Customer Ethnocentrism and Product Quality as Determinants of Purchase Intention: Evidence From Indonesian Local Brands

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Abstract. This study aims to examine the determinants of purchase intention toward Indonesian local brands by focusing on two key predictors: customer ethnocentrism and product quality. The growing competition between local and foreign brands makes it essential to understand the behavioral factors influencing consumer purchase decisions in emerging markets such as Indonesia. A quantitative research method was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected from 245 respondents who were consumers familiar with Indonesian local products across fashion, cosmetics, and food and beverage categories. The results reveal that product quality has a significant positive effect on purchase intention, indicating that consumers' perceptions of reliable performance, durability, and value strongly drive their purchase intentions for local brands. Conversely, customer ethnocentrism shows a weak and statistically insignificant influence on purchase intention. The model explains 36.4% of the variance in purchase intention, demonstrating moderate predictive power. These results underscore the need for local brand marketers to prioritize improving product quality alongside national identity messaging. This study contributes to the literature on consumer behavior in emerging markets by examining ethnocentrism and product quality from both perspectives.

Keywords: Customer Ethnocentrism, Consumer Behavior, Product Quality, Purchase Intention, Local Brands.

1 Introduction

The development of globalization and international market integration has increased competition between local and foreign products, especially in developing countries like Indonesia. Consumers now face more choices of imported products, which are often perceived as of better quality than local products. This condition poses a challenge for local brands in maintaining competitiveness and consumer interest in purchasing [1]. However, in recent years, the love for local products in Indonesia has increased, driven by national campaigns like "Bangga Buatan Indonesia," which strengthen consumers' psychological inclination to choose domestic products.

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One psychological factor that influences the preference for local products is customer ethnocentrism. [2] defining consumer ethnocentrism as the belief that buying local products is a form of economic support for the country, while buying foreign products is seen as potentially harmful to the national economy. Previous research has shown that ethnocentrism positively influences the purchase interest in local products in various developing countries [1] and in the service sector [3]. In Indonesia, consumer ethnocentrism has been proven to be an important predictor of purchase intention for local fashion products among young people [4], [5], [6].

However, findings on the influence of ethnocentrism on purchase interest remain inconsistent. [7], [8] found that in some contexts, the influence of ethnocentrism weakens due to increasing xenocentrism, which is the tendency of consumers to prefer foreign products. Another finding noted that loyalty to local products is not solely driven by ethnocentrism but is also influenced by product quality [3], [9], [10]. This aligns with the view that product quality is a rational factor influencing consumer evaluation [11].

Research on consumer ethnocentrism has also yielded diverse results across different product contexts and countries. affirming that consumer ethnocentrism remains an important issue in global marketing because it influences consumer attitudes in evaluating and choosing local brands over global brands. In their research, they found that the affective dimension of consumer ethnocentrism strongly influences brand preference, particularly when consumers feel emotionally connected to products that represent national identity.

Product quality significantly influences consumers' purchase intentions, even more strongly than ethnocentrism, as consumers still demand certain quality standards before deciding to purchase local products [1], [3], [12], [13]. In line with that research,[11] emphasizes that perceived quality serves as a mediating factor bridging the influence of ethnocentrism on purchase intention, particularly for local products in Indonesia.

Product quality reflects consumer perceptions of a product's reliability, durability, and usefulness. [14]. In the context of local brands, product quality becomes a crucial factor because consumers not only rely on nationalistic sentiment when making purchasing decisions, but also consider the tangible benefits of the product [11]. Thus, the combination of emotional factors (ethnocentrism) and evaluative factors (product quality) needs to be analyzed simultaneously to understand consumer purchase intentions toward local products.

Some studies also confirm that purchase interest in local products is influenced not only by psychological factors such as ethnocentrism, but also by consumer rationality in evaluating product quality [15], [16], [17], [18]. This aligns with the findings [19], which state that consumers in developing countries are becoming increasingly rational and critical in their choice of local products, making functional aspects such as product quality, durability, and benefits important determinants of purchase interest. This indicates that the relationship between consumer ethnocentrism and purchase intention warrants further testing, given other variables that could strengthen the model's explanatory power.

