



The Influence Country of Origin on Purchase Intention Korean Food with Moderating Consumer Ethnocentrism on Generation Z in East Java

Erica Adriana^{1*}, Ivana Devianti Afrizal², Anna Triwijayati³
University of Ma Chung

Corresponding Author: Erica Adriana erica.adriana@machung.ac.id

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ABSTRACT

The growing food industry in Indonesia is characterized by many Generation Z who are interested in trying various foods from abroad, this development has targeted many Generation Z as their customers. It is important for business people to understand how Generation Z views the country of origin of product producers and their ethnocentrism. The purpose of this study is to determine the effect of country of origin on Korean food purchase intention with moderation of consumer ethnocentrism in East Java. This research uses Quantitative methods with the MRA (Moderated Regression Analysis) model, the respondents are Generation Z in East Java aged 17-26 years with a total of 272 samples, the research data source uses a questionnaire. Based on the results of the study, it was found that consumer ethnocentrism moderates country of origin on purchase intention positively and significantly.

INTRODUCTION

In Indonesia the food industry is increasing. (Kemenperin, 2022) Indonesia's food and beverage industry grew by 3.57% in the third quarter of 2022. This growth was higher than the same period last year at 3.49%. The rapid growth of the food industry in Indonesia is a potential market for food industry entrepreneurs both at home and abroad.

Korea is famous for its entertainment industry. The magnitude of Korean influence in the international market in the entertainment industry makes Korea not stop there, currently the Korean food industry has also flooded the international market and made it a popular food, such as traditional Korean cuisine which consists of various kinds of vegetables, rice, seafood and meat and offers a variety of side dishes (*banchan*) that can be eaten together with the main dish. Korean food itself can be famous because it is often featured in Korean dramas and other events, which attracts the interest of the public, especially Generation Z. Through the data analysis of the Korean Foundation for International Culture Exchange (KOFICE) (Kim, 2021) the index of cultural strength that is the largest imported commodity in Indonesia is food and music at 74.6%, and the type of food product has the largest percentage of interest than other types of products at 70.8%. The existence of this data makes it no wonder that the emergence of Korean food trends in Indonesia is very popular with the public, especially Generation Z. In addition to its popularity, Korean food has its own charm, namely the authentic taste of food with spices, using natural ingredients and grains in food served with various attractive colors so as to attract interest to try and buy it. Research Lee (2010) in nutrition and food science, Korean food is considered one of the healthiest foods in the world, as it uses a lot of relatively healthy grains and vegetables, compared to high-calorie "Western" foods.

The development of Korean food in Indonesia has developed with various concepts, ranging from cafe restaurants, street food to ready-to-eat instant food. Many Korean franchises in Indonesia such as Lotteria, Bokki Bowl, Kkuldak, SamWon Group provide a lot of experience and authentic Korean flavors and Korean instant foods such as *samyang* noodles, *odeng*, *ramyun*, *topokki*, *kimbab*, *japchae*, *bibimbap* and many more that have filled the shelves of minimarkets to supermarkets (Septyan, 2022). Some of these franchises and foods are products from South Korea or can be called the country of origin, seen from the country of origin or country of origin many choose and like the Korean food industry, especially Generation Z.

Country of origin or COO is generally considered to be a characteristic of a product that will lead to perceptions of the good or bad quality of a product. The COO is characterized as a nation with which a specific item or benefit is related, as place-based branding. When customer think that a product or service or a brand is associated with some characteristics related to a specific country, they will develop a behavior toward those product according to what they understand about the country. (Andéhn, Gloukhovtsev, & Schou, 2016) At a higher level, positive perceptions of the country of origin will encourage consumers to make actual purchases, the existence of COO (made in effect) will

affect buying interest and purchasing decisions made by consumers, besides that globalization brings changes to consumer behavior or attitudes, especially in developing countries which have a more favorable attitude towards COO outside countries, especially developed countries. The attitude of favoring foreign products is a low ethnocentrism attitude. Consumer ethnocentrism is able to influence the decision to buy domestic or foreign products and directly affects consumer interest in buying products (Karoui & Khemakhemb, 2019). Brand value is strongly influenced by the COO and therefore products that contain the image of the country of origin will increase the likelihood of purchase intention (S., 2019).

