior (Carlson & Gerald, 2012; Corey, 2012). The research results conducted by Balabanis (2016) show that the level of positive consumer

ethnocentrism in developed countries is more than in developing countries, in contrast to research conducted in several developing countries (Hamin & Elliot, 2010).

C. Perception of Quality

According to Kotler (2013:179), perception is when we select, organize, and translate information input to create a meaningful picture of the world. Perception of quality is a direct or indirect consumer assessment of products purchased or consumed (Suryani, 2008). So, it can be concluded that perception is a process of using something received by the five senses so that each individual can choose, organize, and translate information to create a meaningful picture of the world.

Opinion (Kotler and Armstrong, 2004) that in the same circumstances, a person's perception of a product can be different, it is due to the selection process of various existing stimuli. In essence, the perception will relate to a person's behavior in deciding what is desired. One way to determine consumer behavior is to analyze consumer perceptions of the product. With consumer perceptions, it can be seen what strengths, weaknesses, opportunities, or threats are for domestic products.

D. Research Framework

The framework is a conceptual model of how the theory relates to various factors that have been identified as important issues. A good framework will explain theoretically the relationship between the variables to be studied. So, theoretically, it is necessary to explain the relationship between the independent and dependent variables. Based on the theory stated above, the development of the framework can be seen as follows:
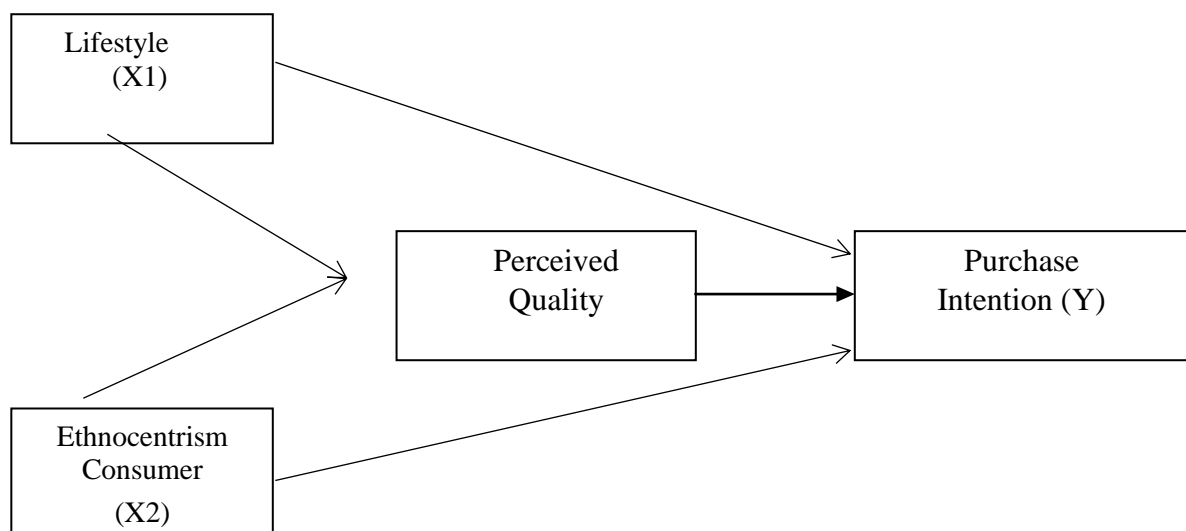
Diagram 2.1. Theoretical Framework

Source: Concept developed for this research

Information:

⟶ : Direct Influence

Independent Variables:
 - Lifestyle (X1)
 - Consumer Ethnocentrism (X2)
 - Perceived Quality
Dependent Variable: Purchase Intention (Z)