Previous empirical findings have shown conflicting results. Consumer ethnocentrism significantly impacts the purchase interest in Indonesian local products through country of origin and perceived quality [11]. In contrast, revealed that this influence can weaken when consumers more objectively consider product competitiveness [20]. In fact, research results show that, in some cases, the preference for local products is influenced not only by ethnocentric emotionalism but also by the rationally assessed quality of the product [5]. This contradiction strengthens the suspicion that product quality can be an important determinant of consumer interest in local products, yet its role is often overlooked in previous research models.

Various previous studies have found that ethnocentrism acts as a psychological factor driving consumers to choose local products for moral, emotional, and economic nationalism reasons [21]. Ethnocentrism influences attitudes toward local products; product quality remains a more dominant factor in purchasing decisions in Southeast Asian markets [22]. In line with this, in the context of developing markets, it is affirmed that loyalty to local products can be maintained only if the product's quality is competitive and meets consumer expectations [7], [10], [23].

The novelty of this research lies in the simultaneous integration of two perspectives: psychological factors (consumer ethnocentrism) and evaluative factors (product quality) in explaining purchase intention toward Indonesian local products. This approach provides a new perspective **by not only testing emotional loyalty to local products but also measuring the importance of product quality in** influencing consumer purchase intention.

Thus, this research not only seeks to fill a gap in previous studies that tend to separate the influence of psychological and evaluative factors in explaining purchase intention, but also provides conceptual and empirical contributions to strengthen the understanding of consumer behavior in the emerging market context. Additionally, this research is expected to provide strategic implications for local business actors and brand marketers in formulating communication strategies and improving product quality to sustainably boost the competitiveness of Indonesian local products.

2 Literatur Review

2.1 Customer Ethnocentrism

Development of the CETSCALE (Consumer Ethnocentric Tendencies Scale), which explains consumers' tendency to prefer domestic products and reject foreign products for moral, economic, and nationalistic reasons. Ethnocentric consumers believe that buying foreign products is inappropriate because it can harm the domestic economy, reduce employment, and conflict with nationalistic values. CETSCALE reflects the dimensions of consumers' moral, emotional, and rational beliefs in prioritizing domestic products over imported ones. The reliability of CETSCALE has been confirmed in various studies across different countries. [15], [24], making it a standard measurement tool in the study of consumer ethnocentrism behavior.

2.2 Product Quality

Product quality can be assessed through five main dimensions: performance, durability, features, conformance, and aesthetics [26]. The performance dimension describes the product's ability to perform its primary functions; durability refers to the product's endurance; features encompass additional attributes that provide added value; conformance relates to the product's adherence to specific standards; and esthetics concerns physical appearance aspects, such as design and packaging, that influence consumer emotional perception. Product quality is one of the most influential factors in shaping purchase intention because consumers tend to value products that offer real benefits, perform well, and meet their expectations [27], [28], [29]. This is relevant in the context of research on local products, because even tho consumers have an ethnocentric tendency to support domestic products, quality remains a determining factor in purchasing decisions [1].

2.3 Purchase Intention

Purchase intention, or buying interest, is an important construct in consumer behavior that describes the psychological tendency for consumers to purchase a product in the future [26]. Purchase intention reflects consumers' intention to choose, consider, and ultimately decide on a purchase based on their evaluation of product information, personal preferences, and available alternatives, making it an early indicator of actual purchasing behavior.

2.4 Consumer Behavior Perspective Toward Local Brands

Consumer behavior toward local products is a topic gaining increasing attention in modern marketing, especially amid the rising phenomenon of local brand uprisings in various developing countries. Consumer behavior in product selection is influenced by a combination of psychological, social, cultural, and personal factors. [26] In the context of local products, the cultural dimension plays an important role because preferences for local brands are often linked to national identity, pride in domestic products, and perceptions of local economic contributions [34].

3 Methodology

3.1 Research Design

This study uses a quantitative research design with an explanatory approach (explanatory research design) aimed at explaining the causal relationship between customer ethnocentrism and product quality variables on purchase intention for Indonesian local products. A survey was conducted in this study, in which data were collected via online questionnaires distributed to respondents who met the research criteria. This research is cross-sectional because data were collected at a specific point in time without any intervention on the research variables. The research results were

analyzed empirically using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to test the causal relationships among variables in the proposed research model.