Consumers in making purchases on a product or brand need purchase intention in order to be interested in purchasing products. According to Yunus & Rashid (2016) Purchase intention is a behavior that arises or is felt by consumers as a response to an object that shows a desire to make a purchase on a product. In influencing consumer purchase intention, it is quite difficult because it requires a view of the country of origin of the product or brand importer (Haliun & Cho, 2015), therefore, COO plays an important role in consumer perceptions of products and brands from certain countries, the country of origin is also an important consideration for consumers of a product they want.

Research in several countries regarding ethnocentrism is not always the same because the level of ethnocentrism can vary from one consumer to another, from one region to another within the same country and from one country to another (Becic, 2016). The difference in ethnocentrism is also different in each generation, such as Generation Z, which has a more tolerant attitude towards differences in the surrounding environment. Through a survey conducted by McKinsey & Company (2020) about Asia-Pacific Generation Z tendency to want to follow current trends (Aimee & McInerney, 2020). Survey from Stanford News (2022) Generation Z living in the US and UK have a fighting attitude for diverse communities (Witte, 2022). Pinterest Business (2022) says Generation Z always wants new experiences to develop their own individuality, and is more motivated to consume new products. Through the three surveys conducted, it can be concluded that Generation Z has a small or low ethnocentrism attitude because they tend to be more open, tolerant and have a great desire to learn new things from a country of origin or COO so that they can find their identity (Ashish, 2022).

Generation Z nature of eating tends to have a keen interest in tasting new foods and flavors. According to foodmanagement.com (2015), there are five eating trends among Generation Z, namely liking simple food with a combination of many flavors, liking food from various ethnicities, authentic and diverse international food such as Mediterranean, Southeast Asian, South Korean and Middle Eastern food. Generation Z likes spicy flavors, likes plant-based menus and healthy food. Generation Z has a nostalgic appetite, likes menus that have "natural", "organic", "local", and "authentic" descriptors, and Generation Z favors sodas, lemonade, bottled water, fruit juices, smoothies over previous generation (Buzalka, 2015).

Through the phenomena that have been discussed related to COO, ethnocentrism of Generation Z consumers on the purchase intention of Korean food has a strong preference for individual desires, multitasking and knowing exactly what they want, so they are easier to accept differences, for example, Korean culture, namely Korean food. Therefore, the large number of Generation Z is a target for the international economy in marketing peacock products, on the other hand Generation Z has its own characteristics, in this case it is important to understand what can affect the purchase intention of Generation Z.

Based on the background that the author describes, the authors are interested in conducting research entitled "The Effect of Country of Origin on Korean Food Purchase Intention with Moderation of Consumer Ethnocentrism in Generation Z in East Java".

THEORETICAL REVIEW

Korean Food

The increasing popularity of South Korean culture in the international industry has resulted in the Korean government introducing Korean food to the world community (Herdian, 2019). Korean food is one of the unique foods that grew out of the culture, geography, environment, and climate of Korea itself. Korean food has a distinctive flavor from spices, and its own processing techniques, most Korean foods are fermented products that are world-renowned for their health benefits, such as kimchi (pickled vegetables). According to Sahara & Afrianto (2020) Korean food is among the healthiest foods because it consists of a variety of nutrients and nutrients contained in it.

Country of Origin

Ditcher (1962) first showed that the concept of COO is influenced by the assessment of the country and its products when consumers consider buying products from a particular country (Gantlga & Ganbold, 2022). According to Yuni & Asih (2021) COO, it is the country of origin that represents the country of production, manufacture, design, or origin of the product, and is generally considered part of the characteristics of a product. According to Sharma, Kaur, & Khan (2019) COO is defined as the country of production or manufacture of a product which is described as "artificial image" and "place-based", COO can also be defined as the positive or negative impact on the product by consumers, the impact comes from the development of consumer perceptions regarding the country of design and manufacture.