E. Research Hypothesis

Before formulating the hypothesis from this research, put forward the hypothesis. According to Sugiyono (2005), the notion of a hypothesis is a temporary answer to the formulation of research problems, and the formulation of research problems is usually arranged in the form of a question sentence. It is temporary because the answers are only based on relevant theories, not yet on empirical facts obtained through data collection. So, the hypothesis can also be stated as a theoretical answer to the research problem formulation, not yet an empirical answer. The hypothesis in this study are as follows:
1. There is a direct and significant influence of lifestyle on the perceived quality of
2. There is a direct and significant influence of consumer ethnocentrism on the perceived quality
3. There is a direct and significant influence of lifestyle on the consumer purchase intention
4. There is a direct and significant influence of consumer ethnocentrism on the consumer purchase intention
5. There is a direct influence of perceived quality on the consumer purchase intention

Research Method

A. Hypothesis testing

1. Simultaneous Regression Coefficient Test (F Test)

The F test determines whether the independent variables simultaneously have a significant influence on the dependent variable. The level of confidence used is 0.05 or 95% significance.

2. Partial Regression Coefficient Test (t-Test)

The t-test is used to partially test each variable. The test results can be seen in the coefficients table in the sig (significance) column. This test has the following steps:
Hypothesis:
H0 : i = 0 (regression coefficient is not significant)
Ha : i 0 (significant regression coefficient)
- If the decision-making is based on the level of significance.
- If the probability of t value or significance < 0.05, it can be said that there is an influence between each independent variable on the dependent variable partially.
- If the probability of t value or significance > 0.05, it can be said that there is no influence between each independent variable on the dependent variable partially.

The data must be normally distributed. The normality test in regression can use several methods, including the Kolmogorov-Smirnov Z method to test the data for each variable and the probability plots method. Decision-making methods using the following criteria:
Data is normally distributed if probability > 0.05.
Data is not normally distributed if the probability is < 0.05.

Results and Discussion

A. Normality Test

The Result of the normality test is as follows:

Table 4.1 Data Normality Test

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Gaya Hidup is normal with mean 65,790 and standard deviation 5,88.	One-Sample Kolmogorov-Smirnov Test	,308	Retain the null hypothesis.
2	The distribution of Konsumer Etnosentrisme is normal with mean 62,230 and standard deviation 7,58.	One-Sample Kolmogorov-Smirnov Test	,701	Retain the null hypothesis.
3	The distribution of Presepsi Kualitas is normal with mean 62,450 and standard deviation 8,22.	One-Sample Kolmogorov-Smirnov Test	,201	Retain the null hypothesis.
4	The distribution of Niat Beli is normal with mean 61,540 and standard deviation 8,07.	One-Sample Kolmogorov-Smirnov Test	,344	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Based on the table above, it can be concluded that the variables:
- Purchase Intention is normally distributed with a value of 0.344 > 0.05
- Perceived Quality is normally distributed with a value of 0.201 > 0.05
- Lifestyle is normally distributed with a value of 0.308 > 0.05
- Consumer ethnocentrism is normally distributed with a value of 0.701 > 0.05

B. Multicollinearity Test

Table 4.2 Multicollinearity Test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-11,358	5,841		-1,944	,000	,857	1,167
1 Lifesyle	,497	,089	,356	5,578	,000	,857	1,167
Etnosentrisme Consumer	,660	,069	,609	9,531	,000		

a. Dependent Variable: Perceived Quality
Source: data process

Based on the table above, it can be concluded that:
- Lifestyle has a Tolerance value of 0.857 > 0.1 and a VIF of 1.167 10. Thus, it is concluded that there is no multicollinearity.
- Consumer ethnocentrism has a tolerance value of 0.857 > 0.1 and a VIF of 1.167 10. Thus, it is concluded that there is no multicollinearity.

C. Heteroscedasticity Test

Heteroscedasticity is a condition where there is an inequality of variance from the residuals in the regression model.