3.2 Data Collection

Data collection in this study was conducted using a survey method through an online questionnaire distributed using Google Forms. The non-probability sampling technique with a purposive sampling approach was used, where respondents were selected based on specific criteria.

3.3 Data Analysis Technique

The data analysis technique used in this study is Structural Equation Modeling based on Partial Least Squares (PLS-SEM), with SmartPLS software version 4. This method was chosen because it can simultaneously analyze causal relationships between latent variables and is effective for predictive and exploratory research models. Additionally, PLS-SEM is suitable for data with non-normal distributions, for relatively moderate sample sizes, and for research models involving reflective indicators, as in this study.

3.4 Measurement of the Variables

Variable measurement in this study was conducted using a questionnaire instrument compiled based on relevant theories and previous research. All variables were measured using a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The Customer Ethnocentrism variable is measured using indicators adapted from [2] to construct the CETSCALE, which captures consumers' tendency to prioritize domestic products over foreign ones. The indicators for this variable include attitudes toward local products, pride in using them, support for domestic industries, and a preference for buying local products over imports. The measurement of this variable is also supported by research. [5], [6], [21], which confirms that the dimensions of ethnocentric attitudes and behavior are relevant in analyzing consumer preferences in developing countries. The operational indicators used in this study are based on a scale modified to suit the context of local products in Indonesia.

4 Result

Based on a study of 245 respondents who are consumers of local Indonesian products, with the criterion of having purchased at least twice in the last six months, local products were examined. The data collection process involved distributing online questionnaires via Google Forms from March to November 2024. Of the total questionnaires distributed, all were deemed worthy of analysis after data screening. The respondents in this study came from diverse demographic backgrounds, providing a representative picture of consumer behavior in the context of purchasing local products in Indonesia. Based on these data, the analysis was conducted to determine the influence of Customer Ethnocentrism and Product Quality on Purchase Intention using Partial Least Squares

Structural Equation Modeling (PLS-SEM). The analysis results, in general, show that both independent variables play a significant role in shaping consumer interest in local products.

4.1 Outer Loadings

In this study, outer loading tests were conducted as part of the measurement model evaluation using Partial Least Squares Structural Equation Modeling (PLS-SEM). The outer loading test assesses convergent validity, the extent to which the indicators used truly represent the constructs or latent variables being measured (Hair et al., 2014). According to Hair et al. (2014), an indicator is considered convergently valid if its outer loading is at least 0.70, indicating that more than 50% of its variance is explained by the construct it measures. Here are the results of the image analysis obtained from the PLS-SEM test on outer loadings.

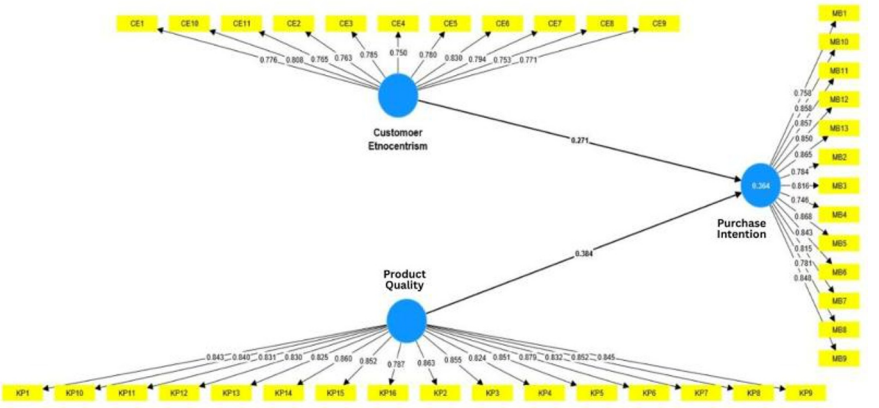

Fig. 1. Outer Loadings Full Model Algorithm

The output in Figure 1 shows that all statement items for each variable have loadings above 0.70, thus meeting the criteria for convergent validity. For the Customer Ethnocentrism (CE) variable, the loadings ranged from 0.753 to 0.808, indicating that the indicators in the CETSCALE captured respondents' tendency to support local products and reject foreign products. For the Product Quality (PQ) variable, the loadings ranged from 0.787 to 0.879, indicating that respondents assessed the quality of local products along the dimensions of performance, durability, design, functionality, and packaging. Meanwhile, for the Purchase Intention (PI) variable, the loadings ranged from 0.746 to 0.868, indicating that indicators such as purchase intention, purchase consideration, and willingness to recommend local products were consistently reported by respondents.