According to Diniyah & Herman (2021) the concept of COO effect was first proposed by Nagashima in 1996. The COO effect is the influence of the country of origin on consumers' positive or negative views of certain brands and products. Ririmasse (2021) The COO effect is the influence of the country of origin on consumers' positive or negative views of certain brands and products. Hall, Sevim, & Najmaldin (2022) said COO arises from the public's response to a particular country's product and is combined with the label phrase "made in"

which influences the habits of buyers and consumers in the International market. The word "made in" is used to indicate the COO of a packaged product, by seeing the word "made in" on the packaging potential consumers can immediately understand the product is from a particular country. According to Salim & Lahindah (2021) COO indicators are as follows: Level of technological progress, product type, prestige, product quality, country of origin image.

Ethnocentrism

Onodugo, Adeleke, & Ike (2017) Ethnocentrism is a sociological concept, which shows the relationship between the group the individual belongs to and the group outside the individual, the group is not limited to racial or social segregation but can also be organizations that individuals feel separate from such as ethnicity, religion, gender, dress style, musical preference and is a process that starts from childhood to adulthood. Ethnocentrism itself refers to arrogance, pride, and belief in the privilege of one's own group over other groups (Fauziyyah & Suryaningsih, 2021).

The concept of consumer ethnocentrism itself is adapted from the sociological concept of ethnocentrism. In the context of consumer marketing, ethnocentrism is a term for consumers who tend to reject foreign products (Ernawati, 2019). Consumer ethnocentrism leads to people's attitudes regarding their morality and the appropriateness of buying goods made by them outside the country, Consumer ethnocentrism is a consumer's self-belief regarding the appropriateness, to the morality, of buying products made abroad. (Gantlga & Ganbold, 2022). In economic content, consumer ethnocentrism is defined as the tendency of consumers and their beliefs about propriety and morality when making purchasing decisions of products produced by foreign countries (Wenas, 2017).

Consumer ethnocentrism as a construct that is able to explain why consumers consider domestic products more profitable than foreign products, and developed the consumer ethnocentrism tendency scale (CETSCALE). The Consumer Ethnocentrism Tendency Scale (CETSCALE) is a tool that can be used to measure consumer ethnocentrism, developed by Shimp and Sharm since 1987, which forms a 17-item scale (Joshi & Joshi, 2021). According to (Akbarov & Cafarova (2020) The CETSCALE scale consists of 17 items collected in one dimension, but various authors also use short formulations on the number of items (e.g. sixteen, fourteen, eleven, ten, five, four or three) This short formulation was also proposed by Shimp & Sharam (1987). There are 3 indicators of consumer ethnocentrism according to (Indrawan, Mulyadi, & Furkan, 2022) viz: local products are preferred, local products should be bought, buying local products is the best course of action.

According to Elida, Hasyim, Mahmud, & Hanfan (2016) using 6 items of CETSCALE consumer ethnocentrism questions regarding the ethnocentrism attitudes of Indonesian consumers adapted from Shimp and Sharam (1987) as follows:

1. Indonesian citizens should buy domestically made products instead of imported products.

2. Buying foreign products is not Indonesian.
3. Indonesian people should always buy Indonesian products.
4. Indonesians should not buy foreign products because it can disrupt business in Indonesia.
5. Only buy foreign products if local products cannot be obtained in the country.
6. Indonesian consumers who buy foreign products should be held responsible for causing Indonesian citizens to lose their jobs.

Purchase Intention

According to Sari (2020) Purchase interest is a behavior carried out by different individuals in deciding on a purchase plan and is a component of consumer behavior in a consumption attitude, the tendency of consumers before a purchase decision is actually made. Consumer purchase intention can be used as a tool in predicting consumer purchasing behavior, and can be defined as consumer intention to buy a particular product or brand (Sharma & Kaur, 2020). According to Putri, Yulianti, Saputra, & Ningrum (2022) purchase intention indicators are: referential interest, exploratory interest, transactional interest, preferential interest.