Table 4.3 Heteroscedasticity Test

Correlations

			Unstandardiz ed Residual	Gaya Hidup	Konsumer Etnosentrism e	Presepsi Kualitas
Spearman's rho	Unstandardized Residual	Correlation Coefficient	1,000	-,101	,072	,040
		Sig. (2-tailed)	.	,317	,478	,689
		N	100	100	100	100
	Gaya Hidup	Correlation Coefficient	-,101	1,000	,324**	,579**
		Sig. (2-tailed)	,317	.	,001	,000
		N	100	100	100	100
	Konsumer Etnosentrisme	Correlation Coefficient	,072	,324**	1,000	,731**
		Sig. (2-tailed)	,478	,001	.	,000
		N	100	100	100	100
	Presepsi Kualitas	Correlation Coefficient	,040	,579**	,731**	1,000
		Sig. (2-tailed)	,689	,000	,000	.
		N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the table above, it can be concluded that:
- Lifestyle has a significance value of 0.317 > 0.05. Then, it can be concluded that there is no heteroscedasticity problem.
- Consumer ethnocentrism has a significance value of 0.478 > 0.05. Then, it can be concluded that there is no heteroscedasticity problem.

D. Hypothesis Testing

Data testing is carried out by path analysis, which tests the relationship pattern that reveals the effect of a variable or set of variables on other variables, both direct and indirect. The results of the path analysis are carried out in the following stages.
Testing the Sub Structure : $Y = \rho yx1\ X1 + yx2\ X2 + ye1$

E. ANOVA Test Results

Table 4.4. Simultaneous ANOVA[a] Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4420,062	2	2210,031	94,575	,000[b]
Residual	2266,688	97	23,368		
Total	6686,750	99			

a. Dependent Variable: Perceived Quality
b. Predictors: (Constant), Consumer Ethnocentrism, Lifestyle

If the probability value of 0.05 is less than or equal to the probability value of Sig or [0.05 Sig], then Ho is accepted, and Ha is rejected, meaning that it is not significant. If the

probability value of 0.05 is greater than or equal to the probability value of Sig or [0.05 Sig], then Ho is rejected, and Ha is accepted, meaning that it is significant.

Tabel 4.5. R Square Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	,838ᵃ	,797	,678	4,66326	1,799

1. Predictors: (Constant), Ethnocentrism Consumer, Lifestyle
2. Dependent Variable: Perceived Quality

Based on the analysis above, the path coefficient values of X1 and X2 to Y are yx1x2 = 0.838, with the coefficient of determination or influence [Rsquare = R2yx1x2] = 0.797. It shows that 79.7% of price and service quality changes can be explained by purchasing decisions, and the remaining 20.3% is explained by factors other than customer satisfaction.

Tabel 4.6 Partial Test Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-12,967	4,329		-2,996	,003		
1 Lifestyle	,361	,066	,263	5,465	,000	,857	1,167
Ethnocentrism Consumer	,815	,051	,765	15,885	,000	,857	1,167
					,000	,857	1,167
Perceived Quality	,927	,033	,943	28,148			

a. Dependent Variable: Purchase Intention

So, from the partial test table 4.6:

1. Lifestyle, Consumer Ethnocentrism, and Quality Perception have a simultaneous influence on the Purchase Intention. Table 4.7 shows the joint test/F test obtained a Sig value of 0.000, which the value of Sig 0.000 is less than 0.05 or [0.000 <0.05], indicating Ho is rejected, and Ha is accepted, meaning the path analysis coefficient is significant. Thus, Lifestyle, Consumer Ethnocentrism, and Perceived Quality have a joint effect on Purchase Intention.

2. Lifestyle has an influence on the Purchase Intention. Table 4.8 shows the individual test (partial)/t-test obtained a Sig value of 0.000, which the value of Sig 0.000 is less than 0.05 or [0.000 < 0.05], indicating that Ho is rejected, and Ha is accepted, meaning the path analysis coefficient is significant. Thus, Lifestyle has a significant influence on Purchase Intention.

3. Consumer ethnocentrism has an influence on the Purchase Intention. Table 4.8 shows the individual test (partial)/t-test obtained a Sig value of 0.000, which the value of Sig 0.000 is smaller than 0.05 or [0.000 < 0.05], indicating Ho is rejected, and Ha is accepted. Thus, Consumer ethnocentrism has a significant influence on Purchase Intention.