Based on these results, the greater consumers' tendency to support local products, the greater their intention to buy them. This finding is consistent with the research [11], [22], which states that consumer ethnocentrism is one of the emotional drivers in the decision to purchase domestic products. Additionally, consumers' purchase intention

toward local products is not solely driven by nationalistic sentiment; their perception of product quality is a stronger influence. This supports the findings [13], which state that product quality is the main determinant of purchase interest. This finding is also supported by [30], which explains that product quality can strengthen loyalty to local products.

The research findings confirm that purchase intention toward local products is influenced by a combination of emotional (ethnocentrism) and rational (product quality) factors. However, product quality proved to be the dominant factor, suggesting that local producers must improve product quality to maintain competitiveness and sustainably increase consumer purchasing interest.

4.2 Discriminant Validity

Discriminant validity is the value of cross-loading factors that is useful for determining whether a construct has adequate discriminant validity, which is done by comparing the loading value on the target construct, which must be greater than the loading value with other constructs (Hair et al, 2014). Here are the results of the cross-loading test in Table 1.

Table 1. Cross Loading

	Customoer Etnocentrism	Product Quality	Purchase Intention
CE1	0,776	0,459	0,414
CE2	0,763	0,542	0,454
CE3	0,785	0,495	0,413
CE4	0,750	0,393	0,397
CE5	0,780	0,607	0,454
CE6	0,830	0,536	0,410
CE7	0,794	0,535	0,400
CE8	0,753	0,506	0,328
CE9	0,771	0,621	0,479
CE10	0,808	0,575	0,391
CE11	0,765	0,558	0,399
PQ1	0,622	0,843	0,450
PQ2	0,615	0,863	0,476
PQ3	0,607	0,855	0,503
PQ4	0,572	0,824	0,390
PQ5	0,593	0,851	0,489
PQ6	0,629	0,879	0,523
PQ7	0,623	0,832	0,472
PQ8	0,585	0,852	0,526
PQ9	0,569	0,845	0,437
PQ10	0,533	0,840	0,493

	Customoer Etnocentrism	Product Quality	Purchase Intention
PQ11	0,552	0,831	0,465
PQ12	0,536	0,830	0,555
PQ13	0,503	0,825	0,483
PQ14	0,580	0,860	0,493
PQ15	0,561	0,852	0,447
PQ16	0,523	0,787	0,423
PI1	0,379	0,440	0,758
PI2	0,404	0,433	0,784
PI3	0,456	0,513	0,816
PI4	0,352	0,334	0,746
PI5	0,487	0,464	0,868
PI6	0,406	0,418	0,843
PI7	0,442	0,504	0,815
PI8	0,423	0,385	0,781
PI9	0,515	0,569	0,848
PI10	0,414	0,495	0,858
PI11	0,451	0,457	0,857
PI12	0,476	0,485	0,850
PI13	0,466	0,530	0,865

The research results show that the loading factor for indicators CE1–CE11 is higher for the Customer Ethnocentrism variable than for other constructs, indicating that indicators CE1–CE11 can be used to measure Customer Ethnocentrism. The results of this study are consistent with previous research by [11], [22], which also indicates that the variables of customer ethnocentrism, product quality, and purchase intention are distinct constructs but are interconnected in shaping consumer behavior toward local products.

The results of this study are evidenced by respondents expressing support for local products due to national pride, yet emphasizing that their decision to purchase is influenced by the product's quality, such as durability, design, and benefits. From the discussion with respondents on support for local products, it was found that more consumers are interested in local products such as Erigo, Eiger, Scarlett, Kopi Kenangan, and MS Glow. Still, loyalty to these brands proved stronger when the quality provided met consumer expectations. Thus, the results of this study indicate that consumers in Indonesia not only buy local products due to nationalistic sentiment, but also because local products have been able to compete in terms of quality, both with imported products and global brands.