Hypothesis

Research Ardisa, Rohman, & Puspaningrum (2022) said, this is supported by the results of the research Ardisa (2022), COO has a significant effect on consumer purchase intention. The same research results are also stated by (Paramitha, 2021) so the first hypothesis used is:

H1: Country of origin has a significant effect on the purchase intention of Korean food for Generation Z.

Setiyaningrum (2013) said consumer ethnocentrism can moderate the influence of the COO dimension on consumer purchase intention towards global brands, consumers with high ethnocentrism tend to emphasize the positive aspects of the product, so the second hypothesis taken in this study is:

H2: Consumer ethnocentrism moderates the relationship between country of origin and Generation Z Korean food purchase intention.

Research Ramadhan, Chan, & Tresna (2020) said consumer ethnocentrism has a significant effect on buying interest. Other studies also say consumer ethnocentrism has a positive and significant effect on consumer buying interest (Yani, Ikramuddin, Rusyadi, & Edyansyah, 2022), therefore the third hypothesis taken in this study is:

H3: Consumer ethnocentrism has a significant effect on Generation Z's Korean food purchase intention.

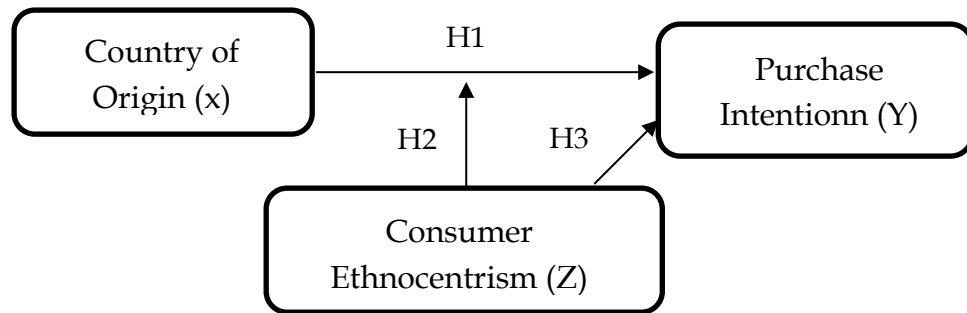


Figure 1. Conceptual Framework

METHODOLOGY

This research uses a type of quantitative research with an explanatory research approach. According to Nurdin & Hartat (2019) Quantitative approach is an effort of researchers in collecting numerical data, the data will later be processed using statistical work formulas and derived from variables that have been run, using a certain measuring scale. Explanatory research is research that aims to explain between one variable and another. The purpose of this study is to determine the relationship between country of origin (X), Purchase intention (Y) and consumer ethnocentrism (Z).

The population in the study was Generation Z in East Java with a minimum age of 17 years to 26 years total of 6,127,793 people and the number of samples used was 272 taken from the Issac & Michael table with an error value of 10%. This research uses a non-probability sampling method with a purposive sampling method. The type of data in the study uses interval data. The data source in the study is primary data derived from questionnaires that will be distributed online through social media.

The data analysis technique used in this study is Moderated Regression Analysis (MRA) method. MRA analysis uses moderating variables to see the relationship between the independent variable and the dependent variable which can be strengthened or weakened by the moderating variable.

RESULTS

Validity test

The validity test was carried out to test the validity of each question item on the questionnaire that had been designed. The question item is said to be valid if the correlation value (R Count) of the question item is > 0.3 (R table). Table 1 presents the results of the validity test for each question item on the questionnaire for the country of origin variable (X), consumer ethnocentrism (Z), and purchase intention (Y).