4. Perceived Quality has an influence on Purchase Intention. Table 4.8 shows the individual test (partial)/t-test, the Sig value is 0.000, where the Sig 0.000 value is less than 0.05 or [0.000 < 0.05]. Then, Ho is rejected, and Ha is accepted, meaning the path analysis coefficient is significant. Thus, Customer Satisfaction has a significant influence on Purchase Intention.

F. Analysis

1. The Influence of Lifestyle on the Perceived Quality

The analysis results prove a significant and positive influence of Lifestyle on the Perceived Quality as indicated by the standardized direct effect value of 0.356 or 35.6%. This analysis provides information that Lifestyle has a significant and positive influence on Perceived Quality. A positive sign indicates that the stronger the implementation of a good lifestyle, the stronger the perception of quality. The results of this study are consistent with several research results and the theory that several variables can influence the quality perception, including Lifestyle. The study stated that Lifestyle analysis had a significant effect on Perceived Quality.

2. The influence of Consumer Ethnocentrism on the Perceived Quality

The analysis results prove a significant and positive influence of consumer ethnocentrism on the perceived quality as indicated by the standardized direct effect value of 0.609 or 60.9%. Thus, this analysis provides information that Consumer Ethnocentrism has a significant, positive, and dominant contribution to Perceived Quality. The positive sign indicates that the better the consumer's ethnocentrism, the stronger the consumer's perceived quality.

3. The Influence of Lifestyle on the Purchase Intention

The analysis results prove a significant and positive influence of Lifestyle on Purchase Intention as indicated by the standardized direct effect value of 0.263 or 26.3%. Thus, this analysis provides information that Lifestyle has a significant and positive influence on Purchase Intention. A positive sign indicates that the higher the Lifestyle, the higher the Purchase Intention perceived by consumers. The higher the given Lifestyle, the higher the perceived Purchase Intention. Conversely, the lower the Lifestyle, the lower the purchase intention. Therefore, Lifestyle is an important variable to be considered in predicting Purchase Intention.

4. The Influence of Consumer Ethnocentrism on the Purchase Intention

The analysis results prove a significant and positive influence of consumer ethnocentrism on purchase intention as indicated by the standardized direct effect value of 0.609 or 60.9%. Thus, this analysis provides information that consumer ethnocentrism has a significant, positive, direct, and dominant contribution to Purchase Intention. A positive sign indicates that the better the ethnocentrism of the consumer, the stronger the Purchase Intention.

Conclusions

From the results of research and analysis as a whole, the authors can draw the following conclusions:

1. The results showed that Lifestyle has a direct, positive, and significant influence on Perceived Quality. Based on the analysis results, the path coefficient of the Lifestyle variable (Beta) on the Perceived Quality variable is 0.356 with a significance of 0.000.
2. The results show that Consumer Ethnocentrism has a direct, positive, and significant influence on Perceived Quality. Based on the analysis results, the path coefficient (Beta) of the Consumer Ethnocentrism variable on the Perceived Quality variable is 0.609 with a significance of 0.000.
3. The results show that Lifestyle has a direct, significant, and positive influence on Purchase Intention. Based on the analysis results, the Lifestyle variable's path coefficient (Beta) on the Purchase Intention variable is 0.263 with a significance of 0.000.
4. The results show that consumer ethnocentrism has a direct, positive, and significant influence on the Purchase Intention. Based on the analysis results, the path coefficient (Beta) of the consumer ethnocentrism variable on the purchase intention variable is 0.765 with a significance of 0.000.
5. The study results indicate that the perceived quality has a positive, significant, and direct influence on the acceptance of Purchase Intention. Based on the analysis results, the Perceived Quality variable's path coefficient (Beta) on the Purchase Intention variable is 0.943 with a significance of 0.000.

Suggestions

1. On the lifestyle factors, it is still necessary to pay attention to adjustments to consumer lifestyles that impact consumer purchase intentions, especially adjusting to the lifestyles of consumers who like to buy foreign products, for example, by following the model/design of foreign products.
2. Regarding consumer ethnocentrism, it is better to promote more vigorously and improve product quality, such as promotions that emphasize prosocial motivation to improve quality perception and consumer purchase intention.

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