4.3 Average Variance Extracted (AVE)

To assess discriminant validity, in addition to cross-loading values, you can look at the average extracted (AVE) value. A good model is required if the AVE for each construct exceeds 0.50. Convergent validity means that a set of indicators represents a single latent variable and the underlying latent variable. This representation can be demonstrated through unidimensionality, as expressed by the average variance extracted (AVE). The AVE value should be at least 0.5. This value indicates adequate convergent validity, meaning that a single latent variable explains more than half of the variance in its indicators on average (see Table 2).

Table 2. AVE Test

	Average variance extracted (AVE)
Customoer_Etnocentrism	0,608
Product Quality	0,709
Puchase Intention	0,678

4.4 Construct Reliability

Construct Reliability: A variable is said to meet construct reliability in a structural model via Partial Least Squares analysis if it has a composite reliability > 0.7 and a Cronbach's alpha > 0.7. Reliability testing is conducted to prove the accuracy and consistency of a construct. To measure the reliability of a construct with formative indicators, two methods can be used: composite reliability and Cronbach's alpha. The usual assessment of construct reliability is considered reliable if the composite reliability and Cronbach's alpha values are above 0.70 for confirmatory research, and 0.60-0.70 is still acceptable for exploratory or investigative research. Construct Reliability In PLS, reliability testing is measured using two criteria: composite reliability and Cronbach's alpha from the indicator block that measures the construct. A construct is considered reliable if the composite reliability value is greater than 0.7, while some limitations regarding Cronbach's alpha score are that it is greater than 0.7. The results of the SmartPLS processing are shown in Table 3.

Table 3. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)
Customoer_Etnocentrism	0,936	0,937
Product Quality	0,973	0,974
Purchase Intention	0,960	0,963

4.5 Inner VIF Values

The VIF test indicates multicollinearity if the VIF value is > 5. Some experts use a VIF threshold of>5 to detect multicollinearity. Experts also use the VIF more frequently than other parameters to assess multicollinearity in a regression model. Conversely, if the value is < 5, there is no multicollinearity. The statistical results do not indicate multicollinearity among the independent variables (see Table 4).

Table 4. Multicollinearity Test

	Customoer_Etnocentrism	Product Quality	Puchase Intention
Customoer_Etnocentrism			1,874
Product Quality			1,874
Purchase Intention			

4.6 Model Fit

According to the SMARTPLS website, the criteria for model fit include an SRMR < 0.10 and an NFI> 0.9. The results of the model fit assessment are shown in the table below (see Table 5).

Table 5. Fit Model Test

	Saturated model	Estimated model
SRMR	0,055	0,055
d_ULS	2,520	2,520
d_G	1,686	1,686
Chi-square	1325,622	1325,622
NFI	0,799	0,799

Based on the model fit results, the NFI value of 0.799 < 0.9 does not meet the model fit criteria for NFI. However, based on the SRMR (Standardized Root Mean Square) value of 0.055, which is < 0.10, the model fits. Therefore, the model fits the data.

4.7 F Test

The f-Square test aims to determine the relative magnitude of the influence of the independent latent construct on its dependent latent construct (see Table 6). The criteria in the f-Square test are as follows: 1. The value of f- Square < 0.02, then the relationship between constructs is low. 2. The value of f- Square > 0.15, then the relationship between constructs is moderate. 3. The value of f- Square > 0.35, then the relationship between the constructs is strong (Hai et al., 2014).

Table 6. F Test

	Customoer_ Etnocentrism	Product Quality	Purchase Intention
Customoer_Etnocentrism			0,062
Product Quality			0,124
Purchase Intention			

4.8 R-Square

The coefficient of determination (R2) measures the degree of variation in the dependent variable explained by the independent variable. The higher the R2 value, the better the predictive model of the research model. The R-Square value is > 0.7 (strong model), 0.67 (substantial), 0.33 (moderate), and weak (0.19), 2014). The magnitude of the influence of the Customer Ethnocentrism and Product Quality variables on Purchase Intention (Y) is 0.364 (36.4%), indicating a moderate effect (>0.33) (see Table 7).