Table 1. Validity Test of Questionnaire Items

P	R Count	R Table	Result
X1.1	0.599	0.3	Valid (R Count > R Table)
X1.2	0.587	0.3	Valid (R Count > R Table)
X1.3	0.566	0.3	Valid (R Count > R Table)
X1.4	0.572	0.3	Valid (R Count > R Table)
X1.5	0.594	0.3	Valid (R Count > R Table)
X1.6	0.594	0.3	Valid (R Count > R Table)
X1.7	0.581	0.3	Valid (R Count > R Table)
Z1.1	0.632	0.3	Valid (R Count > R Table)
Z1.2	0.723	0.3	Valid (R Count > R Table)
Z1.3	0.765	0.3	Valid (R Count > R Table)
Z1.4	0.787	0.3	Valid (R Count > R Table)
Z1.5	0.776	0.3	Valid (R Count > R Table)
Z1.6	0.734	0.3	Valid (R Count > R Table)
Y1.1	0.674	0.3	Valid (R Count > R Table)
Y1.2	0.877	0.3	Valid (R Count > R Table)
Y1.3	0.685	0.3	Valid (R Count > R Table)
Y1.4	0.626	0.3	Valid (R Count > R Table)
Y1.5	0.755	0.3	Valid (R Count > R Table)
Y1.6	0.716	0.3	Valid (R Count > R Table)
Y1.7	0.763	0.3	Valid (R Count > R Table)

Source: Processed data (2023)

A question is said to be valid if the value of R count > 0.3 (R Table). It is said that the entire value of R count > 0.3 (R table). So it can be concluded that all questions are valid.

Reliability Test

Reliability tests should be carried out on questions that have met the validity test, if they still do not meet the validity test requirements then there is no need to continue for the reliability test, Table 2 presents the results of the reliability test on valid question items.

Table 2. Reliability Test

Variables	Cronbach's Alpha	Results
Country of origin (X)	0.744	Reliable
Consumer ethnocentrism (Z)	0.734	Reliable
Purchase intention (Y)	0.745	Reliable

Source: Processed data (2023)

Reliability testing in this research uses Cronbach's Alpha, if the resulting value is greater than 0.6, then the research questionnaire is reliable. It is said that all Cronbach's Alpha values are greater than 0.6 so that the questionnaire is reliable.

Classical Assumption Test

This study has gone through classic assumption testing, namely the normality test with the results of the probability value p or Exact. Sig. (2-tailed) of 0.130. Because the probability value p, which is 0.130 is greater than the significance level, which is 0.05. This means the data is normally distributed. Multicollinearity test, the result of this test is that the VIF value of country of origin (X) is 1.454, where $VIF < 10$, it can be concluded that there is no multicollinearity. Heteroscedasticity test which is set as a significance coefficient of (5%).

Heteroscedasticity Test

The heteroscedasticity test has the aim of testing whether the regression test occurs inequality of variance from residuals of an observation to observation. Heteroscedasticity can occur if the regression residual is not constant or changes, the presence of heteroscedasticity can be seen using the Glejser statistical test, this test was chosen because it is able to guarantee the accuracy of the results. It is said to be significant if the significance coefficient is greater than the specified significance level, if the significance coefficient is smaller than the specified significance level, so it can be concluded that heteroscedasticity occurs. The coefficient of significance to be compared is set at (5%), the result of this test is the coefficient on the Glejser sig value of Country of origin (X) is $0.150 > 0.05$, which shows a significance level of more than 0.05 so it can be concluded that this model does not experience heteroscedasticity problems.

Hypothesis Test I

Table 3. Simple Linear Regression Analysis

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
		B		Beta		
1	(Constant)	4.745	1.233		3.849	.000
	Country of Origin (X)	.825	.054	.671	15.254	.000

a. Dependent Variables: Purchase Intention (Y)

Source: Processed data (2023)

Based on Table 3, the multiple linear regression equation is obtained as follows:

$$Y = 4.745 + 0,825 X + e.....(1)$$

The equation can be interpreted as follows:

1. It is known that the constant value is 4,745. This value can be interpreted if Country of Origin (X) affects Purchase Intention (Y), then the value of the dependent variable Purchase Intention (Y) is 4,745.
2. It is known that the regression coefficient value of Country of Origin (X) is 0.825, which is positive. This means that when Country of Origin (X) increases by 1 unit, Purchase Intention (Y) tends to increase by 0.825.

F Test

The F test aims to test the effect of independent variables together or simultaneously on the independent variable Purchase Intention (Y).

Table 4. F-test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1443.636	1	1443.636	232.684	.000 ^b
	Residual	1762.015	284	6.204		
	Total	3205.650	285			

a. Dependent Variables: Purchase Intention (Y)

b. Predictors: (Constant), Country of Origin (X)

Source: Processed data (2023)

Based on Table 4, it can be seen that the calculated F value is 232.684, and the Sig value is 0.000. It is known that F count $232.684 > F$ table value and Sig value $0.000 < 0.005$, then Country of Origin (X) simultaneously or together has a significant effect on Purchase Intention (Y).

T Test

Table 5. T-test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.745	1.233		3.849	.000
	Country of Origin (X)	.825	.054	.671	15.254	.000

a. Dependent Variable: Purchase Intention (Y)

Source: Processed data (2023)

Based on Table 5, the following results are obtained:

1. It is known that the regression coefficient value of the Country of Origin Variable (X) is 0.825, which is positive. This means that Country of Origin (X) has a positive effect on Purchase Intention (Y).
2. It is also known that the t statistic or t count of Country of Origin (X) is $15.254 > t$ table and the sig value is 0.000 which is < 0.05 significance

level, then Country of Origin (X) has a significant effect on Purchase Intention (Y).
 (Hypothesis I Accepted)

Coefficient of Determination Analysis

The coefficient of determination (R^2) is a value (proportion value) that measures how much the ability of the independent variables used in the regression equation, in explaining the variation of the independent variables.

Table 6. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671 ^a	.450	.448	2.49084

a. Predictors: (Constant), Country of Origin (X)

b. Dependent variables: Purchase Intention (Y)

Source: Processed data (2023)

Based on Table 6, it is known that the coefficient of determination (R-Square) is 0.45. This value means that the Country of Origin (X) variables together or simultaneously are able to influence Purchase Intention (Y) by 45% and the remaining 55% is explained by other variables or factors.

Hypothesis Test III

Moderation Testing

Moderation testing, which tests whether Consumer Ethnocentrism (Z) significantly moderates the effect of Country of Origin (X) on Purchase Intention (Y). Moderation testing is carried out using the Moderating Regression Analysis (MRA) approach.

Table 7. Moderation Testing

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-10.188	3.254		-3.131	.002
Country of Origin (X)	1.231	.153	1.002	8.050	.000
XZ	-.040	.009	-1.186	-4.489	.000
Consumer Ethnocentrism (Z)	1.233	.204	1.113	6.037	.000

a. Dependent Variable: Purchase Intention (Y)

Source: Processed data (2023)

Based on the moderation test results in Table 7 are as follows:

Consumer Ethnocentrism (Z) significantly moderates the effect of Country of Origin (X) on Purchase Intention (Y), with a sig value = 0.000 < 0.05 (Moderation hypothesis or hypothesis II Accepted). And from the results of the moderation test, it shows that the beta and t count resulting from the XZ interaction are negative, but significantly moderate the effect country of origin variable (X) on purchase intention (Y). (Hypothesis II is accepted).

Table 8. Determination Coefficient Test

Model Summary				
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.544	2.26515

a. Predictors: (Constant), Consumer Ethnocentrism (Z), Country of Origin (X), XZ

Source: Processed data (2023)

Based on Table 8, it can be seen that the R square value is 0.549, which means that the effect of the Country of Origin (X) variable on Purchase Intention (Y) after the moderation variable, namely Consumer Ethnocentrism (Z) is 54.9%.

Hypothesis Test III

Simultaneous significance test (f test)

The f test aims to test the effect of independent variables together or simultaneously on the independent variable.

Table 9. Simultaneous Effect Test with f Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1147.256	1	1147.256	158.289	.000 ^b
	Residual	2058.395	284	7.248		
	Total	3205.650	285			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Consumer Ethnocentrism (Z)

Source: Processed data (2023)

Based on Table 9, it is known that the calculated F value is 158.289 and the Sig. value is 0.000. It is known that the calculated F value is 158.289 > F table and the Sig value is 0.000 < 0.05, then Consumer Ethnocentrism (Z) has a significant effect on Purchase Intention (Y).