Table 7. R- Square Test

	R-square	R-square adjusted
Minat_Beli	0,364	0,356

4.9 Relationship of Variable Influence

Path Coefficients

Mean, STDEV, T-Values, P-Values

Using bootstrap in PLS, the path coefficients and p-values were obtained. The path coefficients and p-values are presented in Table 8 as below:

Table 8. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Customoer Etnocentrism -> Purchase Intention	0,271	0,276	0,109	2,490	0,013
Product Quality -> Purchase Intention	0,384	0,383	0,106	3,608	0,000

Hypothesis Testing: The hypothesis is tested using the bootstrap resampling method, which allows the data to be freely distributed, does not require normality assumptions, and does not require a large sample size. Testing was conducted using a t-test, and the

influence between variables in the study is significant if the t-statistic is > the t-table value (1.96) and the p-value is <0.05.

The research results indicate that Customer Ethnocentrism has a positive and significant effect on Purchase Intention with a path coefficient value of 0.271 and a significance value (p-value = 0.013). This means that the greater the tendency toward consumer ethnocentrism, the greater the intention to purchase local products. In addition, Product Quality has a positive and significant effect on Purchase Intention with a path coefficient of 0.384 and a significance value (p-value = 0.000). This shows that good product quality encourages consumers to have a higher purchase intention toward local products.

4.10 Q-Square

Predictive relevance is a test that assesses how well the observed values are generated using the blindfolding procedure by examining the Q-square value. If the Q-square value is > 0, it can be said to have good observed values, while if the Q-square value is < 0, it can be stated that the observed values are not good. Q-Square predictive relevance for structural models measures how well the model generates the observed values and also its parameter estimates. A Q-square value > 0 indicates the model has predictive relevance; conversely, a Q-square value ≤ 0 indicates the model has less predictive relevance. The criteria for the strength or weakness of the model are based on the Q-Square Predictive Relevance (Q2): 0.35 (strong), 0.15 (moderate), and 0.02 (weak).

Table 9. Q Test

LV prediction summary PLS-SEM			
	Q^2predict	RM SE	MAE
Purchase Intention	0.328	0.837	0.623

From the Q2 results above, a value of 0.328 was obtained, indicating that the model has good predictive relevance, as it falls between 0.15 and 0.35 (moderate). Therefore, it can be concluded that the independent variables in the study can predict 32.8% of the Purchase Intention variable (see Table 9).

5 Conclusion

Based on research conducted with 245 respondents who consume local products in Indonesia, this study concludes that Customer Ethnocentrism and Product Quality play an important role in influencing Purchase Intention. The analysis results show that Customer Ethnocentrism has a positive and significant effect on consumer purchase intention. This shows that the ethnocentric attitude reflected in pride in using domestic products and consumer support for the national economy is a driving factor in increasing interest in buying local products. However, its influence is emotional and not entirely dominant in purchasing decisions.

Conversely, Product Quality was found to have a stronger, more significant influence on Purchase Intention than Customer Ethnocentrism. This indicates that Indonesian consumers are becoming increasingly rational and selective in their choice of local products. They didn't just consider nationalistic factors; they also evaluated quality factors such as product reliability, design, functionality, and durability before deciding to buy. Thus, consumer interest in local products is influenced by a combination of emotional and rational factors. Still, the final decision is more influenced by perceptions of product quality.

Authors' Contribution. Two authors collaboratively developed this study. Annisa Retno Utami contributed to the conceptualization of the research model, the formulation of the research framework, the drafting of the manuscript, the design of the methodology, the processing and analysis of research data using PLS-SEM, the interpretation of the findings, and the finalization of the article for publication. Euis Widiati contributed to the development of the theoretical foundation by conducting an extensive review of relevant literature, identifying research gaps, and defining the conceptual and operational measures of variables. She also developed the research instrument by reviewing the dimensions and indicators for each variable, based on established theories and prior empirical studies. She contributed to refining the discussion and strengthening the article's academic alignment. Both authors reviewed and approved the final version of the manuscript.

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