Table 10. Simultaneous Effect Test with T Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.409	.968		11.788	.000
Consumer Ethnocentrism (Z)	.662	.053	.598	12.581	.000

a. Dependent Variable: Purchase Intention (Y)
 Consumer Ethnocentrism (2023)
 Source: Processed data (2023)

Based on Table 10, the following results were obtained:

It is known that the regression coefficient value of the Consumer Ethnocentrism Variable (Z) is 0.662, which is positive. This means that Consumer Ethnocentrism (Z) has a positive effect on Purchase Intention (Y). It is also known that the t statistic or t count of Consumer Ethnocentrism (Z) is $12.581 > t$ table and the sig value is 0.000 which is < 0.05 significance level, then Consumer Ethnocentrism (Z) has a significant effect on Purchase Intention (Y). (Hypothesis III is accepted).

DISCUSSION

Influence of country of origin on purchase intention

Based on research that has been conducted, it is said that country of origin has a positive and significant effect on Korean food purchase intention. Through research Pandika, Sagir, & Darwini (2021), stated that country of origin has a significant effect on purchase intention, this can occur because the more consumers know a positive background about a product-producing country, it can increase their interest in buying products or brands from that country.

The effect of country of origin on purchase intention with moderation of consumer ethnocentrism

The results of the research that has been conducted, prove that consumer ethnocentrism significantly moderates the influence of country of origin on Korean food purchase intention. Based on research Karoui & Khemakhemb (2019) Consumer ethnocentrism is one of the factors that can influence consumer decisions regarding the purchase of products from other countries. Consumer ethnocentrism itself is defined as a firm belief held by consumers regarding the feasibility to morality when making product purchases. In general, the level of ethnocentrism possessed by consumers can vary. Consumers in developed countries tend to have high ethnocentrism and consumers in developing countries tend to have low ethnocentrism.

The influence of consumer ethnocentrism on purchase intention

The results of the research that has been conducted, prove that there is a positive and significant consumer ethnocentrism on Korean food purchase intention. Based on research Karoui & Khema Kemb (2018) states that the level of ethnocentrism in each consumer is different. Consumer ethnocentrism itself tends to be negative towards purchase intention, but the results of the research that have been carried out are also supported by research. Dewi & Sulistyawati (2016) that developing countries have a tendency to be attracted to the products of other more developed countries, this is due to a more positive view of developed countries in producing a product.

CONCLUSIONS AND RECOMMENDATIONS

This study was conducted to analyze the effect of country of origin on Korean food purchase intention with moderation of ethnocentrism of generation Z consumers in East Java. Based on the results of the research that has been done, it can be concluded that:

1. There is a significant influence between country of origin as an independent variable (X) on Korean food purchase intention as the dependent variable (Y).
2. There is moderation of consumer ethnocentrism (Z) on the effect of country of origin (X) on Korean food purchase intention (Y) in generation Z in East Java.
3. There is a positive and significant influence between consumer ethnocentrism (Z) on the purchase intention of Korean food (Z) in generation Z in East Java.

There are several suggestions that can provide benefits for those in need:

1. Business people need to realize that consumer ethnocentrism is an important thing to consider when marketing products, because consumers act or respond to something new influenced by their own culture, with the approach and understanding of the nature of consumers through surveys or consumer target research, making marketers or companies helped in communicating well with customers in various regions in a more subtle way.
2. Generation Z is the most dominating generation today, business people who target their food products at Generation Z need to understand their appetite, because Generation Z has a fairly different appetite from the previous generation. The most dominating food for Generation Z is healthy and authentic food. Businesses can innovate their food products with a healthier and more authentic composition.

Not to forget, conducting promotions with discounts and the use of brand ambassadors who have done research in advance, in order to be able to hit the target prospective consumers, this is done to attract consumer purchasing interest.

FURTHER STUDY

The research conducted definitely has limitations, after exploring more deeply the limitations of this research are, there are differences in the level of ethnocentrism in every society in Indonesia, and the high and low attitude of consumer ethnocentrism can also differ according to the object given. This study also only took Generation Z respondents in the East Java region where there are still many Generation Z outside East Java who have their own ethnocentrism in viewing foreign products, therefore future researchers can further explore this research by adding papers, using unique methods, designs and theories.

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